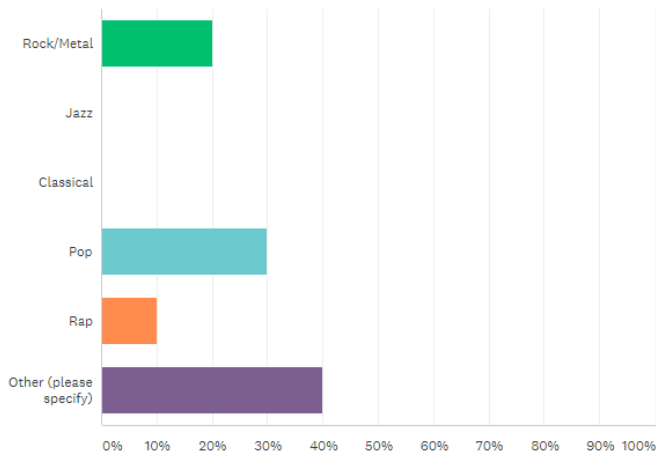


Advertisement Survey Analysis

Q1

What kind of Genre do you listen to most?

Answered: 10 Skipped: 0



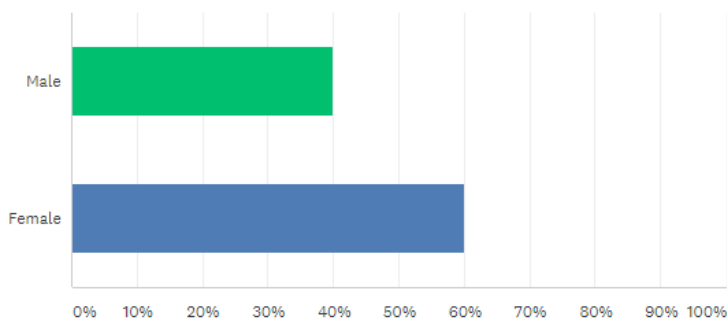
Cust

In this survey question we see that the people being surveyed listen to a wide range of music genres. This tells me that to appeal to my target audience I will have to feature a wide range of genres in my advertisement

Q2

Are you a Male or Female?

Answered: 10 Skipped: 0



Cu

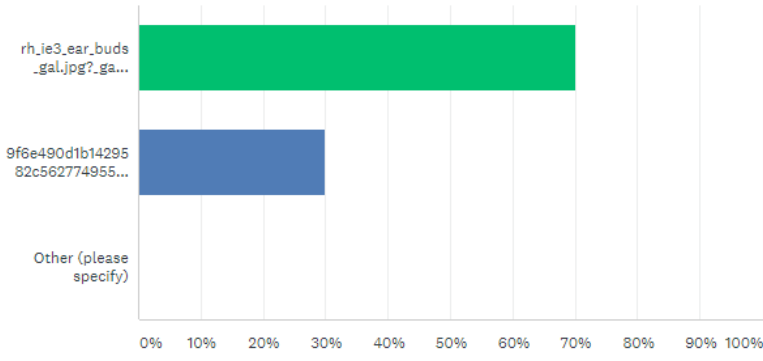
In this survey question we see that the people surveyed are split almost 50/50 for their gender, this means that for my advertisement I will have to appeal to all genders to make sure I reach the largest possible audience

Q3

Customi

What Kind Of Headphone type do you like most

Answered: 10 Skipped: 0



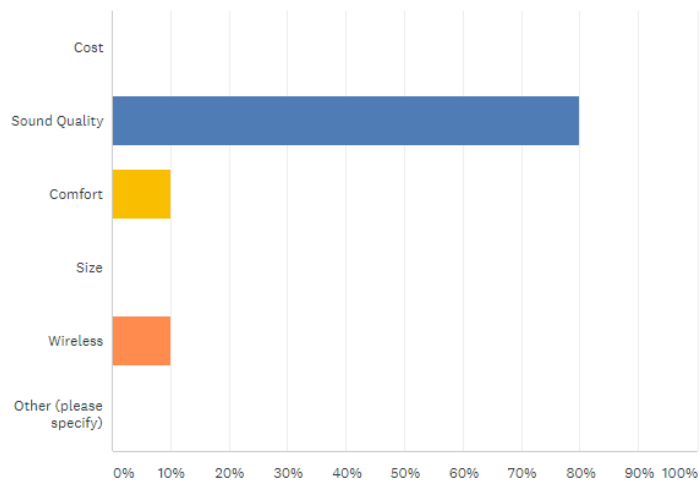
The Survey shows that the headphone that appealed to the audience the most was the small "earphone" style headphone. This tells me that to appeal to the largest market I would have to advertise a pair of earphones.

Q4

Cus

What would be your top priority if you were to buy a new pair of headphones?

Answered: 10 Skipped: 0

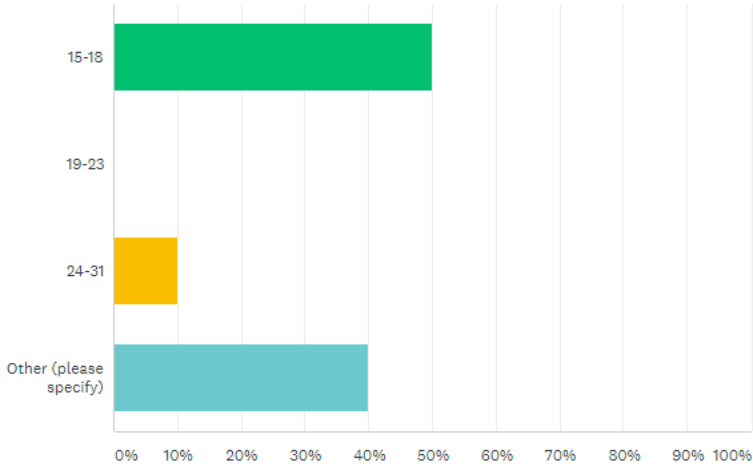


The survey shows that the people that took the survey prioritised having good sound quality in their headphones if they were to buy a new pair of headphones for their device. This tells me that in the advertisement I am planning to make, I will have to focus on how good the sound quality is of the product to attract the largest audience

Q5

How old are you?

