**Lifestyle Profile for Kerrang**

**[The Advert](https://www.youtube.com/watch?v=FVJe1gC6KHU)**

Andrew is 24. He lives in a two-bedroom house in Luton. He works as a full time builder. That puts him into group C2. He has a partner who does not work and a baby daughter. He is constantly falling out with his partner and wonders if the relationship will last. He lives in a rough area of Luton because that was where the cheapest house to rent was. The couple are both into heavy metal music as it helps them forget about their relationship problems. They both have many piercings and controversial haircuts. They both wear dark, torn clothing. She wears dark eyeliner. In his free time, Andrew enjoys attending rock and heavy metal concerts and loves getting tattoos. He does not enjoy his job as a builder because it forces him to socialise and he considers the pay to be too low. Every Wednesday evening after work, he reads Kerrang. He is interested in the celebrities of the heavy metal world. Reading the magazine is one of his esteem needs because it immerses him in the music that he revolves his life around. He considers his social values to be a ‘disconnected striver’. His favourite TV channels are MTV, Kerrang and P-Rock TV. His dream is to become a heavy metal drummer and he plays in a band every other Saturday.