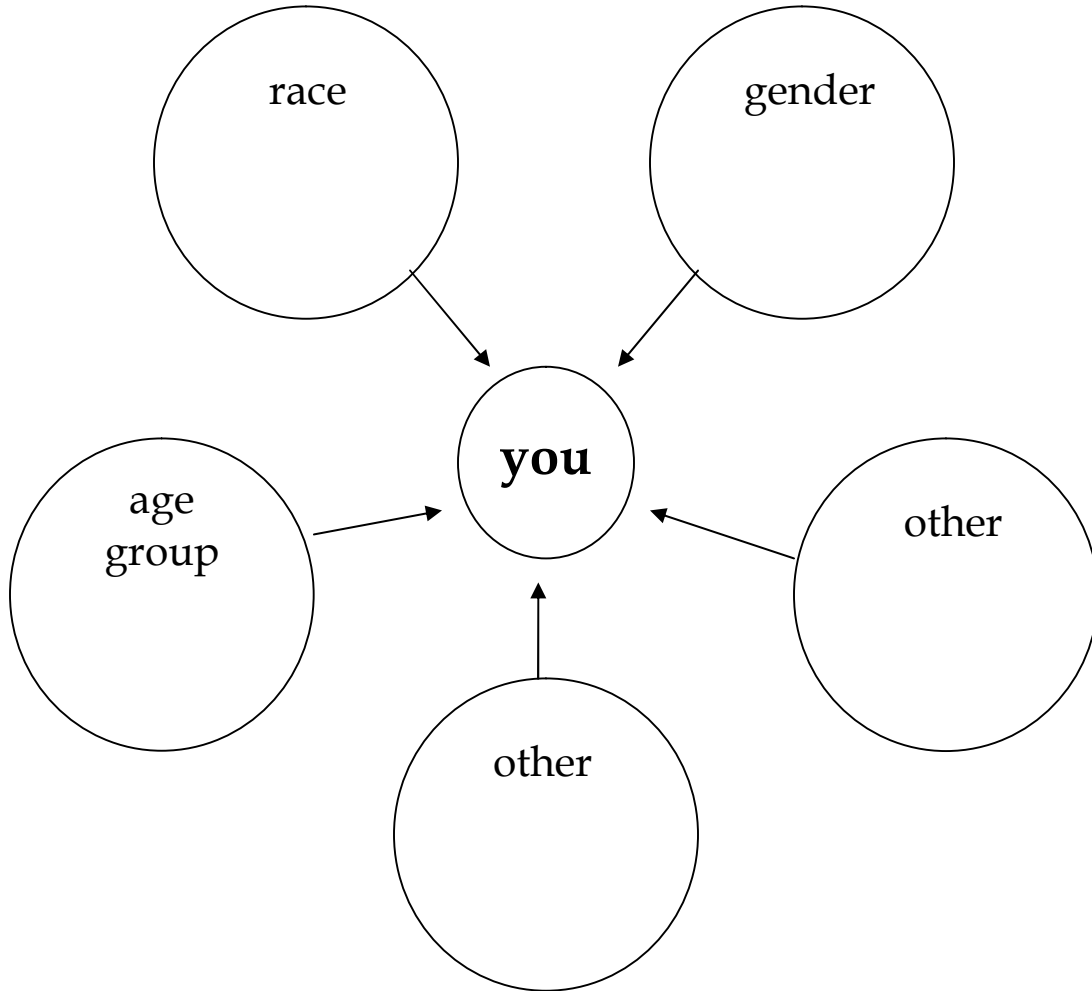# Demographics: Who are you?

The concepts of identity and **demographics** will be relevant to several of our assignments during this unit.   How do you define yourself?  Provide the appropriate description in each circle below.  Examples of "other" categories include social group, economic status, religion, level of education, region of the country, and so forth.

race

gender

age
group

**you**

other

other

With these demographics in mind, list of specific types of media that people expect to appeal to someone like the person you described above:

| TV programs | Music | Movies |
| --- | --- | --- |
| 1. | 1. | 1. |
| 2. | 2. | 2. |
| 3. | 3. | 3. |