

Topic Area 2 – Factors influencing product design

2.3 Audience demographics and segmentation

Content	Notes on breadth and depth required
Categories of audience segmentation: • age • gender • occupation • income • education • location • interests • lifestyle	To include: • Know the different categories of audience segmentation • Know examples of the way audiences are grouped for each segmentation type • The reasons for, and benefits of, audience segmentation • How audience characteristics influence the design and production of media products