**TARGET AUDIENCE RESEARCH AND ANALYSIS OF RESEARCH**

**Questionnaires – All of this should fit onto 1-2 pages**

Create a questionnaire to hand out to your target audience to help you decide what to put in your magazine.

You should have 2-3 questions that allow you to find out who it is filling in your questionnaire (e.g. age, gender, hobbies & interests etc)

You should have 2-3 questions to find out what magazines they currently buy and why they like them

You should have 2-3 questions to find out what they might look for in a new magazine and what would tempt them to buy a different one

You should have 3-5 questions to find out what they think about your ideas for your magazine. You might ask them about what price it should be, who should be on the front cover, whether they think your article ideas are good etc.. You might also ask them to give their own ideas for your magazine at the end.

Eventually you will ask at least 10 people to fill the questionnaire in. The people you ask should be people you think would enjoy your magazine. So if you are going to make a women’s fashion magazine, there’s no point giving your questionnaires to teenage boys!

**Example of multiple choice question**

What price do you think my fashion magazine should be? (Circle your answer)

* £1.99
* £2.49
* £2.99
* £3.49
* £3.99

**Example of an open question**

Describe below what you think of my magazine idea including suggestions about what I could improve.

**Analysis of Research – all of this should fit onto 1-2 sides of A4!**

Once you have received all your questionnaires back, you need to analyse your results. You should do this in the following ways.

* Create bar charts or pie charts to show some of your results
* Write about what you have found out

Your charts will show the percentages of what answers were given. Charts will only be possible for the questions you asked that had multiple choice answers.

You then need to write about how the results will influence you in the making of your magazine.

**Example of Chart and Writing about results**

Question: What is the main factor influencing your decision to buy a new magazine?

The results here show that free gifts are a major factor influence an audience to buy a new magazine. I will therefore ensure that when creating my magazine I include a substantial free gift on the front cover to entice an audience

5 people chose bright colours

4 people chose range of articles

4 people chose price

15 people chose free gifts