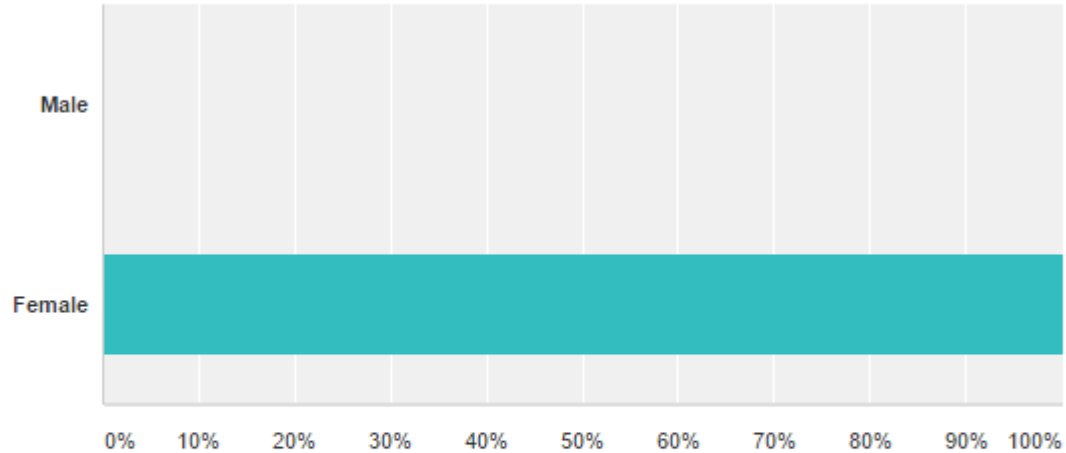


## What gender are you?

Answered: 5 Skipped: 0



| Answer Choices | Responses |
|----------------|-----------|
| ▼ Male         | 0.00% 0   |
| ▼ Female       | 100.00% 5 |
| Total          | 5         |

All of the people who answered the survey are females. This makes it clear that I can now indicate parts of my magazine specifically targeted towards females. This will make the audience feel more targeted as they will be able to relate to most articles.

