Demographics are defined as the age, gender, race, and education of your ideal audience. When you think about your audience, what are their core demographic characteristics? Exploring demographics will allow you to identify key aims in your project to engage, inform or entertain your chosen audience for a more effective project.

**Project Title: Messing With My Man**

**Project Summary: I am making a deep house song for my FMP as well as making promotional material. Such as promo cards and a professional video for youtube as well as making artwork I will be uploading it to digital stores such as spotify Since this is for Deershed festival maybe they could play my song at the festival. That would be amazing as when i hear other people enjoy my music it makes me proud of my work as I have put a lot of time and effort into it. Also it can bring new listeners in.**

|  |  |
| --- | --- |
| **Who is the demographic for your project? (Be specific – no one product will appeal to all. Identify the primary and secondary audience. You may want to explore psychographics as part of this.)** | **What research have you done to identify this demographic? (Are there any other types of media which are aimed at the demographic? Source research to support the aims and development of your project)** |
| From my findings online I have come across a survey that someone has conducted. I have found that my target audience is between the ages 16-25. This makes sense as the music is upbeat and energetic the older generation would most likely like a more peaceful genre. | I have conducted primary research with my surveys where I asked questions such as “how old are you?” That helped me figure out the target audience for my track. 50% of answers were 16-20 and 37.5% were 21-25. I also found another survey that was conducted by somebody else online (secondary research) the age range for that survey was extremely similar to my findings which then confirmed my findings. I also found that that the audience is predominantly Caucasian and there profession is a part time job with indicates they are most likely students therefore reinforcing that young adults are the audience. Infogram, I., n.d. ELECTRONIC MUSIC Target audience research - Infogram. [online] Infogram.com. Available at: <https://infogram.com/electronic-music-target-audience-research-1g6v4m7gl97rm18> [Accessed 26 April 2022]. |
| **How will you engage / inform / entertain this demographic? Consider the elements of your media project which will be tailored to the chosen audience.** | **How will you assess if your project is effective for the intended audience? (Consider primary research methods throughout the progress and completion of the project)** |
| I wanted to see what people like about deep house so I could implement things that people like into my track to ensure I am engaging my audience. From the qualitative data I found people like it because of the "synthetic and techy style" someone said they like "The girl singing" from that I will try to find a female vocal sample and include that in my song.I also conducted interviews and asked questions such as “do you prefer male or female vocals” both answers were female. So, I took that into account and used female vocals in the final product. ​This research is helpful to me as it enables me to engage my audience and cater to what they want. ​ | By receiving constant feedback throughout the duration of my project It allowed me to ensure I am engaging with my audience also receiving feedback at the end of my project through comments. My research has helped my figure out what my audience demographic is. I have found out it is 16-25 and this genres fan are extremely active on social media and tweet on average 11 times a day. Which leads you to believe that the audience mostly young adults. (Eventbrite, n.d.)Eventbrite, E., n.d. [online] Eventbrite-s3.s3.amazonaws.com. Available at: <https://eventbrite-s3.s3.amazonaws.com/marketing/britepapers/Eventbrite\_EDM\_Social\_Media\_Listening\_Project.pdf> [Accessed 26 April 2022] |