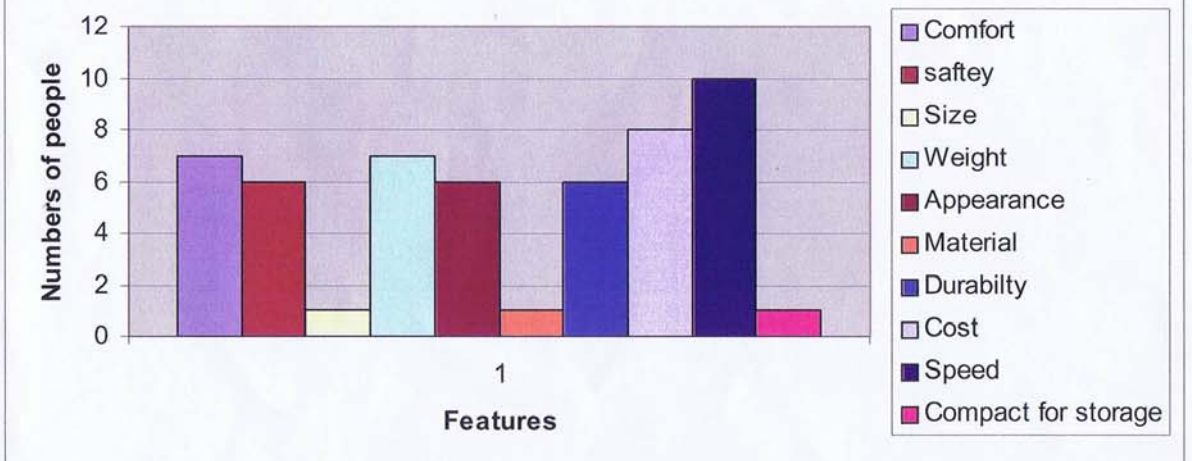




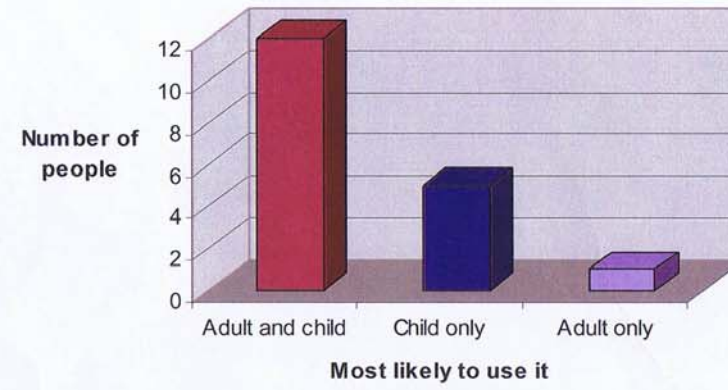
Market Research / Consumer Survey

Most important features in your sledge



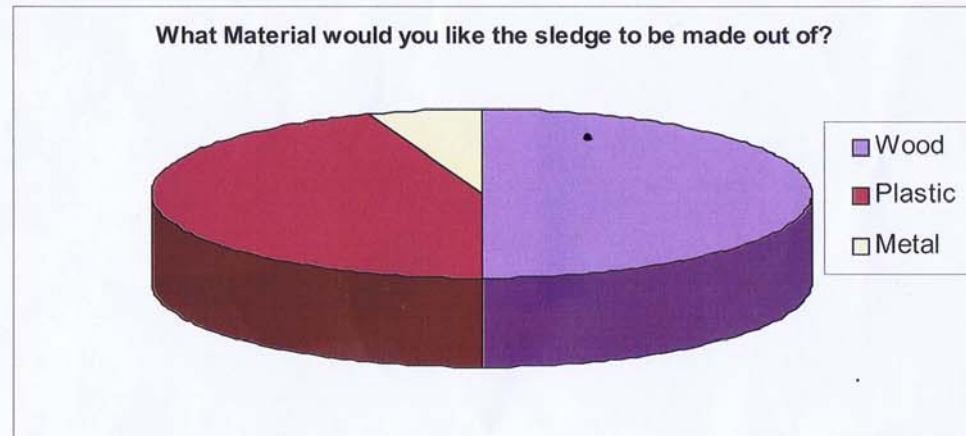
The graph shows that the most important features my target audience want are: Speed, Cost, weight and comfort.

Who would use the sledge?

