

TV Market Research Paper

Minneapolis Demographic.

Minneapolis is the largest city in Minnesota with a population of 439,012 people and is the 46th largest city in the United States. The population consists of 63.6% White individuals, 19% Black, 5.94% Asian and 4.98% other races. This shows the main race in Minneapolis, over half of the population, is White. The median age of those who live in Minneapolis, both male and female, is 32 years of age. Minneapolis is almost equally divided between gender, 49.37% are female and 50.63% of the population is male. The males who are most likely to be married are over 65, while the female age group most likely to be married is 35-44. The average family size consists of three people. Minneapolis income by household type is families make an average of \$117,067, married families: \$145,181 and non families: \$64,360. The main language spoken is English where 78% of the population only speaks English. (Minneapolis, Minnesota Population 2021).

Target Audience.

The target audience for my program is going to be focused on the typical Minneapolis home life and current events happening in Minnesota. The target audience will be college students but will also appeal to their parents as well. The most dominant race in Minneapolis is White at 63.6%, therefore they will be the main target audience for the program. Another key area I want to focus on is the typical marriage age in Minneapolis of the men being over 65 and the women being between 35-44. The program would have an older dad with a 10-15 age gap between the wife. They would be a middle class family that has three children and makes an average income of \$145,181. The biggest percentage for education in Minneapolis was a Bachelor's degree, with 30% of the population having a degree. This would be another important

attribute to add for the target audience. According to the Pew Research Center, 70% of the population identifies as Christian. The political ideology in the Minneapolis area is ages 30-49 are 43% Liberal and 40% Conservative. While the ages 18-29 are 30% Liberal and 16% Conservative according to the Pew Research Center. This would be another interesting stat to add to the program to target certain audiences, such as the parents being conservative and the teenagers being more liberal. These are the key demographics of Minneapolis and would appeal to our target audience which would be the largest population of Minneapolis. This program would then target more than half of the population.

Program Treatment.

This program will address current issues going on in the Minneapolis area and the general beliefs of the individuals who live in Minneapolis, based on research that was used to help build our target audience. It will focus on the population, race, age, income, education, typical households and families, and both political and religious beliefs. The data that will be discussed will give us a better understanding of the individuals so we are able to create a strong, local audience.

The plot line of this program will be a White, Christian family that consists of three children, an older dad and a younger mother that live in Minneapolis, Minnesota. The father will be a doctor while the mother is a stay at home mom who dedicated her life to raising her children. The parents will have strict conservative rights while the eldest child will be 18 years of age and will be starting to believe in her own political views. The show will consist of the recent events that have happened in Minnesota, such as the Black Lives Matter movement and the defunding of police officers. It will show the conservative rights of the parents and the more liberal side of the teenage daughter. The main characters will consist of the teenage daughter, her

African-American roommate, the older dad and younger mother. This will appeal to our target audience of college students and ‘breaking’ away from the beliefs they have been taught their whole lives. This could also appeal to the older generation, being the parents of the younger generation. This would allow them to understand their children and also show their views as well. But, overall the main target audience is college students in Minneapolis. The reason the main target audience is college students is because according to the enrollment at University of Minnesota, the campus has more than 50,000 students which makes it the sixth-largest campus student body overall in the United States. According to the Pew Research Center, ages 18-29 are 30% Liberal and 16% Conservative. This would appeal to the main demographic of 18-29 year olds. It would also focus on the 50-64 age category which is 25% conservative, 20% liberal and 31% moderate according to the Pew Research Center. This would allow for most individuals in that age category to be drawn to this program. The plot line will be the teenage daughter attending Minneapolis Twin Cities University and is watching the current events unravel in front of her with her roommate participating in the protests, while listening to her parents point of view on it.

This program targets the audience of college students while intriguing the older generation with college children. This program will highlight the current events and protests happening in Minneapolis and will be ‘split’ between both political views and an emphasis on discovering your own political views. This show appeals to the political and religious views of the city along with attitudes, behaviors, race, gender and age of the individuals in Minneapolis.

References

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