**First step ITV challenge**

# Who is the right sponsor for us?

# Competitor requirements

## Cadbury

1. 50% or more of people to be 30 or under.
2. Average people in the house to be more than 3.

## vodafone

1. 50% of audience to have an income over £700 per week.
2. Average age to be 40-45.

## Aunt Bessie's

1. 80% or more of the audience to have children living at home.
2. Average income is above £600 per week.

## 1. 50 % or more of people to be 30 or under.

Using the following functions in Excel, I concluded that 56% of individuals are under 30.

=COUNTIF(B2:B51, "<=30") / COUNT(B2:B51)

## 2. Average people in the house to be more than 3.

The Excel data revealed that the average number of people in the house is 3.52:

= AVERAGE(E2:E51)

# 1.50% of audience to have an income over £700 per week.

**Based on the data, I concluded that 52% of individuals have an income of over £700 per week.**

**= (D54/(COUNT(D2:D51))) * 100**

# 2. Average age to be 40-45.

**The data revealed that the average age is 33.1:**

**= SUM(B2:B51) / COUNT(B2:B51)**

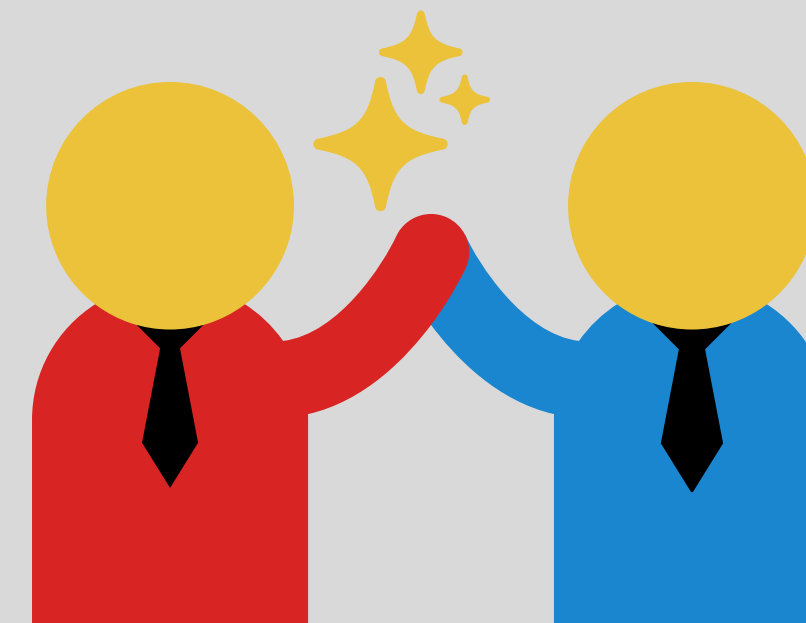# 1. 80 % or more of the audience to have children living at home.

**Using the following functions in Excel, I concluded that 56% of individuals are under 30.**

**= (COUNTIF(C2:C51, "Y") / 50) * 100**

# 2. Average income is above £600 per week.

**The Excel data revealed that the average number of people in the house is 3.52:**

**= AVERAGE(D2:D51)**

Based on these analyses, we can firmly say that our best sponsor is Cadbury!