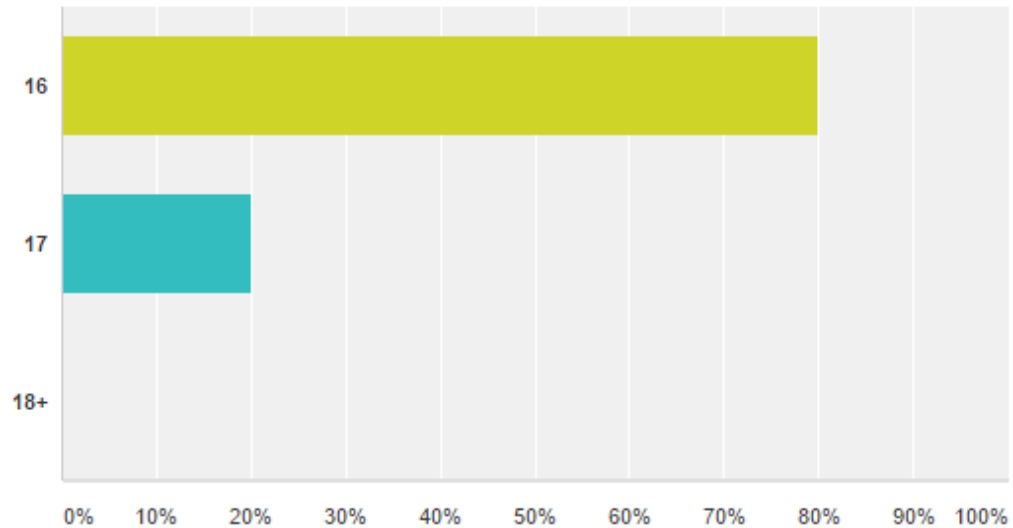
Q2

Customize

Export

## How old are you?

Answered: 5 Skipped: 0

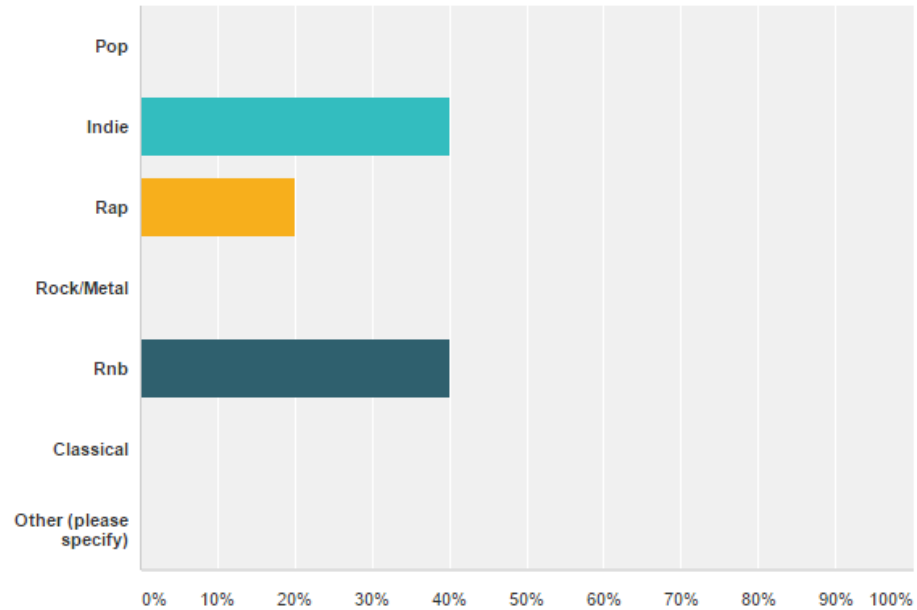


| Answer Choices | Responses |
|----------------|-----------|
| 16             | 80.00% 4  |
| 17             | 20.00% 1  |
| 18+            | 0.00% 0   |

The audience are all either 16 or 17, this means that the magazine can now be targeted specifically towards their age range, e.g. not including anything not appropriate or relevant to those under 18 years old.

### What is your favourite genre of music?

Answered: 5 Skipped: 0



| Answer Choices         | Responses |
|------------------------|-----------|
| Pop                    | 0.00% 0   |
| Indie                  | 40.00% 2  |
| Rap                    | 20.00% 1  |
| Rock/Metal             | 0.00% 0   |
| Rnb                    | 40.00% 2  |
| Classical              | 0.00% 0   |
| Other (please specify) | 0.00% 0   |
| <b>Responses</b>       |           |
| Total                  | 5         |

There is a variety of genres chosen, however the two most popular genres chosen are Indie and RnB. As I feel I am more knowledgeable about Indie music, the genre for my magazine will be Indie. This means I will be able to do the magazine to the best of my ability, but still have readers enjoy it.

