# Persona Template for (Title of Music Video)



Note – use the relevant responses from your questionnaires to complete these sections

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| --- | --- |
| Name: | Callum |
| Age: | 17 |
| Gender | Male |
| Education and Job Socioeconomic status: | CO-OP |
| Psychographic and justification: | Mainstreamer |
| Geodemographic and how this effects their tastes | White British |
| Common Behaviours  | * (Bullet points)
* Skater
 |
| What they like in a music video: | * (Bullet points)
* Narrative
 |
| Viewing habits and music video consumption : | * (Bullet points)
* Online
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