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| What do you like about the magazine? | colour scheme, colour scheme, masthead, name, font, eye catching, clear text, easy to read, colour scheme, represents genre, colour scheme, colour scheme, easy to read, photography, layout, DPS story, images |
| What could be improved? | Squashed text, unknown genre, headline text, price too high, masthead too small, colour scheme, background colour too white, headline looks animated |
| Would you recommend this magazine to family and friends? | Yes, yes, yes, yes, yes, yes, yes |
| What would you change to make it more suitable for you? | Brighter colours, clean up masthead, more gender neutral, gender neutral, fonts |

Conclusion

I have learnt that my audience likes the colour scheme (5/7 people) and the text (5/7 people). Everyone who took part in the questionnaire would recommend the magazine to family and friends (7/7).

People wanted the colour scheme and text to be improved. However, this was a minority as most of the sample liked these parts of the magazine. Therefore, no changes should be

made in these categories.

Only two of the seven people wanted the magazine to be more gender neutral. I believe that not only is this a minority, as the sample was small, there is a good chance that people would have strong opinions, and these would have a bias on the results.