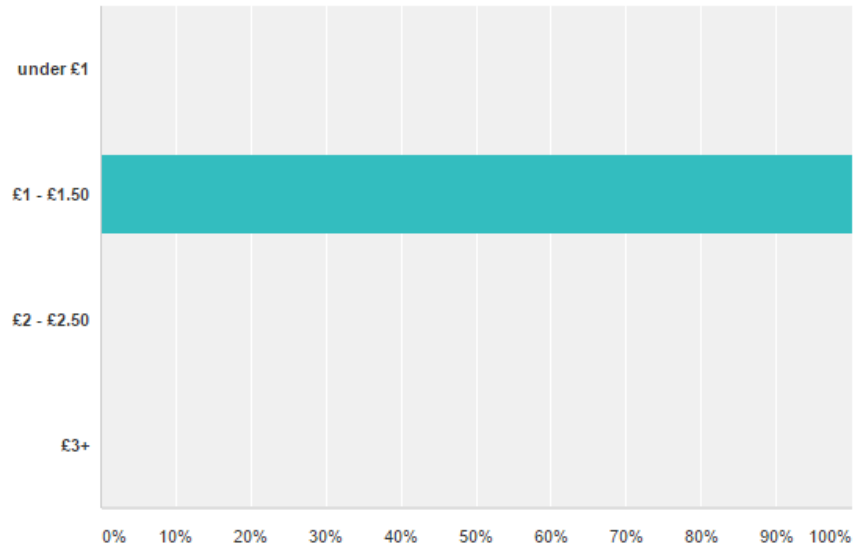
Q4

Customize

Export

### How much would you pay for a music magazine?

Answered: 5 Skipped: 0

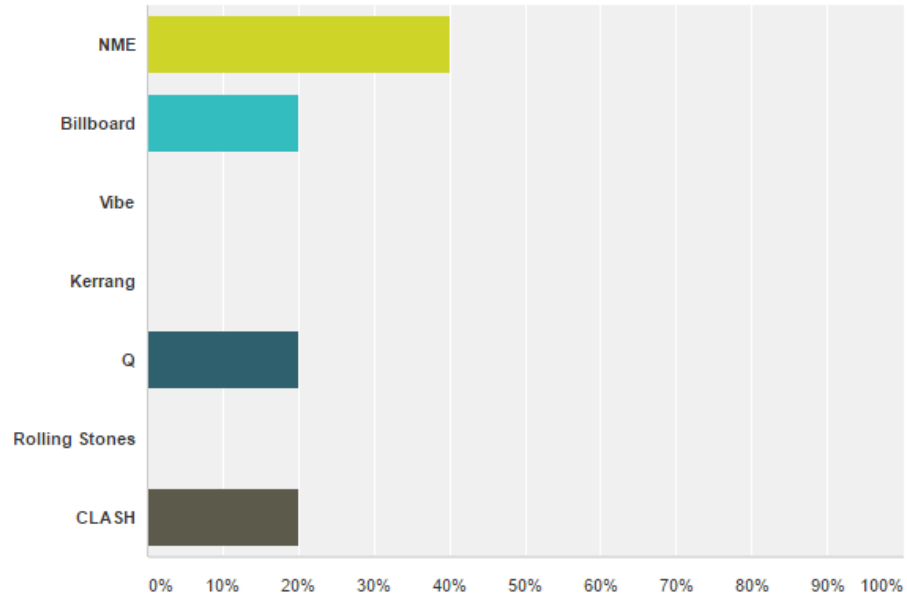


| Answer Choices | Responses |
|----------------|-----------|
| under £1       | 0.00% 0   |
| £1 - £1.50     | 100.00% 5 |
| £2 - £2.50     | 0.00% 0   |
| £3+            | 0.00% 0   |
| Total          | 5         |

All of the survey participants said they would pay between £1 to £1.50 for a music magazine. This gives me a clear idea that my magazine should be within this price range as I want it to be affordable yet not so cheap that next to no profit will be made.

