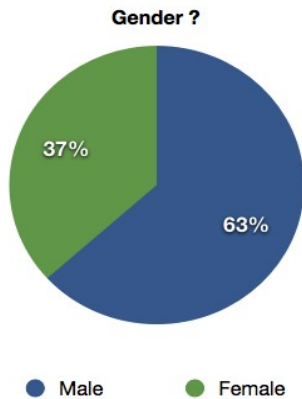
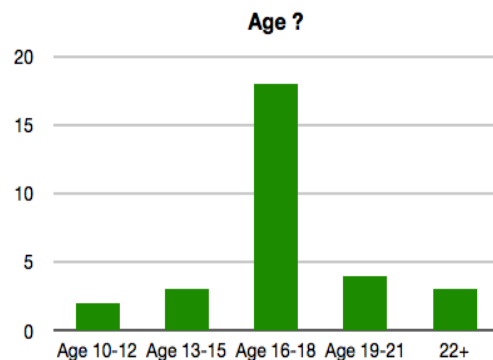


Questionnaire Results

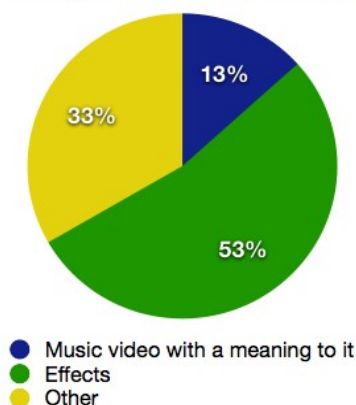


This is the first question which was asked on the questionnaire. It shows the gender ratio between males and females. It shows that it is split 63% to males and 37% to females. The result from this pie chart is not key to my research as it does not matter on what gender chooses to watch my music video. It was a random selection of people who took the questionnaire so therefore it would be wrong to judge anything on this results.

The next question I asked was what age the people were who took the questionnaire. As you can see from the bar chart the age with the majority is the band of 16-18 year olds. This will therefore be my target audience who I will focus on in more detail with a focus group. The rest of the age bands are not quite as popular as the 16-18 year olds so I will try and make the music video more relevant towards older generation of teenagers, with something they can relate too.



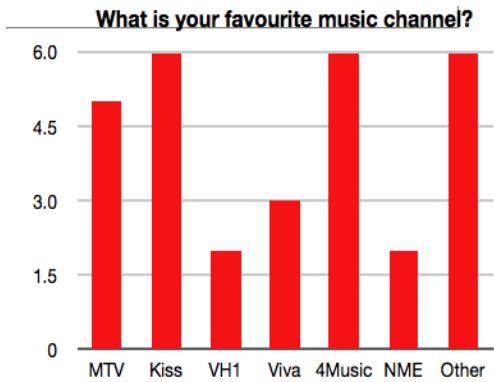
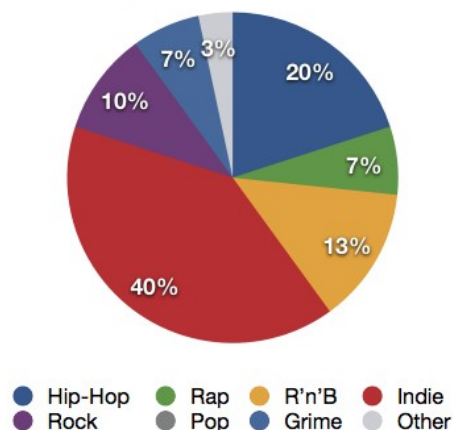
What do you look for in a music video ?



This question asks what people look for in a music video. This is like a storyline, a plot which links to the album or song and special effects. I felt this was essential to get this right as I will need to know what people find most interesting about a music video. 53% of the people who were asked the question felt that effects in a music video is what they look for. With this I can try and edit my video to incorporate some editing techniques but I will have to take into account that I do not have a very big budget and could make it hard for me to put in special effects.

This question asks which genre of music was their favourite. From the pie chart it shows that Indie has the majority of the votes with 40%. This is nearly half of the the vote. So I will have to think about including an indie song with my video. This will help with my target audience as it looks like they would take more to an indie film, which also includes some special effects. I feel this question is very important towards the main making of the film . I will have to choose the correct piece of music for a number of factors. One of the main reasons is because it will have to fit in with the general concept of the music video. The second reason is I will need to use a piece of music which my target audience can relate back too. If I pick music from the genre of Grime my target audience they will not want to watch it. I can back this statement up with my pie chart on the right. With the target audience it shows that they like Grime the least out of all the genres which is why I should listen to the feedback.

What is your favourite genre of music ?



This is a bar chat explaining which music channels are preferred from the list that the people were given. There were two joint winners as kiss and 4music got the most votes. From this I will research different videos which are on kiss and 4music. This is where most of the people who answered the questionnaire watch music videos. Will have t take into account that I will need to make my video appropriate for the music channels which may mean I will need to do some further editing. I have made this point because

on music video channels such as MTV and Kiss, they normally contain edits of the music videos which are suitable for day-time television.

Questionnaire

Gender:

Male [] Female []

Age:

10-12 [] 13-15 [] 16-18 [] 19-21 [] 22+ []

What is your favourite genre of music?
(please tick more than one)

Hip-hop [] Rap [] R'n'B [] Indie [] Rock [] Pop [] Grime []
Other []
(please specify)

.....
.....
.....
.....

What do you look for in a music video?

Music video with a meaning behind it [] Effects []

What's your favourite music video channel?

MTV series [] Kiss [] VH1 [] Viva [] 4Music [] NME [] Other []
(please state)

What draws you into a music video?

A music video with a hidden meaning behind
it. Also something ~~with~~ which is original.
.....
.....
.....

This is a copy of my questionnaire which has been filled out by one of my target audiences.