

Targeted Commercials

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 a television program chosen by your teacher.

During the program

Age range of the target audience:

- 0 - 4
- 5 - 9
- 10 - 12
- 13 - 17
- 18 - 24
- 25 - 35
- 36 - 49
- 50+

Race of the target audience

- African-American
- Asian
- Caucasian
- Hispanic
- Other

Gender of the target audience

- Male
- Female

Other characteristics?

After the program

In at least one paragraph, explain whether or not the commercials matched the target audience for the show. Give specific examples of products, considering for whom the products were intended.