



Snow Magazine Research SUMMARY REPORT [DOWNLOAD AS EXCEL]

TOTAL RESPONSES: 1270
FIRST RESPONSE: 19 Dec 2003 03:11
LAST RESPONSE: 25 Dec 2003 00:08

Figures displayed show percentage of each question's responses (nett)

First page

This survey is designed to test reactions to three different cover treatments of the same topic for a new magazine.

For publishers, Demographix provides a fast way of getting reactions to new editorial ideas and the ability to analyse the responses against other parameters.

Images can easily be uploaded to Demographix from your computer. Once this is done you can use them where you wish, and if necessary resize them within the system.

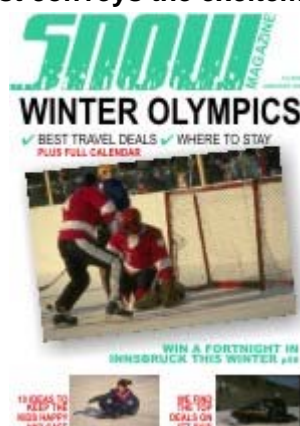
Click next to see the survey itself.

Which image would you choose?

Which of the following covers best conveys the excitement of snow-based activity?



Cover 1



Cover 2



Cover 3

Cover 1 27.11% (337)

Cover 2 56.72% (705)

Cover 3 16.17% (201)

Why did you choose this cover? Please write any comments in this box.

WRITE IN RESPONSE - 0 responses

About how often do you watch snow-based sports?

At live events and on television if I can 20.33% (247)

Whenever it's on television 21.4% (260)

Every winter 19.18% (233)

When it's the Olympics 14.9% (181)

If it happens to be on

■ 5.35% (65)
Not much ■ 12.18% (148)
Never ■ 6.67% (81)

Your details

Please supply your contact details so that we may contact you in the event that you are drawn as the prizewinner.

What age are you?

Under 15 ■ 0.36% (4)
15-17 ■ 3.41% (38)
18-24 ■ 26.7% (298)
25-34 ■ 42.74% (477)
35-44 ■ 19.27% (215)
45-54 ■ 5.56% (62)
55-64 ■ 1.25% (14)
65+ ■ 0.72% (8)
AVERAGE: 30.42

Please now hit **SUMBIT ANSWERS** to register your vote with us and for your chance to win.

demographix

Snow Magazine Research CROSS TAB REPORT

RESPONSES: 1270
FIRST RESPONSE: 19 Dec 2003 02:11 GMT
LAST RESPONSE: 24 Dec 2003 23:08 GMT

Figures displayed show percentage of each question's responses (nett)



Cover 1

Cover 2

Cover 3

Which of the following covers best conveys the excitement of snow-based activity?

What age are you?

		Under 15	15-17	18-24	25-34	35-44	45-54	55-64	65+
	TOTAL (1107)	0.4% (4)	3.4% (38)	26.9% (298)	42.5% (470)	19.2% (213)	5.6% (62)	1.3% (14)	0.7% (8)
Cover 1	27.6% (306)	0.0% (0)	34.2% (13)	20.8% (62)	28.5% (134)	32.9% (70)	32.3% (20)	42.9% (6)	12.5% (1)
Cover 2	56.0% (620)	75.0% (3)	57.9% (22)	61.4% (183)	57.2% (269)	47.9% (102)	51.6% (32)	42.9% (6)	37.5% (3)
Cover 3	16.4% (181)	25.0% (1)	7.9% (3)	17.8% (53)	14.3% (67)	19.2% (41)	16.1% (10)	14.3% (2)	50.0% (4)
	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)

What age are you?

About how often do you watch snow-based sports?

		Under 15	15-17	18-24	25-34	35-44	45-54	55-64	65+
	TOTAL (1099)	0.4% (4)	3.4% (37)	26.6% (292)	42.9% (472)	19.2% (211)	5.6% (61)	1.3% (14)	0.7% (8)
At live events and on television if I can	20.7% (228)	25.0% (1)	18.9% (7)	16.4% (48)	24.2% (114)	18.5% (39)	19.7% (12)	35.7% (5)	25.0% (2)
Whenever it's on television	22.2% (244)	25.0% (1)	21.6% (8)	22.6% (66)	23.1% (109)	23.7% (50)	16.4% (10)	0.0% (0)	0.0% (0)
Every winter	19.6% (215)	25.0% (1)	16.2% (6)	22.3% (65)	18.9% (89)	18.5% (39)	16.4% (10)	28.6% (4)	12.5% (1)
When it's the Olympics	15.5% (170)	0.0% (0)	13.5% (5)	14.4% (42)	15.5% (73)	17.1% (36)	16.4% (10)	7.1% (1)	37.5% (3)
If it happens to be on	4.8% (53)	0.0% (0)	5.4% (2)	5.5% (16)	4.4% (21)	5.7% (12)	3.3% (2)	0.0% (0)	0.0% (0)

Not much	11.6% (128)	0.0% (0)	13.5% (5)	10.3% (30)	9.7% (46)	14.2% (30)	19.7% (12)	21.4% (3)	25.0% (2)
Never	5.6% (61)	25.0% (1)	10.8% (4)	8.6% (25)	4.2% (20)	2.4% (5)	8.2% (5)	7.1% (1)	0.0% (0)

[TOP OF PAGE](#)

[\[CONTACT SURVEY OWNER\]](#)

[\[TERMS & CONDITIONS\]](#) © DEMOGRAPHIX LIMITED