
Who Lives on Your Sesame Street?

Understanding Your Community Through Demographic Profiling





HELLO!

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Lesson Plan

1. 5 Things I Wish I would Have Known
2. Developing Demographics
3. Understanding Your Community, Their Priorities, and the Importance of
4. Adapting to Change




“Communicating is Building
Trust”




1

Forewarning!





This presentation will not show you how to pass a tax levy but rather how to communicate with your district demographics on a regular basis.





2

5 Things I Wish I would Have
Known



- 1. Senior Citizens – They Like to Vote and sometimes no!
 - 2. It’s all about knowing your community!
- 3. People want to be communicated with before an election issue
- 4. Ask the local newspapers or magazines who their “reader” is
 - 5. Sometimes you just need to listen.

3

Developing Demographics

- Hire a company if possible
- If not, talk to your city & county
- Look at national data

4

Understand Your Community's
priorities and their importance





How do you get in their heads?

- Social understanding

Ask them- surveys work wonders






















5 Adapting to Change

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1. As communities grow, shrink, or even stay the same size, you must adjust your engagement methods
 2. The size of your community may change, but the ages of the people impact your engagement more
 3. Know your traditions and “sacred cows”
Understanding the Basic Principles
 - What are your resources?
 - How are accessing your community?
- 

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Know how to target your personalities

Chart 1: An overview of the working generations

Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Formative experiences	Second World War Rationing Fixed-gender roles Rock 'n' Roll Nuclear families Defined gender roles — particularly for women	Cold War Post-War boom "Swinging Sixties" Apollo Moon landings Youth culture Woodstock Family-orientated Rise of the teenager	End of Cold War Fall of Berlin Wall Reagan / Gorbachev Thatcherism Live Aid Introduction of first PC Early mobile technology Latch-key kids; rising levels of divorce	9/11 terrorist attacks PlayStation Social media Invasion of Iraq Reality TV Google Earth Glastonbury	Economic downturn Global warming Global focus Mobile devices Energy crisis Arab Spring Produce own media Cloud computing Wiki-leaks
Percentage in U.K. workforce*	3%	33%	35%	29%	Currently employed in either part-time jobs or new apprenticeships
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adaptors	Digital Immigrants	Digital Natives	"Technoholics" — entirely dependent on IT; limited grasp of alternatives
Attitude toward career	Jobs are for life	Organisational — careers are defined by employers	Early "portfolio" careers — loyal to profession, not necessarily to employer	Digital entrepreneurs — work "with" organisations not "for"	Career multitaskers — will move seamlessly between organisations and "pop-up" businesses
Signature product	 Automobile	 Television	 Personal Computer	 Tablet/Smart Phone	Google glass, graphene, nano-computing, 3-D printing, driverless cars
Communication media	 Formal letter	 Telephone	 E-mail and text message	 Text or social media	 Hand-held (or integrated into clothing) communication devices
Communication preference	 Face-to-face	 Face-to-face ideally, but telephone or e-mail if required	 Text messaging or e-mail	 Online and mobile (text messaging)	 Facetime
Preference when making financial decisions	 Face-to-face meetings	 Face-to-face ideally, but increasingly will go online	 Online — would prefer face-to-face if time permitting	 Face-to-face	 Solutions will be digitally crowd-sourced

*Percentages are approximate at the time of publication.

Ask the media

- Local media have a demographic...so when you target stories, know who is reading, listening, or watching
 - Example: The Springfield Business Journal's "reader" is a white male who lives in Nixa
 - If a TV station is watched by a younger audience, target stories that their viewers will want to watch.



Know who they are



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Know the difference between target market and demographics

Meet the Personalities of Our Districts



Meet:

Sherry

Jack

Sam

Ericka





Questions?

