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| Viewer Survey Results |
| Channel 7 |
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| **Candace Alexander** |
| **11/8/2010** |

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To: George Walker, President of Local Station 7

From: Candace Alexander, staff researcher

Date: November 8th, 2010

Subject: Recommendations for Gaining More Viewers

The following is a summary of the findings from the recent viewer survey. The information was collected by conducting a random telephone survey to learn who does and doesn’t watch the programs on Station 7. It shows the number of viewers in relation to their age, marital status, and the length that they have lived in the area. Recommendations are given to increase advertising and create new programs targeted towards the non-viewers. The findings are discussed in the following pages and accompanying figures.

A pie chart was chosen to represent marital status in Figure 1 because there were only three groups in that category. It is recommended that a pie chart only have 3 to five slices. Figure 1 shows that 60 percent of viewers are singles who have never been married. Another 18 percent of viewers are previously married. The last 22 percent of viewers are married.

Based on these results, Channel 7 should create new programs that would target married and previously married viewers. Programs could include talk shows like *Oprah* or *Regis and Kelly*. Also dramas such as the popular shows *NCIS, Grey’s Anatomy,* or *CSI* could attract the attention of married or previously married individuals. The next step would be getting these individuals to watch your new programs. Channel 7 should increase the advertising on radio stations in the morning as people are commuting to work. Another way to advertise would be to put ads in the local paper.

A bar graph was chosen for Figure 2 because it easily shows the difference between the different age categories. Figure 2 shows that the most viewers come from the 25 to 34 age category with 25 percent. The next largest group of viewers is the under 25 category with 19 percent. The age group with the least amount of viewers is the 55 to 64 category with only 6 percent.

It is obvious that Channel 7 has gained the attention of the younger viewers. Channel 7 now needs to get more middle-aged viewers. To do this the station needs to add more shows directed towards them. This could include showing re-runs of older television shows that were shown on TV when these viewers were younger. Channel 7 might also want to consider adding more talk shows, cooking shows, or home improvement shows.

A line graph was chosen for Figure 3 because it shows the change in viewers over time. It is recommended that a line graph be used to illustrate a change over time. Figure 3 shows that 50 percent of viewers have lived in the area for 1 to 10 years. The second largest number of viewers, 21 percent, has lived in the area for over 30 years. The lowest amount of viewers is 6 percent and comes from the 21 to 30 years category.

It is shown that after ten years of living in the area people tend to stop watching Channel 7. To get these viewers back Channel 7 needs to direct more advertising to this group. It also could be that they have grown tired of the programs that the station has to offer. In order to gain their attention again, Channel 7 may need to create new programs.