The Psychographics of animal Nurturing Games Research

The psychographics include the **Needs**, **Interests**, **Activities**, **Attitudes** and **Values** of the target audience.

The Psychographics of 21 – 30-year olds I must look at the following:

* How are they spending their time?
* How are they spending their money?
* What entertains them?
* What drives them socially?

**Workforce related facts about 20-29-year olds.**

* 41% work or study more than 40 hours per week
* 12% of 20-29-year olds are not working or studying.
* 72% of young adults are employed
* 8% have full-time home duties
* 13% are students.

**Social life is important to this age group (Interests):**

* 45% going to hotels or licensed clubs at least monthly
* 49% to cinemas
* 44% to parties.
* 65% Most dine out frequently
* 68% participate in outdoor recreation activities other than sport
* 50% play or watch sport

**They prefer enjoyment and excitement (Values)**

* 58% of Young adults are more likely than others to regard enjoying life
* 33% or having an exciting life
* 82% Most young adults say they have a sense of meaning and purpose in life
* This age group are the most likely to change their phones to keep in touch with friends
* Seeking a higher purpose
* Doing well where others have failed

**There needs:**

* Easy interactions with other people
* Straightforward and easy to understand content
* Enjoyable experiences with friends and family

**What do they spend their money on?**

* Mobile bills average between £20 and £49
* Going out with friends
* Take away food products
* Games and apps on mobile devices

**How do they save their money?**

* 10% save money from one week to the next
* 15% save for the following month
* 10% save money for up to 3 months
* 7% save with the next two years in mind

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