

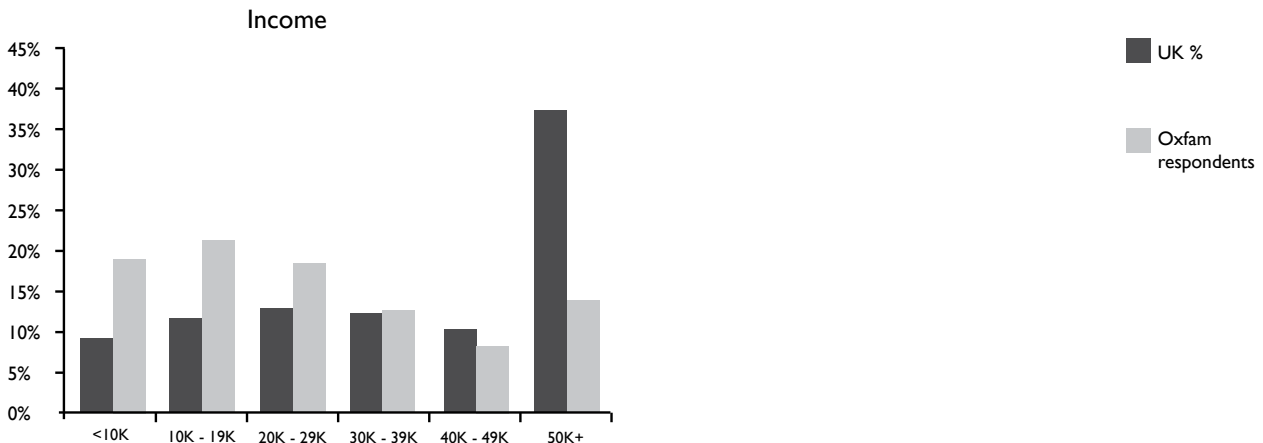
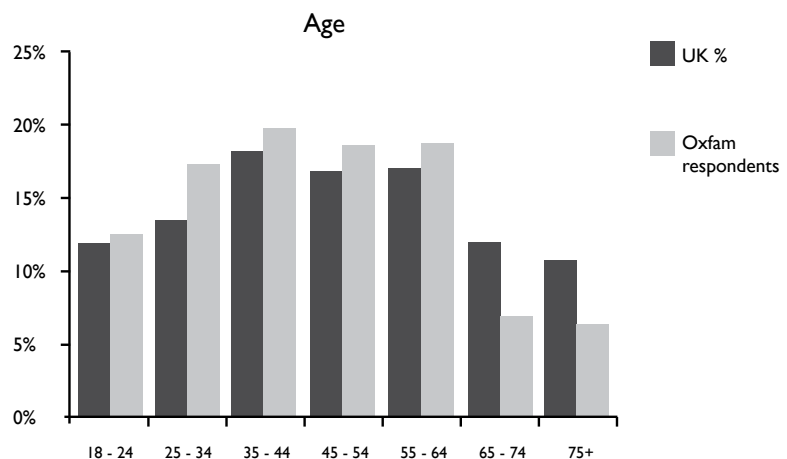
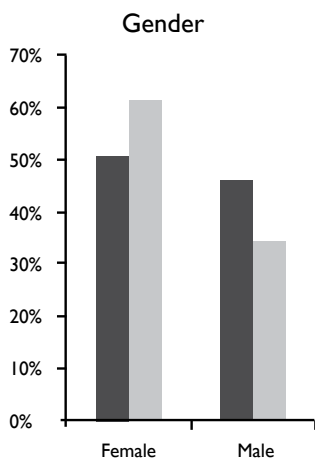
PROFILES APPENDIX

Use these graphs to help you work out the kind of people who will respond to your campaign for Oxfam and National Trust. For Great Ormond Street Hospital you will need to conduct research about your target audience.

