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| Age:Primary Target Audience: | 12-16 Years old |
| Gender: | Male and Female |
| Income: | Part time/weekend jobs or pocket money |
| Attitudes: | Waste time / escapism |
| Values: | Socialising, friendship, value for money |
| Challenges/Frustrations: | Education, maybe jobs, friendships and relationships |
| Hobbies/Interests: | Video games, music, sport, fashion. |
| Viewing Habits: | YouTube, Netflix |
| Currently Using -Games: | Fifa, Overwatch, Minecraft, Call of Duty, |
| -Apps: | Instagram, Snapchat, YouTube, Facebook, Twitter, Tumblr |

Secondary Target Audience:

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| --- | --- |
| Age: | 18-25 |
| Gender: | Both |
| Income: | First jobs, min wage. |
| Attitudes: | Passing Time, games to play on commutes |
| Values: | Money, Sociable, Undependable sports |
| Challenges/Frustrations: | Bills, Jobs, Education, Family |
| Hobbies/Interests: | Horror genre, games, sports, social events, Work,  |
| Viewing Habits: | YouTube, T V, Netflix,  |
| Currently Using -Games: | Overwatch, Call Of Duty, Fifa,  |
| -Apps: | Instagram, Snapchat, YouTube, Facebook, Twitter, Tumblr |