

Life Labs 10

# AUDIENCE ANALYSIS

Group 12 | Trio That Thrives

Content Type 1:

Gaming

# DEMOGRAPHIC INFORMATION

Gender, Age, Marital Status, Race, Ethnicity, Socioeconomic Status, Education, Employment, Household Income

Age: 16 above and below

Gender: All

Marital status : N/A

Race: All

Ethnicity: All

Socioeconomic status:  
Middle to High

Education: N/A

Employment: N/A

Household income: N/A

## Culture:

These watchers like to watch  
narratives or simply watching  
someone play

## Values:

There isn't much to say since their values could differ from each other

## Opinions:

Most of the audience comment their  
opinions on the videos

## Attitudes:

Not a fact, but people say the audience for this type of content could be toxic or kind

Beliefs:

N/A



## Sources:

<https://www.statista.com/topics/3147/gaming-video-content-market/>

Content Type 2:

Education

# DEMOGRAPHIC INFORMATION

Gender, Age, Marital Status, Race, Ethnicity, Socioeconomic Status, Education, Employment, Household Income

Age: All Ages

Gender: All

Marital status : N/A

Race: All

Ethnicity: All

Socioeconomic status: Low to High

Education: Can be of any educational level

Employment: N/A

Household income: N/A

Culture:

N/A

**Values:**

They intend to watch videos about  
education to learn

## Opinions:

Replies can be shown on the comment section of videos, they mostly ask question for clarification

**Attitudes:**

N/A

Beliefs:

N/A



### Content Type 3:

TV News

# DEMOGRAPHIC INFORMATION

Gender, Age, Marital Status, Race, Ethnicity, Socioeconomic Status, Education, Employment, Household Income

Age: 18 - 65 years old

Gender: All

Marital status : N/A

Race: All

Ethnicity: All

Socioeconomic status:  
Middle to high

Education: N/A

Employment: N/A

Household income: N/A

Culture:

N/A

## Values:

These people can all be classified  
due to the fact that they watch the  
news to be aware of their  
surroundings

## Opinions:

They all have different opinions  
but they must accept what the news  
mentioned

## Attitudes:

They are mostly waiting for either positive or negative news to know more about what's happening in the world

Beliefs:

N/A



**Thank You For  
Listening!**