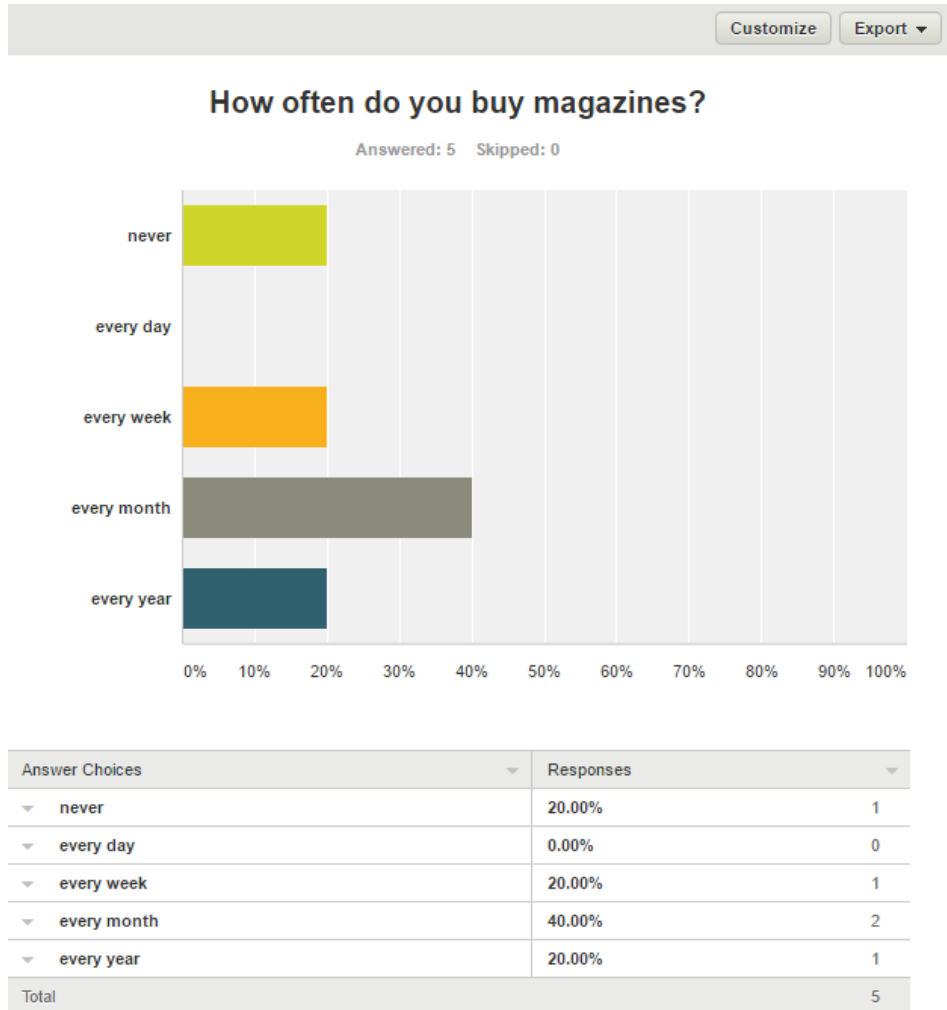
### What is your favourite magazine?

Answered: 5 Skipped: 0



| Answer Choices   | Responses |
|------------------|-----------|
| ▼ NME            | 40.00% 2  |
| ▼ Billboard      | 20.00% 1  |
| ▼ Vibe           | 0.00% 0   |
| ▼ Kerrang        | 0.00% 0   |
| ▼ Q              | 20.00% 1  |
| ▼ Rolling Stones | 0.00% 0   |
| ▼ CLASH          | 20.00% 1  |
| Total            | 5         |

NME magazine had the most votes for favourite magazine. This gives me inspiration of how to set out the front cover and what to include within the magazine in a way which I know my target audience will be familiar with and can enjoy.



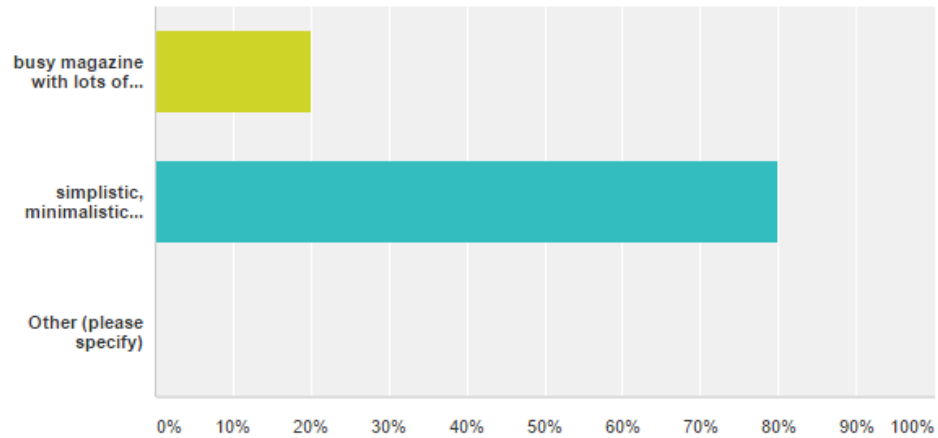
This information gives me a clear indication to make the magazine monthly as that is how likely my target audience is to buy it. It will give the readers something to anticipate and will also allow more time to include more articles and interviews.

