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)** |
| The main audience for this type of game would usually be young adults to adults as this game can be quite difficult at occasions as the sessions can take an extended period of time and are usually slower paced, I would say that this game would require someone who does have a decent amount of free time as the reason is the point prior as sessions can take upwards of several days to complete as in the later part of the game it can lag and cause the game to slow down even more, id say this game caters more towards pc players as the pc version of this game receives many more updates then the console version so id say you would need a decent pc to run it as later on the amount of things that will be in game may cause your pc to lag if it is not powerful enough  https://pegi.info/ | I have played stellaris and as so that was my form of research I used to be able to get a demographic by playing the game itself I was able to make an accurate guess of who may like playing the game and who wouldn’t, my tutorial was to help people who would play the game but would uninstall it if it was too hard, the game also has a sci-fi element and so people who are a fan of sci-fi media may also like the game for its futuristic and theoretical concepts such as megastructures or FTL travel  I have found that stellaris is a 4x style of game  Which is usually for an older audience based on other 4x games |
| **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)** |
| It will entertain my demographic as it will be catered to people wanting to learn how to play stellaris as stellaris is known for how complex it can be as people usually will uninstall the game after learning how difficult it can be, I will inform them by putting as much information as I can in the tutorial, I will also try to make the information simple so that way the audience won’t get confused |  |