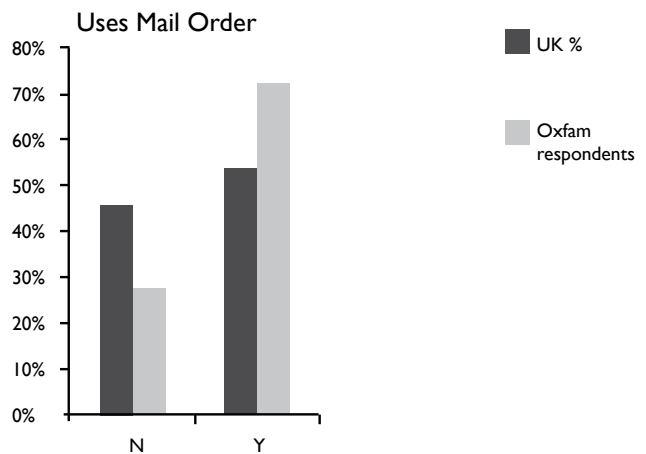
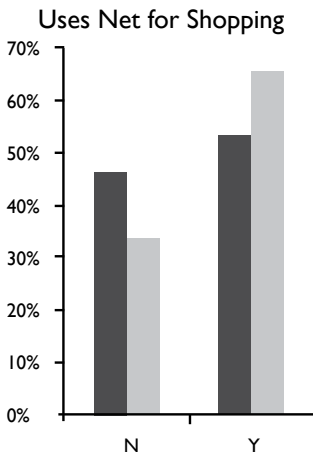
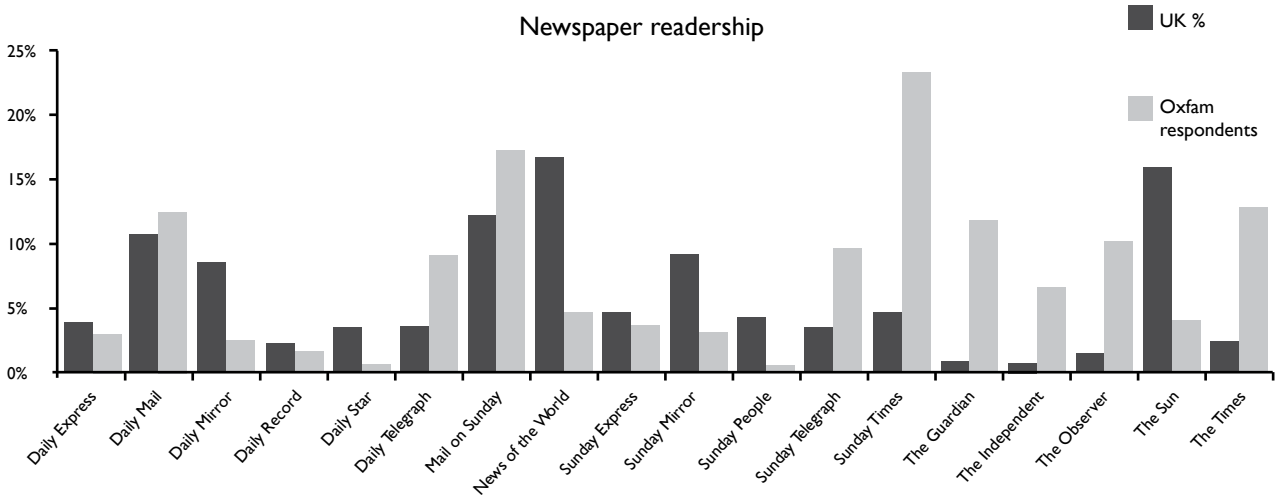
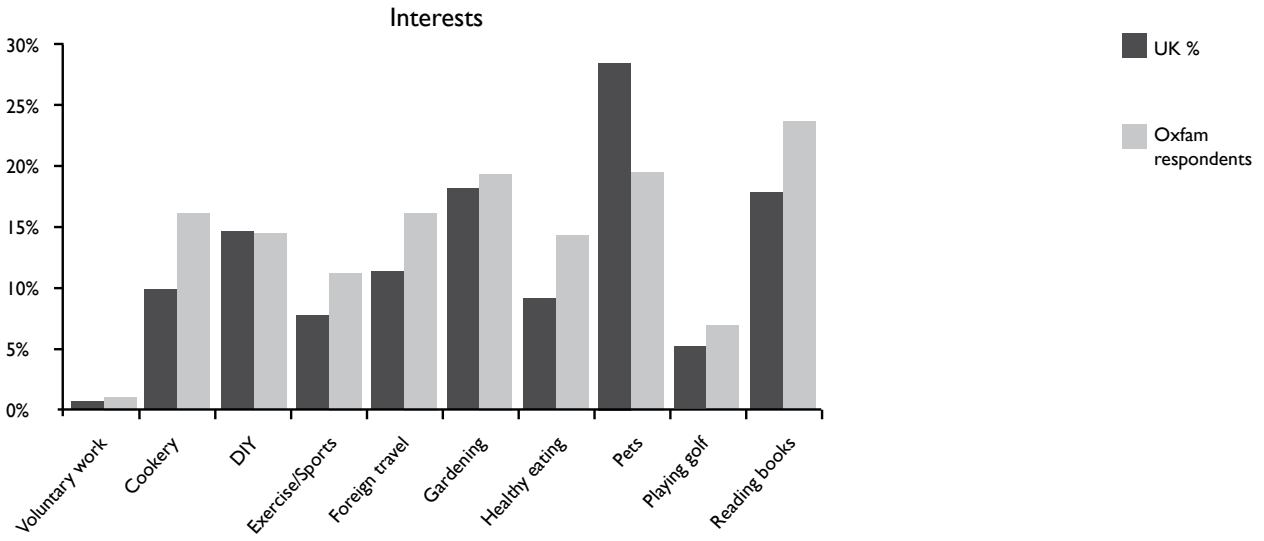
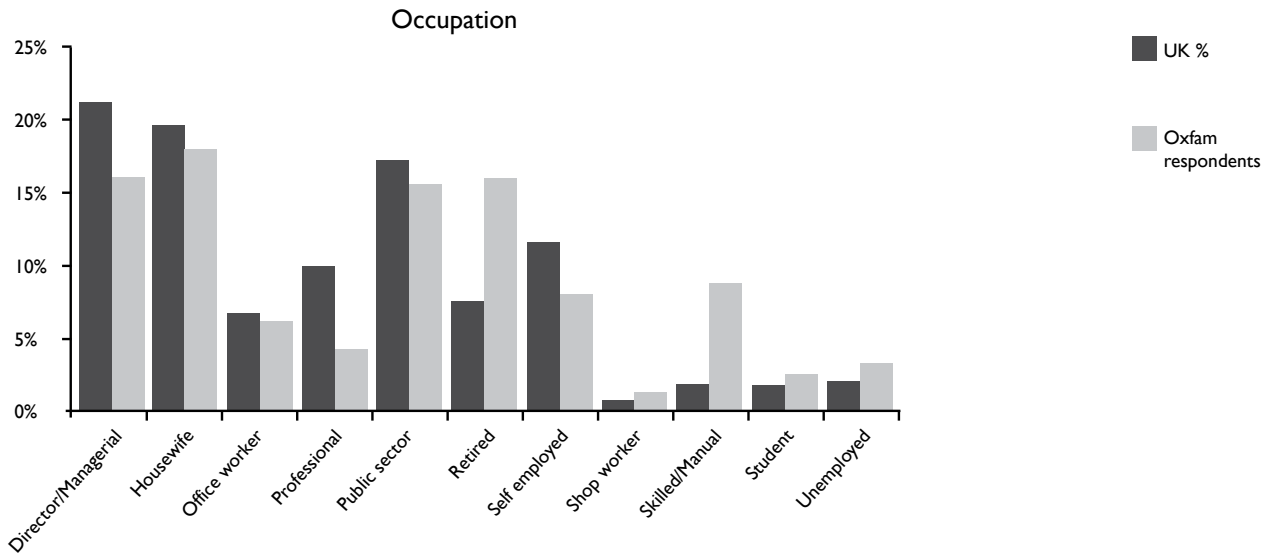


The graphs compare people who respond to the marketing campaigns of each charity against the UK population as a whole. Where the bar for the charity respondent is higher than the UK population it means that people with that characteristic are more likely to respond to your campaign. The bigger the difference between the bars, the more powerful the characteristic. In other words, where the difference is greatest, these people are more likely to respond. So, you need to work out who to aim your campaign at based on these graphs.

Oxfam Profiles



Continued on next sheet...



National Trust Profiles

