

Survey statistics result

Passion project

Photography blog

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Semester 3

I made a survey in order to find my target audience for the Passion project. The targeted people have an age range between 17 and 28 years old. From the surveys I got the following information:

❖ **Willingness and need for purchasing photos:**

- Younger people (17-18 years old) are not interested in purchasing photos online.
- The older age (20-28 years old) is interested in buying photos.

❖ **Pricing:**

- The 20 to 23 years old group is interested in buying photos at a price range of less than 10 euros until 25 euros. This is the biggest group.
- The 26 to 28 years old group is interested in buying photos at a price range of 25 to 50 euros, maybe even more.

❖ **Frequency of purchasing photos:**

- The 20 to 23 years old group purchases less than once per month.
- The 26 to 28 years old group purchases more than once per month

❖ **Usability of the photos:**

- Professional use 85%
- Personal use 75%

