

Targeted Commercials

Name: _____

Advertising isn't a random process—commercials are often carefully chosen to match the “target audience” of a particular show. The characteristics of this “target audience” are referred to as **demographics**. Complete this handout as you watch clips from commercials.

Name of Commercial: _____

Age range of the target audience:

0 – 4

5 - 9

10 - 12

13 - 17

18 - 24

25 - 35

36 - 49

50+

Other characteristics?

Race of the target audience:

African-American

Asian

Caucasian

Hispanic

Other

Gender of the target audience:

Male

Female

Both

What kind of TV show would you expect to be playing during this commercial?

Materials adapted from:



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