

# Audience Profile

Ben Macvean

Josh is a 17-year-old single student. He is straight and white. He loves listening to the iTunes singles chart every Friday. He has a Spotify account which he uses every spare second of the day. His favourite genres are: R and B, Rock and Rap. He has a part time job at the local news agents but does not like the low pay. He has a low income and mostly relies on his parents to pay for his lunch and petrol for his car. He is in the demographic group of D. He lives in a detached house in a small rural town. He lives with his parents and younger brother and sister. He gets on well with his family and likes to share his tastes in music with them. He wears neat, stylish clothes. He does not like to stand out but he is not shy and loves to have a laugh with people and go out with friends. He has a gym membership and he goes as often as he can. He recently passed his driving test and he drives some of his friends around as a favour. He loves cars, music and technology. He has a Netflix account and he watches shows on his laptop, never watching TV. He believes that quality is important and always saves enough money in order to buy the best possible product for his needs. He is not very loyal to brands but he does a lot of research so he always gets the best product for him. He is patient and caring towards his peers and family. Music is a big part of his life and he cannot concentrate on college work without a song on in the background. In the future he wants to go to university to study graphic design, travel all over the world, get a husky and drive a Toyota Supra. He is a successer and an explorer. He seeks control, quality and values difference.