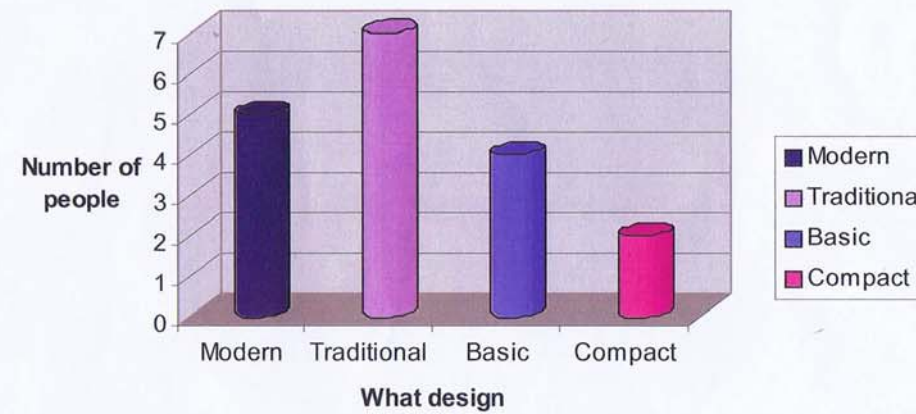


This graph shows that an adult and child together are more likely to use the sledge than just one person. This tells me that I have to make a sledge that would fit more than one person on it.

This graph tells me that 50% of the people I asked would want a sledge made out of wood. The other wants either plastic or metal.

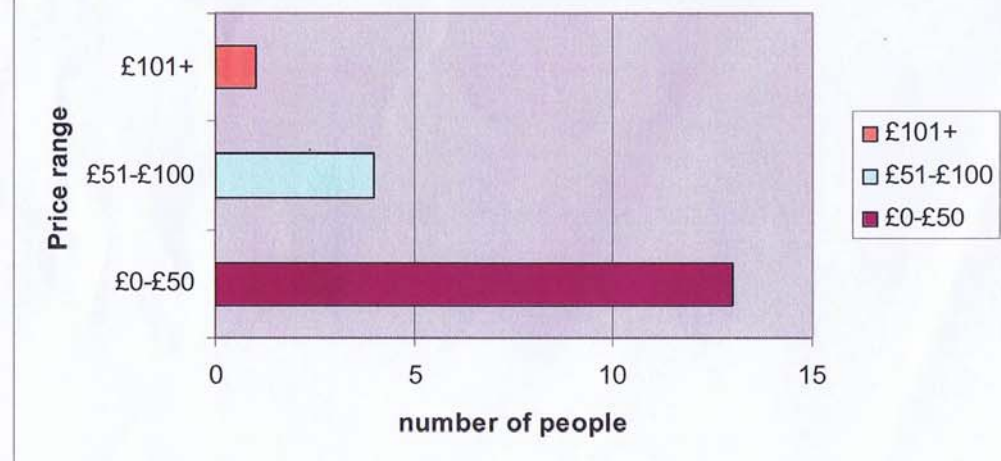


What design would you prefer?



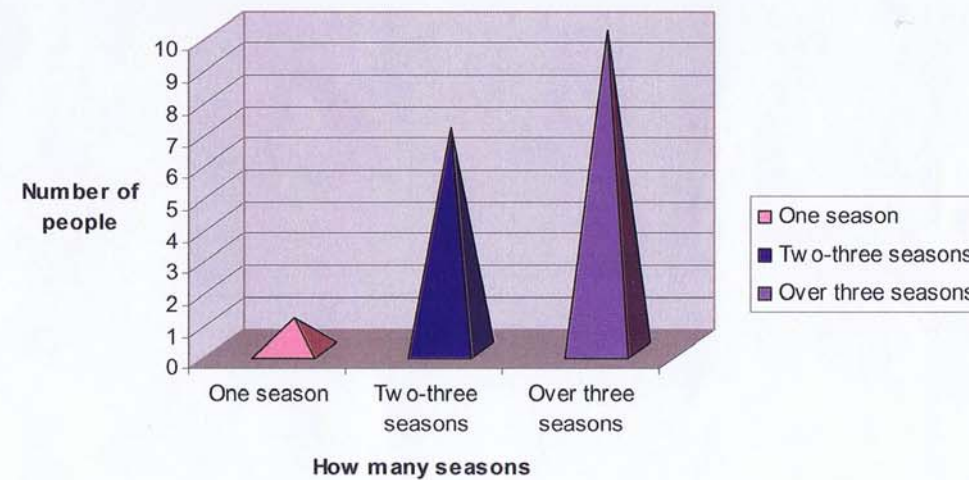
Most of the people who answered my questionnaire wanted a more traditional look towards their sledge.

How much would you pay for a quality Sledge?



The majority of my questionnaire results wanted a sledge priced from £0-£50.

How many people would you expect a quality sledge to last?



Most people in my questionnaire want their sledge to last more than here seasons. Meaning they want a durable sledge to last more than one winter.