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Income. money left after taking out taxes; (a.k.a. net pay)
Demographics. statistics that describe a population in terms of
personal characteristics such as age, gender, income, marital status,
ethnic background, education, and occupation. SWOT.

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Chapter 19 Test Chapter 19 Advertising 5 SECTION 19.2
SECTION 19.2 Media Rates Media Rates To reach customers,
advertising uses a set format that is defined in terms of time (a
30-second television Marketing Essentials Chapter 19 -
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Unit 2: Marketing Essentials Unit code R/508/0486 Unit type Core
Unit level 4 Credit value 15 Introduction This unit is designed to
introduce students to the principles of marketing, enabling them to
develop a basic marketing plan and to employ elements of the
marketing mix to achieve results.

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