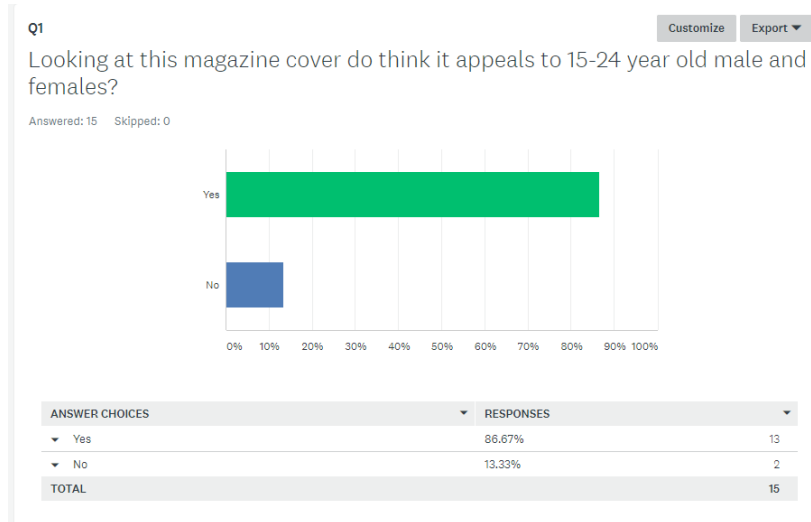
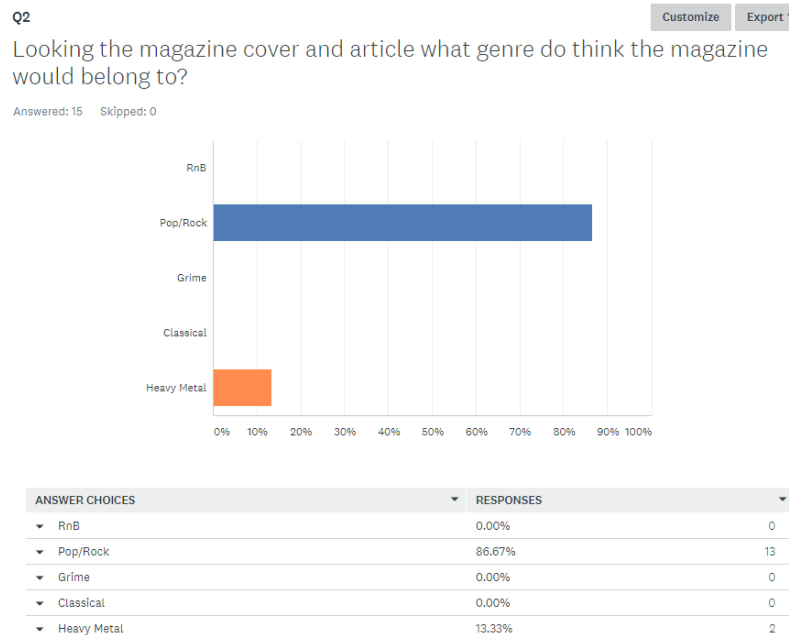


# Survey Results



From my findings it is clear that the majority of people felt that my magazine appealed to my target audience which was 15-24 year old males and females.



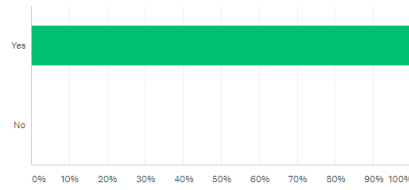
From my findings it is clear that the majority of people felt that my magazine cover and article fitted the genre that I intended it to which was Pop/Rock.

Q3

Customize Export

Looking at the magazine and article would you believe that they belong to the same product?

Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	100.00%
No	0.00%
TOTAL	15

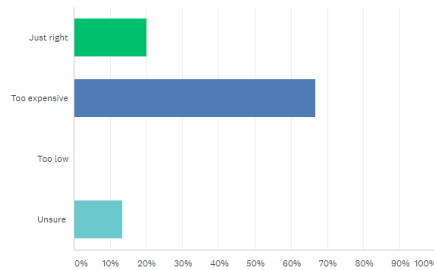
It is clear that all the people that took part in the survey believed that both my magazine and article belonged to the same product.