Q7

Customize Export

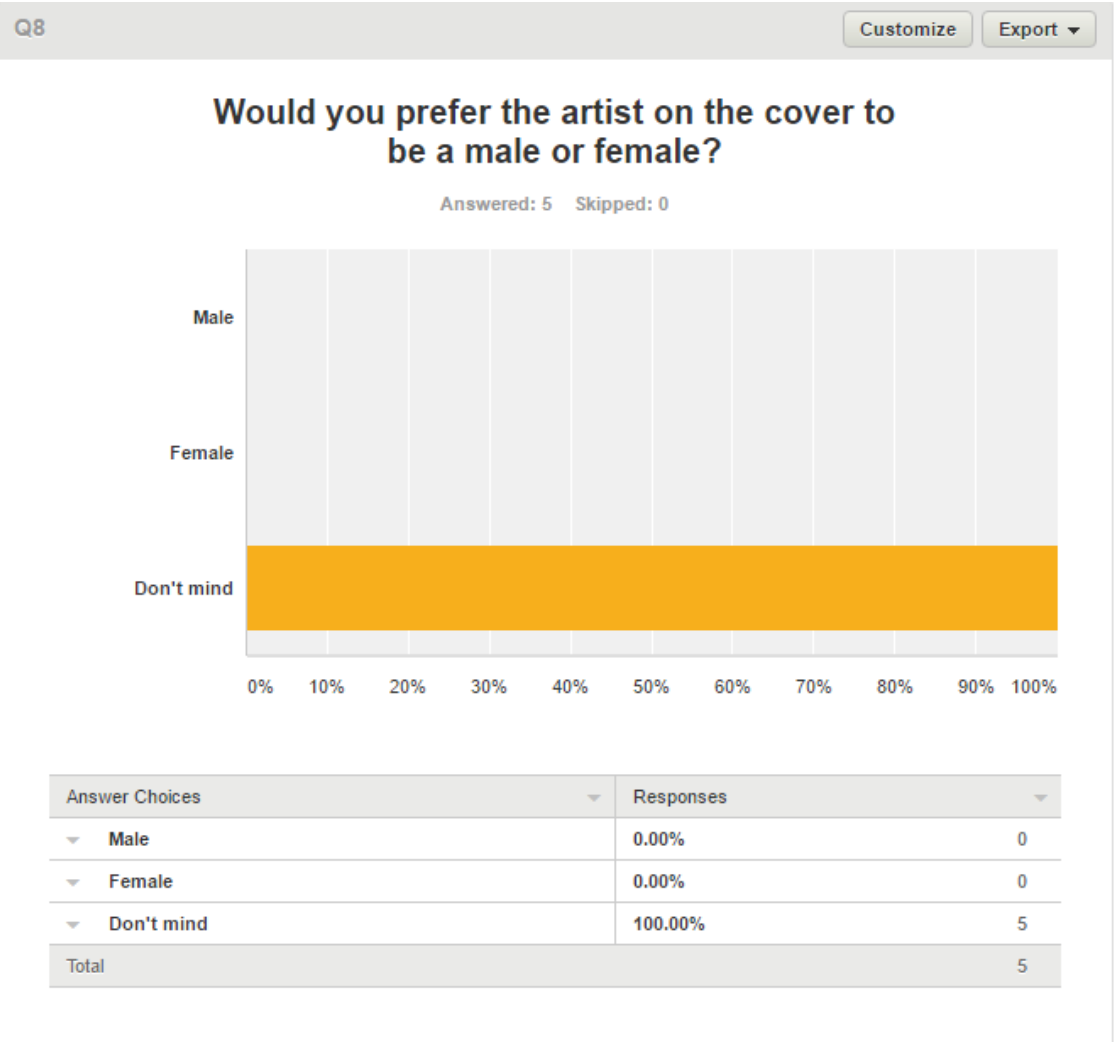
### What do you prefer the cover of a magazine to look like?

Answered: 5 Skipped: 0



| Answer Choices                        | Responses |
|---------------------------------------|-----------|
| busy magazine with lots of coverlines | 20.00% 1  |
| simplistic, minimalistic magazine     | 80.00% 4  |
| Other (please specify)                | 0.00% 0   |
| Total                                 | 5         |

The people who took part in my survey preferred simplistic, minimalistic front covers as opposed to busy magazines with lots of coverlines. This makes it clear that I should keep the front cover neat and only have a minimal amount of cover lines as they prefer it to not be overcrowded.



