Special Work Performance 3

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**Summary**

The purpose of this document is to describe the survey data gathered from 593 people regarding different Bluetooth speakers. The main interest of survey is to assess people`s overall awareness of main players on the market, whether respondents own or indent to buy new speaker and which attributes play key role during decision making. 5 item Subjective Knowledge Scale was used for analyzing *consumer's perception of the amount of information they have stored in their memory*. And, 5 item modified PII was used for measuring the strength of a respondents interest in this product class. The first part of this documents provides overview of the survey and reports about interesting findings, while the second part tries to create homogenous segments by different using clustering techniques.

**Demographics**

Out of 593 participants 44% were female, 53% male and 3% did not provided their gender. 28 nationality were represented in sample. The majority of people 56% were residents of Germany, followed by Turkey - 7%, Belgium – 4%, France – 3%, US - 3%. Others were less than 3%. Most of the people were Students with 56%, followed by Employed - 34%. Self-employed, Unemployed and Retired totaled 10%. The larger parts of respondents – 82% were between 18 and 29 years old. The income distribution by occupation was following:

