

Who do we need to influence?

Ask who each person is and what they are concerned about? Then draw a line from the person on the left to the group on the right that the person represents.



WHO AM I?

I am a receptionist in a big hotel and I shop around the corner from work – this is convenient as I do shift-work. I do care about what I buy, but I'm too busy to go to specialist shops.

MEDIA



WHO AM I?

I am a reporter for a local newspaper with a wide readership. I am always on the look-out for good stories that the community will be interested in. You never know, the nationals may want my story too!

GOVERNMENT



WHO AM I?

I am the manager at a large store chain and I am keen to make sure I stock products that my customers want and that keep costs down. I feed back consumer opinion to my superiors nationally.

CONSUMER



WHO AM I?

I am a local MP. I need to know what my constituents feel strongly about, so I can take it to parliament and question the Prime Minister!

PUBLIC OPINION



WHO AM I?

I am a retired builder and my wife is a teaching assistant at the local school. We take an active interest in local and national politics. I will definitely support campaigns if I think they are justified.

SUPERMARKET