Answered: 10 Skipped: 0



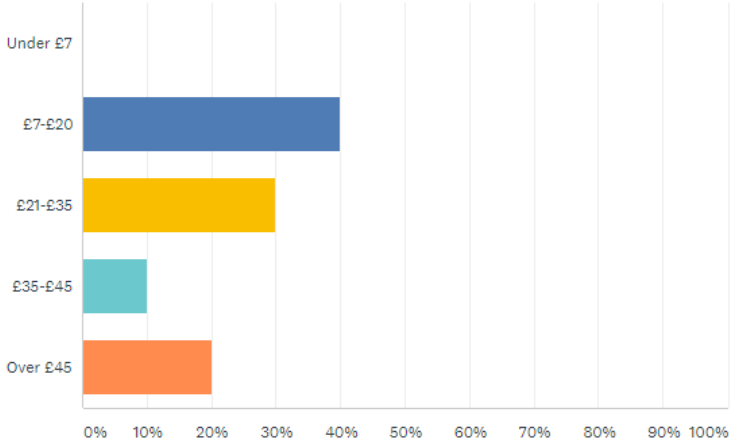
Cust

The results from the survey show that 50 percent of the people we 15-18 years old. This means that to attract the largest market it would be best to advertise to the 15-18 age bracket to ensure the largest audience.

Q6

How much would you pay for a new pair of Headphones/Earphones?

Answered: 10 Skipped: 0



Customize

The results from the survey show a wide range of price ranges being selected, but I have decided to go for the £7-£20 range as this is a price range that most of my target audience can afford to buy, and people who have more money are still able to buy this product too.

Q7

Save As

What Device do you use to listen to most of your music? e.g. Mobile Phone, MP3 Player, Computer

Answered: 10 Skipped: 0

RESPONSES (10) TEXT ANALYSIS TAGS (0)

Apply to Selected Filter by tag Search responses

Showing 10 responses

<input type="checkbox"/>	Mobile	10/8/2018 9:40 AM	View respondent's answers
<input type="checkbox"/>	Mobile	10/8/2018 9:30 AM	View respondent's answers
<input type="checkbox"/>	phone	10/8/2018 9:17 AM	View respondent's answers
<input type="checkbox"/>	Phone	10/8/2018 9:16 AM	View respondent's answers
<input type="checkbox"/>	Mobile	10/5/2018 10:19 AM	View respondent's answers

The results for this question show that almost all of the respondents listen to most of their music on their mobile phone. This tells me that to appeal to my target audience I will have to portray the characters in my TV advertisement as listening to their music on their phone to appeal to the target audience.

Q8

Save As

How do you listen to most of your music? e.g. Spotify, CD, Digital Download

Answered: 10 Skipped: 0

RESPONSES (10) TEXT ANALYSIS TAGS (0)

Apply to Selected Filter by tag Search responses

Showing 10 responses

<input type="checkbox"/>	soundcloud	10/9/2018 10:26 AM	View respondent's answers
<input type="checkbox"/>	spotify	10/9/2018 9:17 AM	View respondent's answers
<input type="checkbox"/>	CD	10/9/2018 9:10 AM	View respondent's answers
<input type="checkbox"/>	spotify	10/8/2018 10:29 AM	View respondent's answers

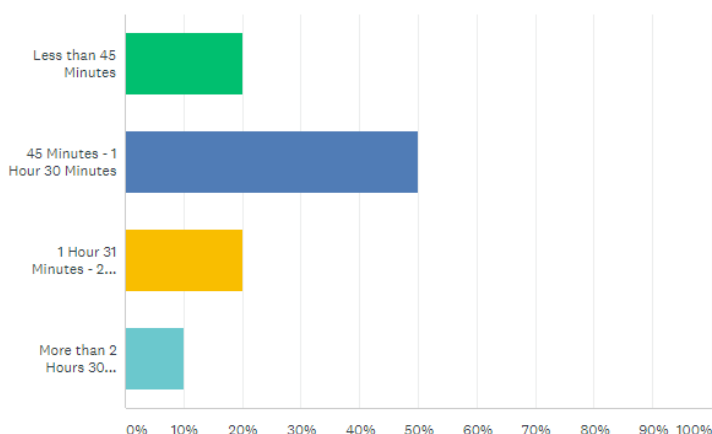
The survey responses show that most of the people that I surveyed listen to music using online streaming services and apps like Spotify, Apple Music, Amazon Music and Soundcloud. For my advertisement I will make sure that I show the earphones are compatible for use with these apps and services to appeal to the target audience.

Q9

Customize

Approximately how much time a day do you spend listening to music?

Answered: 10 Skipped: 0



The survey responses tell us that most people listen around 45 minutes to 1 hour and 30 mins of music a day. This tells me that most of the users will be wearing these earphones at least 45 minutes a day and they will be wearing it while on the move (as they are listening using a mobile phone) which tells me that the headphones will have to be durable. However even though sound quality was the quality that the survey participants valued most, they are all quite casual listeners as only 10 percent said that they listened to more than 2 hours and 30 minutes daily.