

DESCRIBING PUBLICS & COMMUNITIES

By the different 'hats' that people wear



Family Member

Teacher

Service User

Community Member

Activist

Lifelong Learner

Voter

Citizen

School Pupil

Patient

Community Leader

Customer

By demographics

Income Level

Employment/ Job

Ethnicity

Place or Region



Economic Status

Gender or Sex

Age

Disability Status

By interests, involvement, attitudes or perceptions

Gamers

Environmentalists

History Buffs

Festival Goers

Vaccine Hesitant

Crafters/ Knitters

Book Lovers

Climate Change Skeptic

Football Fans

