



eGMS Audience Encoding Scheme (eGMSAES) DRAFT

Use this element to indicate the people or groups the content is aimed at. Don't put anything in the Audience element unless the resource is prepared with a particular group in mind. If it's for general release, leave it blank.

For further information see the 'audience' page of the e-Government Metadata Standard (e-GMS) on <http://www.govtalk.gov.uk/interoperability/metadata.asp?order=title>

| Type value | Draft scope note |
|-----------------------|--|
| Carers | People who look after a relative or friend who needs support because of age, physical or learning disability or illness, including mental illness. |
| Children | People aged up to 16 years |
| Disabled people | |
| Employees | People in full or part-time employment |
| Employers | People or organisations with responsibility for employing one or more people. |
| Ethnic minorities | |
| Gay and lesbian | Lesbian, Gay, Bisexual, Transgender |
| Jobseekers | People looking for employment and/or claiming benefits associated with unemployment |
| Low income households | |
| Men | |
| Non UK residents | Refugees, asylum seekers, visitors to the UK or tourists |
| Older people | Retired people (of any age), anyone aged 60 or more |
| Parents | Parents and guardians, and anyone else with responsibility for looking after or supporting persons under 21 years old. |
| Professionals | |
| Businesses | All private sector organisations. |
| Students | People of any age who are studying for an academic qualification or for their own educational development |
| Voluntary sector | Volunteers, voluntary organisations, charities and community groups |
| Women | |
| Young people | People in the age range 16-25 years |

