

Questionnaire results.

The documentary will be aimed at the over 60's as this was the primary selection for the questionnaires.

It will appeal to both male and female

It will have to be of a relevant topic as to make people watch it.

It will be shown between 7 and 10pm

It is likely that it will be aired on a thursday as it seems that this is the best day for it.

The channel of airing will be either BBC2 as most asked answered this.

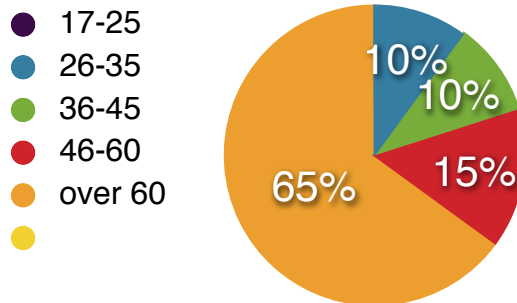
Local events was the popular choice from the majority of people.

The advert design will be layout (B)

Tv listings layout will stay the same.

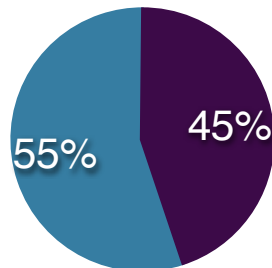
(possible repeats in the week.)

1) age group



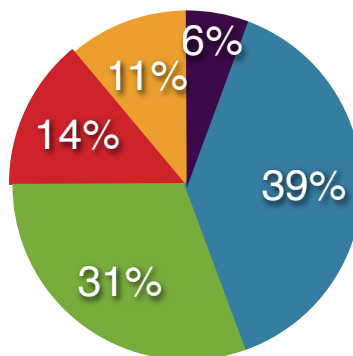
2) gender

● male
● female



7) topic area choose upto 2

● other ● local events ● history ● schools ● music ●



other 2

local events 14

history 11

schools 5

music 4