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:**

**Project Summary:**

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| --- | --- |
| **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)** |
| Personality- It is if use computer and use for online buying or I have debit card on it.  Values- It is to saving sometime and protect your device so not information get leak.  Age/Attitudes- The age can be about 30-50. To learn new thing that may or may not already know about. Also, If they like use computer.  Interest- You are interest with computer and want to learn how it work and to protect it.  Lifestyles- It can be you have computer to explore new thing and to protect | I think other type of demographic is some small company to help them because normally a small company are cyber-attack be using a virus to get into the database.  If I have time to make extra two page I have some information to help survive an attack plus protect on their database and how protect them. Also, what if did happen to them. |
| **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 think I will inform the demographic. The reason why It is informing is because of it will tell them how to protect and why it is important to do it and how you can get virus on devices. | I will assess it is intended to the audience because I going add information with question near the bottom of the page about the information that I just inform them about. This will be on the leaflet and website. It will have survey at the end about what they have learn about it. |