**POKEMON GO**

**AUDIENCES**

Within its first two days of release, Pokémon Go raised \_\_\_\_\_\_\_\_\_\_\_\_concerns among players. Multiple people also suffered minor \_\_\_\_\_\_\_\_\_\_\_\_\_\_ from falling while playing the game due to being \_\_\_\_\_\_\_\_\_\_\_. In addition, police departments in various countries have issued warnings regarding inattentive driving, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on other people’s property and being targeted by criminals due to players being unaware of their surroundings. In addition, there are all of the obvious risks associated with online \_\_\_\_\_\_\_\_\_\_\_\_\_ media – not knowing who you’re chatting to, keeping personal \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ safe, concerns around arranging to meet strangers offline.

*Safety information social injuries distracted*

While Pokémon’s target audience is young \_\_\_\_\_\_\_\_, Pokémon Go seems to have captured the imagination of a much wider \_\_\_\_\_\_\_\_\_\_\_\_\_\_. Pokémon’s \_\_\_\_\_\_\_\_\_\_\_\_ fan base - those that saw the first film and have been a follower ever since – were another obvious target audience group, but given its innovation there are actually many more gamers than maybe even the creators could have imagined. In its first month, the game’s \_\_\_\_\_\_\_\_\_\_\_ player demographic was categorized as a highly educated, well-paid, 25-year-old white \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

*Boys average core woman demographic*

Now the craze has settled down, a YouGov survey shows that, demographically speaking, the average player is aged \_\_\_\_\_\_\_\_\_\_\_\_\_, enjoys Kinder, Smirnoff and Domino’s Pizza and is “more likely to be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” than the average citizen. Knowing their audience so well means the game has created more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_opportunities both for itself and for others. Young & Rubicam’s \_\_\_\_\_\_\_\_ theory of psychographics would target this group as ‘\_\_\_\_\_\_\_\_\_\_\_\_\_’. Their demographic group is male \_\_\_\_\_\_\_\_\_\_\_\_\_.

*4Cs 18-34 strugglers marketing C2DE unmotivated*

If we consider \_\_\_\_\_\_\_\_\_\_\_\_\_\_and Katz’s Uses and \_\_\_\_\_\_\_\_\_\_ theory, we could argue that audience members play simply for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_/diversion from their everyday lives. However, another main reason people take part is for the social \_\_\_\_\_\_\_\_\_\_\_\_the game offers. With so many other people playing it, there is always someone to discuss it with, not to mention the online \_\_\_\_\_\_\_\_\_\_\_\_\_ on Twitter and Facebook. Users are even able to use the in-app \_\_\_\_\_\_\_\_\_\_\_ to snap themselves with a Pokémon, and then upload to social media if they wish.

*Blumler Gratifications entertainment interaction community camera*