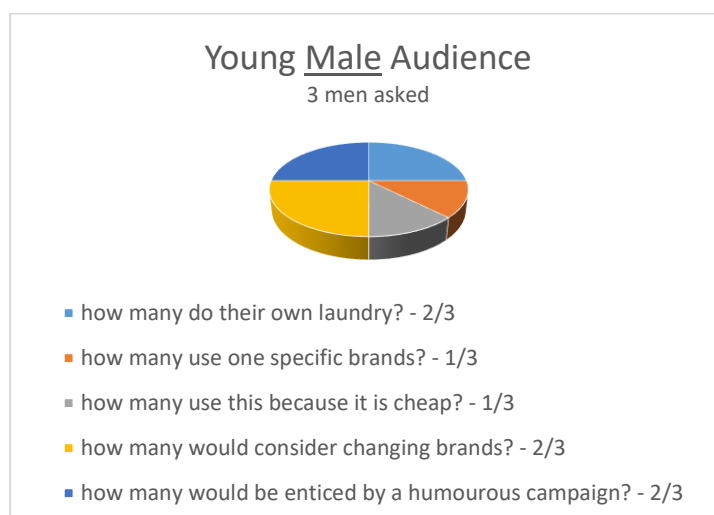
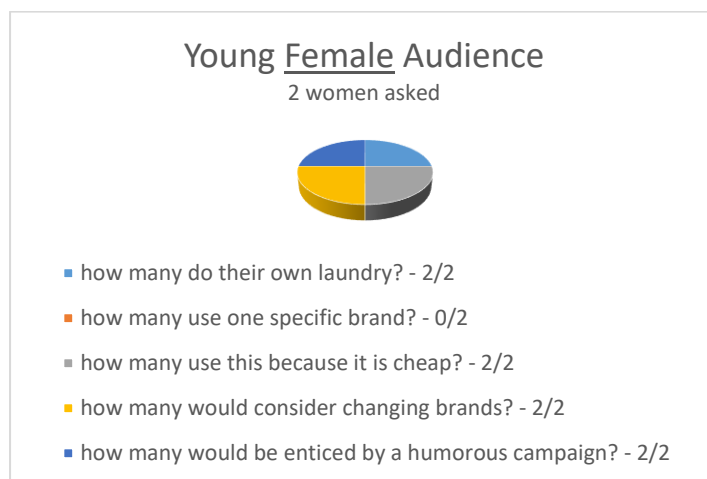
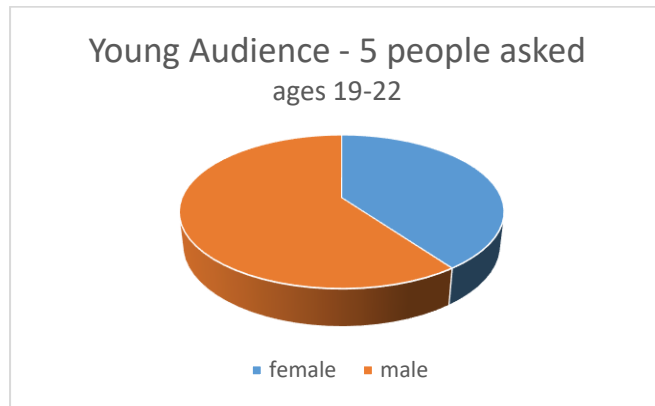


Survey results Analysis

Younger audiences:



To determine my target audience, I needed to ask a group of people, of different ages, genders and ethnicities. I decided to ask 10 people overall, 5 of a younger audience and 5 of an older audience.

I asked the same questions which are listed on the pie charts. It is clear by looking at my results that my advert should be targeted towards younger people, aged between 19-25.

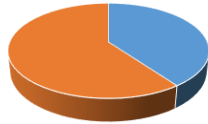
The people I asked for my survey were predominantly students. This means my advert should be targeted towards them.

Looking at my survey, both genders were interested in my product (the majority thought a humorous advert would be acceptable). This contradicts with other adverts that promote the same product as mine (washing powder adverts are typically targeted towards women).

In addition, my survey results show that these people use their current washing powder because it is cheap. This concludes that they belong to a low economic group (possibly E-C2) as they don't have much disposable income.

Older audiences:

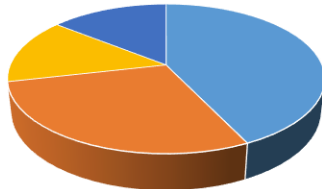
Older Audience - 5 people
asked
ages 39-46



■ male ■ female

Older Female Audience

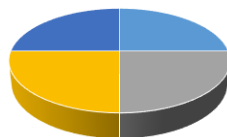
3 women asked



- how many do their own laundry? - 3/3
- how many use one specific brands? - 2/3
- how many use this because it is cheap? - 0/3
- how many would consider changing brands? - 1/3
- how many would be enticed by a humorous campaign? - 1/3

Older Male Audience

2 men asked



- how many do their own laundry? - 1/2
- how many use one specific brands? - 0/2
- how many use this because it is cheap? - 1/2
- how many would consider changing brands? - 1/2
- how many would be enticed by a humorous campaign? - 1/2

When I asked my older audience, it was clear that they were not really in favour of using humour in an advert.

Looking at my older audience survey results, it is clear that there is a bit of a gender divide – for example, 3/3 women do their own laundry, but only 1 male does their own. This would not be beneficial for my advert, as I am targeting it to both men and women.

Through looking at my survey results, I can infer that an older audience would prefer an advert that is more traditional, rather than my advert idea, which uses satire humour. This leads to the conclusion that a younger audience (students aged 19-25, of the economic group E-C2 of both genders) should be my primary target audience.

