

# Audience Profile



Gender: male

Likes: video games really stupid outdated memes

Age: 12

Social media: Instagram and Facebook

Ethnic: any

Products/ Preferences: smart phones “trendy”  
stupid shops like top man

Psychographic group: Main streamer, would  
prefer to have an iPhone than android because  
its cooler and goes with the crowd

Social Economic: Parents will mostly buy him  
what he wants

Education: Public High school



Our game would appeal to 12 year old because  
they watch YouTube and most likely try to copy  
big You tubers like pewdiepie and play indie  
games that have been featured on there channel