



# Who is the Audience?

The Business and Creative Implications  
John Penney



332

7.8



69 72 66 70  
Z M X B 277





# 130

# 111

<https://www.statista.com/statistics/183635/number-of-households-in-the-us/>

<https://www.statista.com/statistics/189349/us-households-home-internet-connection-subscription/>





70

121

51



# 70%

[https://finance.yahoo.com/news/survey-63-americans-171927256.html?guccounter=1&guce\\_referrer=aHR0cHM6Ly93d3cuY29uc3RhcjRwYVWdLmNvbS8&guce\\_referrer\\_sig=AQAAAGShudhW-vjScow0cs3On7D\\_B97b-yBQNptkQCo1v8qZi1AHo6TIDm9cZG\\_15EvkM5C0B/eSA5VrVnKFyTpMvqUihdaYUyF1HMa2voEN\\_BWd4l0AcnaVQmfwQMun8X3ID1o4dGxDzD92vFrzcVUcYdtx4uRWs0C9h5AG7](https://finance.yahoo.com/news/survey-63-americans-171927256.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuY29uc3RhcjRwYVWdLmNvbS8&guce_referrer_sig=AQAAAGShudhW-vjScow0cs3On7D_B97b-yBQNptkQCo1v8qZi1AHo6TIDm9cZG_15EvkM5C0B/eSA5VrVnKFyTpMvqUihdaYUyF1HMa2voEN_BWd4l0AcnaVQmfwQMun8X3ID1o4dGxDzD92vFrzcVUcYdtx4uRWs0C9h5AG7)







# Thank You!

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