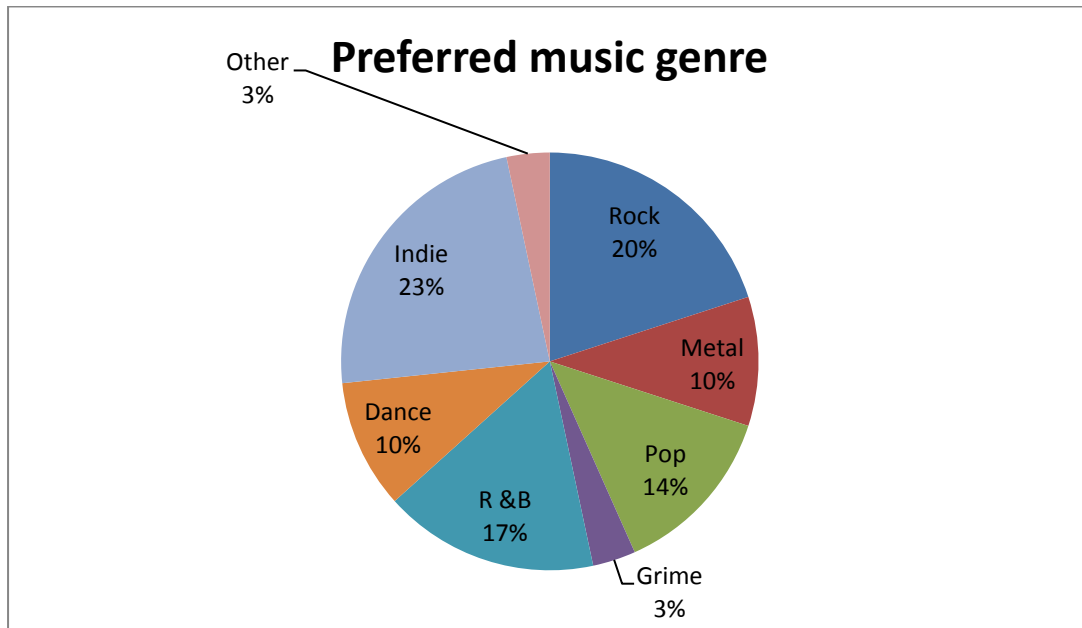


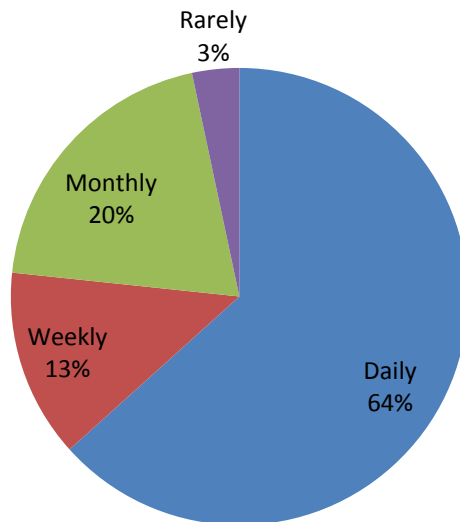
Questionnaire Results:

To gain these results I asked 30 participants of which 15 male and 15 female, this will ensure a fair test. Also I made sure people were not close and able to copy one another's answers adding reliability to my results. However, although the majority were based around my target audience of teenagers, this involved me asking friends and family. This may have some effects on results as living in the same area and sharing similar interests may make results less valid.



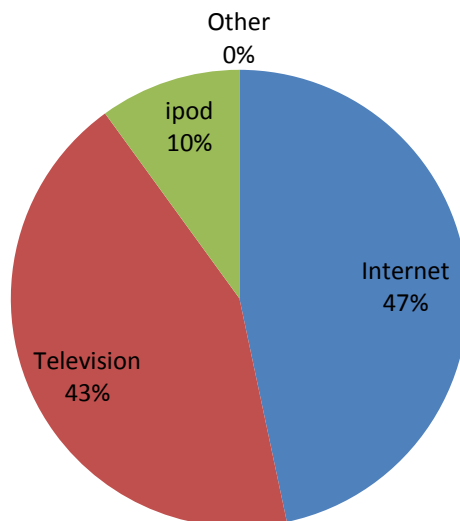
Overall indie had the highest percentage of preferred music genre with 23%. This fits with the genre I wish to create for my band. However, the majority who voted this was males and my primary target audience are teenage girls who mainly shown interest within areas of pop, dance and R&B.

How often do you watch music videos?



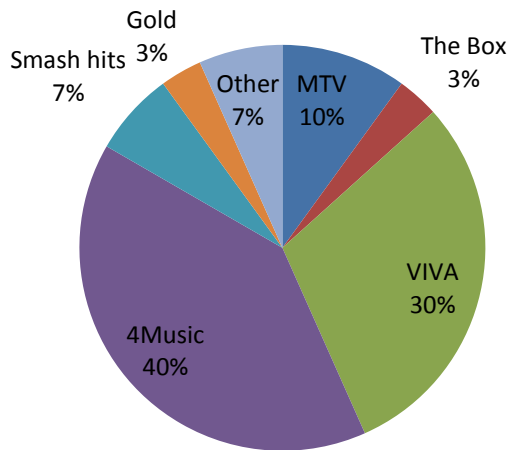
From analysing these results the majority watch music videos on a daily basis with 64%, compared to only 3% who watch them rarely. Those who mainly voted rarely and monthly were older participants not targeted around my target audience.

Where do you watch music videos?



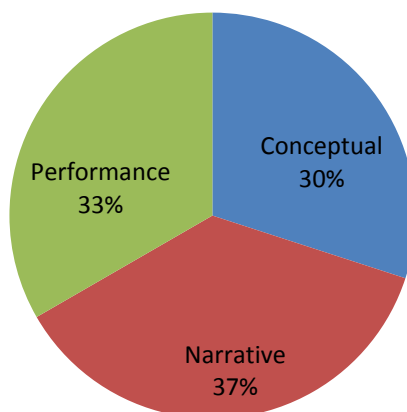
Television and internet are the most popular answers which show very close results, 43% and 47%. This highlights the main areas my music video needs to be targeted. Those who said internet mainly referred to youtube implying that this is where mine should be uploaded. There were very little results for ipod as I think in many cases people are more likely to listen to their music rather than watch the music video on this.

What channel are you more likely to watch a music video on?



The pie chart indicates that most participants voted 4music as their most popular choice of music channel. This enables me to understand where my music video will show to appeal to my target audience. Also VIVA had a strong percentage of votes therefore this is another I could possibly research into. On the other hand, I would not consider the less popular choices of Gold, Smash hits and The Box as it appears these are not as viewed as often.

Do you think conceptual, narrative or performance should be included?



The results from this question are very close, but with the highest percentage of 37, most participants believe narrative is important to be included. This shows for the best results I should incorporate this within my music video to appeal to my target audience. However, based on my genre I was more likely to follow a conceptual, random, plot to add more interest towards the audience. Due to these results, I may try and include all to vary the video and appeal to more of an audience.