

Evaluation 4

Who would be your preferred audience?



Primary Audience

Age

The audience for my Opening Sequence would be mainly young adults between the ages of 17 to 30. This is quite a wide age range as it is comedy that many people would find funny throughout the ages.

Gender

Horror comedies tend to attract more male audience members than female as many female parts are given quite stereotypical such as a

Secondary Audience

Age

40 - 65. This is for an older audience, with higher paying jobs and more leisure time available, have kids and are reaching retirement.

Gender

Mainly male again as women may find it harder to laugh as stereotypes of women

young dumb blonde, to appeal to the comedy side of the movie.

Race

Again, characters are usually cast quite stereotypically however in my film the lead is of Pakistani descent so it would attract many different ethnicities and appeal to a larger audience.

Location

The location for my film is London which will appeal to people from London as they will want to see their home town.

Race

These people may be a larger variety of races as there are many different cultures in London with many people able to become wealthy

Location

As it is filmed in the UK, English people will find it the most funny as we are known for our humour, also Londoners will want to see their home town in a movie.