The participants have all stated that they do not mind what sex the artist on the front cover is. This means that I can experiment with both male and female artists on the front and make a decision of what I believe looks better.

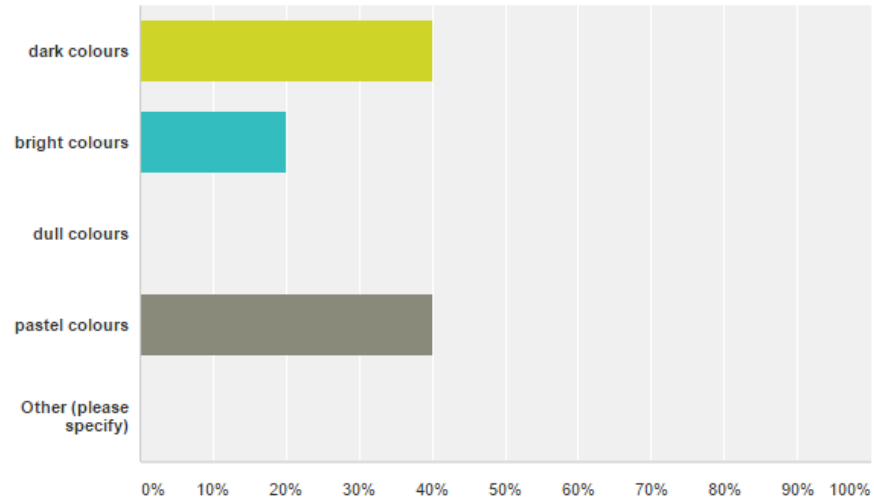


Q9

Customize Export

### What colour scheme would you prefer?

Answered: 5 Skipped: 0



| Answer Choices         | Responses |
|------------------------|-----------|
| dark colours           | 40.00% 2  |
| bright colours         | 20.00% 1  |
| dull colours           | 0.00% 0   |
| pastel colours         | 40.00% 2  |
| Other (please specify) | 0.00% 0   |
| Total                  | 5         |

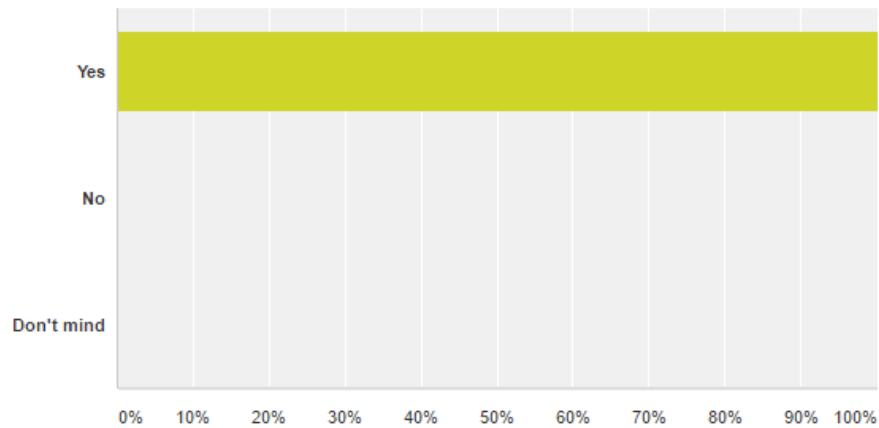
Pastel colours and dark colours have been chosen as opposed to bright or dull colours. I personally prefer pastel colours and feel as though they link more closely to the genre of Indie compared to dark colours which relate more to heavy music.

Q10

Customize Export

### Would you like free posters included in the magazine?

Answered: 5 Skipped: 0



| Answer Choices | Responses |
|----------------|-----------|
| Yes            | 100.00% 5 |
| No             | 0.00% 0   |
| Don't mind     | 0.00% 0   |
| Total          | 5         |

Every participant in the survey has answered yes to the question of whether the magazine should include free posters. This makes it very clear that free posters should definitely be added to my music magazine.