

## iMedia Unit 2.3 (audience demographics) – homework questions

These are example exam-style questions

Work through the unit content for **section 2.3 – Audience demographics and segmentation**. You can find these at <https://tinyurl.com/2p9nrky8> or scan the QR code



**Don't** google the answers! And certainly don't use google's AI summary. This won't reliably give you the **answers the exam board wants**. And it's those answers that examiners will mark right

Go back through the learning to remind you of the key points **before** you try the questions. Make notes. Create revision material. Read. Whatever works for you

---

1

(a) Which of the following is **not** a type of audience segmentation?

Tick **one** box.

A age	<input type="checkbox"/>
B income	<input type="checkbox"/>
C family	<input type="checkbox"/>
D interests	<input type="checkbox"/>

[1]

(b) Identify **two** other ways of segmenting an audience **not shown in the table above**

1. ....

2. .... [2]

(c) Explain what is meant by the term audience demographics.

.....  
.....  
.....  
..... [2]

2 A media company is planning a digital magazine to showcase its range of computer games.

**(a)** Identify **two** categories of audience segmentation which are likely to be important in this example

1. ....

2. .... [2]

**(b)** Explain how audience demographics might influence the design of the digital magazine.

Total marks: 11