KNOWLEDGE BENDER YOUR NAME:

The weekly quiz you know and love:

AUDIENCE - 26/9/19

1. In your own words explain why knowing your audience is so important.
2. What is BARB?
3. What is the BBFC and why is it important when considering your audience?
4. Name a website where you can find the latest box office figures for a cinema release?
5. Explain the meaning of the term DEMOGRAPHIC.
6. What does PSYCHOGRAPHIC mean?
7. Name at least four key questions that you would ask when trying to find out the DEMOGRAPHIC of your audience.
8. Name at least four questions you might ask to reveal the psychographic status of your audience.