Q4

Customize Export

The price of this digital magazine is £5.00 per month. is this price:

Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES
Just right	20.00%
Too expensive	66.67%
Too low	0.00%
Unsure	13.33%
TOTAL	15

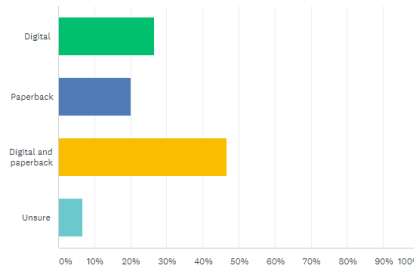
It is evident in the question that most people felt that my magazine was too expensive. Whereas only 20% of people thought that the price of my magazine was just right. Because this wasn't the answer I intended I may need to reconsider the price. One way I could do this is by charging £5.00 for both the digital and paperback copy and lowering the price for one copy of just the paperback or the digital magazine.

Q5

Customize Export

In what format would you prefer to buy a magazine

Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES
Digital	26.67% 4
Paperback	20.00% 3
Digital and paperback	46.67% 7
Unsure	6.67% 1
<b>TOTAL</b>	<b>15</b>

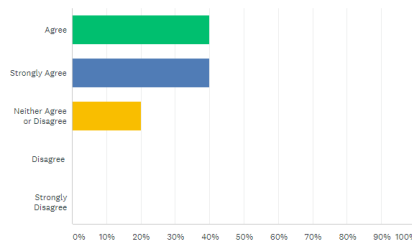
From these results it is clear that the majority of people would prefer to buy my magazine in a digital and paperback format. It is also evident that 26.67% of people prefer only digital and 20% of people prefer only paperback. Overall digital is the preferred format.

Q6

Customize Export

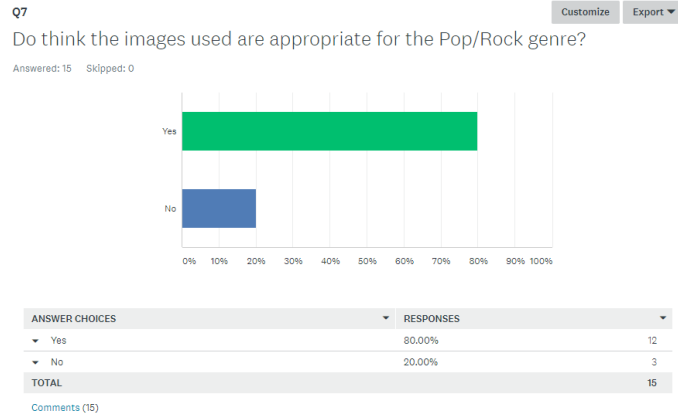
Do you agree that the colour scheme and layout of the article match the Rock/Pop genre?

Answered: 15 Skipped: 0

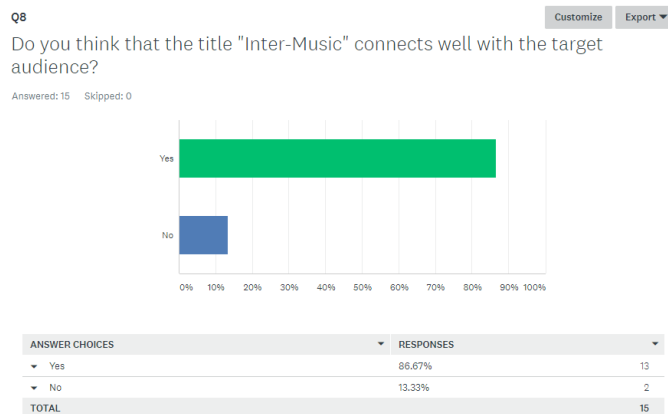


ANSWER CHOICES	RESPONSES
Agree	40.00% 6
Strongly Agree	40.00% 6
Neither Agree or Disagree	20.00% 3
Disagree	0.00% 0
Strongly Disagree	0.00% 0
<b>TOTAL</b>	<b>15</b>

From this question we can see that the majority of people feel that the colour scheme and layout of my magazine matches the Pop/Rock genre appropriately. None of the people that took part in this survey disagreed with the question.



From these findings it is clear that 80% of people believe that the images that I chose to use were appropriate for the Pop/Rock genre. However the 20% of people that answered 'No' believed that my artist my artist could be from any genre in the comments. Overall in the comments most people felt that the style of my images matched my genre effectively.



From this question we can see the majority of people believed that the title of my magazine connects well with my target audience.