**UAL Level 3 Diploma in Creative Media Production & Technology**

**Defining Audience Research**

*Demographics: A statics that describes human populations (or segments of human populations broken down by age/sex/income etc.)*

*Psychographics: a detailed customer profile is created by analyzing consumer lifestyle. The psychologist who conducts market research I conduct research by asking consumers whether they agree or disagree with certain activities, interests, opinions and statements.*

*Geodemographics: the process of analyzing survey data from a specific area to profile the economic and demographic charasterics of the people who live there. The term is frequently used in advertising and marketing strategies.*

**Tv Show**

Grand Designs



***This show is about Kevin McCloud who visits different building project sites and works on them right from the blueprints to their completion stage.***

***Age:***

The age range for grand designs is 24-72

***Gender:***

There is no specific gender. But it has been stated “respected men and working class”.

***Hobbies and Job:***

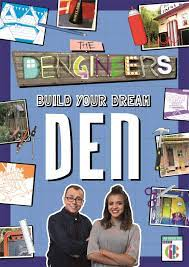
This show is mostly for those who have an interest in any field towards art or Constuction or engineering. Or anyone has any interests or working in interior design, crunching numbers and all things home renovation. The focus grand designs are focused on are usually middle-class oriented. It is stated that “almost always a straight white couple, rarely too rich or poor.”

***Other programme choices***

* Escape to the Chateau
* George Clarke's Amazing Spaces
* DIY SOS
* Changing Rooms

**Tv Show**

The Dengineers



***This show is about Mark and Lauren transforming areas for children, along with a team of experts. They explore themes such as dance, spying and stealth, Bollywood, and libraries, in their quest for the best spaces for kids.***

***Age:***

The age range that dengineers is focused on is 7-11 years old, however many teenagers and young adults watch this show.

***Hobbies and Job:***

This shows the audience usually have hobbies and interests around art, engineering, and constructions. Have interests of trying new things and finding new things.

***Other programme choices:***

* Art Ninga
* Ricky Wilsons Art Jam
* How to be epic at everything

**Game**

Tekken 7



***Tekken 7 is a fighting game developed and published by Bandai Namco Entertainment. It is the seventh main and ninth overall installment in the Tekken series. Tekken 7 had a limited arcade release in March 2015.***

***Age***

Around 12 years old and older.

***Gender***

Mostly boys.

***Hobbies and Job***

Gaming, fighting, competition.

**Audio**

Song Exploder



***This podcast breaks down songs by the singer. They break down how they felt when writing the songs, how they got inspired and more.***

***Age***

The audience is dedicated around the age range of 14+.

***Gender***

It equally attracts both genders as it plays different variety of songs. Some rock, some jazz, some this and some that. Some attract men and some women.

***Hobbies and Job***

The audience's interests and hobbies would most likely be into music, researcher, historical, explorer

***Other programme choices***

* Switched on pop
* Disgrace land
* Questlove supreme
* Punch up the jam
* Twenty thousand hertz
* Hit parade