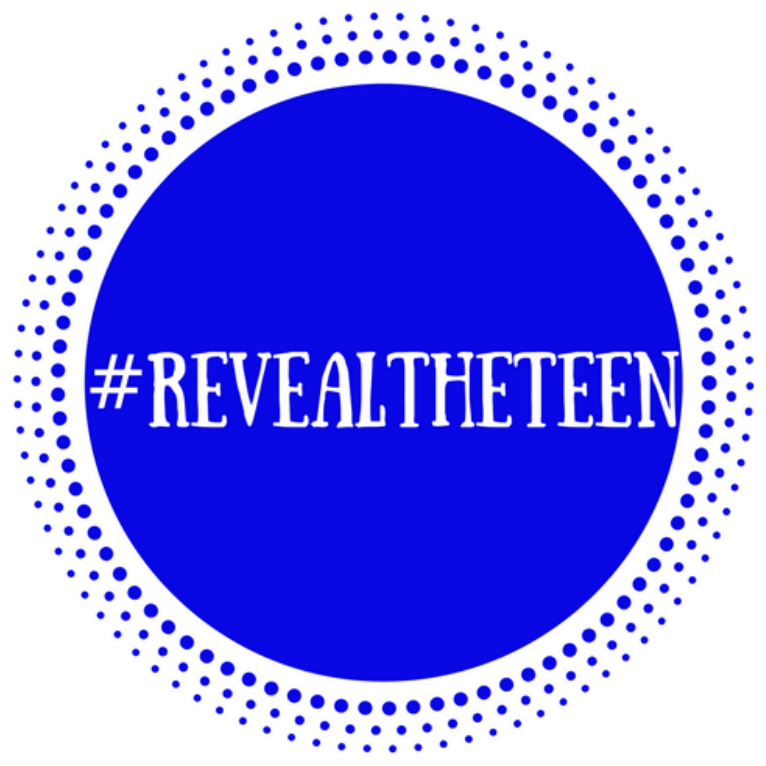


2017

## Reveal The Teen: Market Research Project



## MARKET RESEARCH REPORT COMPILED AND WRITTEN 23/03/17 BY

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Joanna McMonagle: Loreto College Letterkenny

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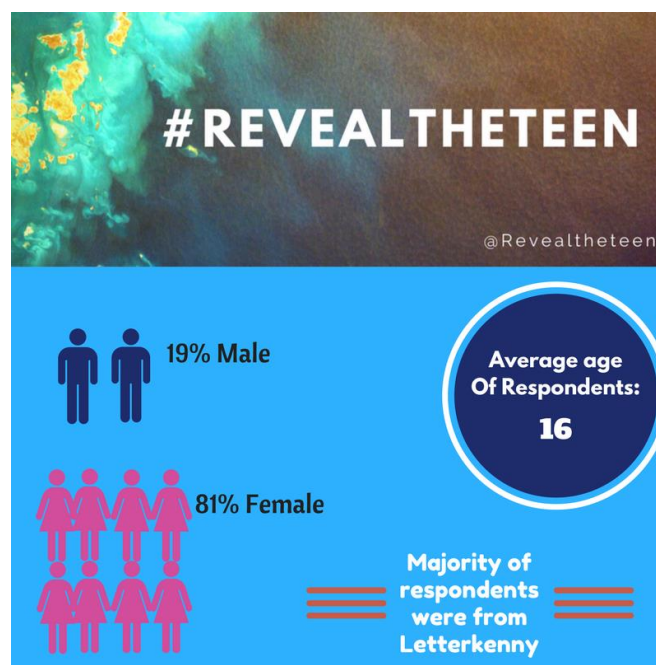
As part of work experience with Evelyn Mc Glynn: [www.evelynmcmarketing.com](http://www.evelynmcmarketing.com)

The project was also supported by Toni Forrester, Letterkenny Chamber of Commerce/Shop LK.



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## The Reveal The Teen Team:



Evelyn Mc Glynn: [www.evelynmcmarketing.com](http://www.evelynmcmarketing.com) and her work placement students.

Shannon Thackrah: Sligo IT

Joanna McMonagle: Loreto College Letterkenny

Claire McGettigan: Loreto College Letterkenny

## Introduction:

Reveal The Teen is a market research brand designed to gain insight into the purchasing power and purchasing behaviors of teenagers in Donegal and how they spend their free time.

This market research idea came about as Evelyn Mc Marketing accepted three work place students from January to May 2017 and wanted the group to work on one overall project together.

Shannon Thackrah: 3rd year Digital Marketing student Sligo IT

Joanna McMonagle: Transition Year Student, Loreto College Letterkenny

Claire McGettigan: Transition Year Student, Loreto College Letterkenny

Overall we, we created a brand Reveal The Teen, designed logo, set up social media platforms to promote it from, Survey Monkey online market research, offline surveys, gathered material from a teen focus group, and created a hashtag for the project #revealtheteen.

Collated the information gathered, designed info graphics, power point presentation, market research report and finally organised launch and presented our findings!

## The Beginning:

Claire and Joanna, are the target demographic for the research and the team as a whole had great interest in the teenage retail and social trends .

The team decided that the best way to find out this information would be by going out and directly interacting with the target audience, teenagers in Donegal, and we thought it would be best to seek the information in both online and offline formats.

With evelynmcmarketing.com we created a survey, which we designed with the focus of the main areas we wanted to investigate; Teenagers and money, teenagers and purchasing, teenagers and social media and finally teenagers and their recreational time.

We also saw the value of creating contact with teenagers through online social media platforms as we were aware that they could be more easily reached there on a platform they were familiar with, and using daily.

The market research project as a whole was a new step for all of the team as we had limited experiences in carrying out market research previous to this project and found the Reveal The Teen project to be a new and exciting prospect to work on. The survey responses were incentivized to encourage more respondents to answer as Toni from the Letterkenny Chamber of Commerce supported the project by offering #ShopLK vouchers as a prize to one lucky person who successfully completed the survey.

## Research carried out:

The first step in setting out to conduct the market research was to fully define what it is that the team wanted to achieve through the research and to define our mission. Once the team had decided on a common and specific goal of the research and decided on a few specific areas to target our exploratory research we were then able to look at the many options of research methods available.

The team decided that some of the best research methods that could provide us with the correct information were creating a survey which could be distributed online and offline, social media presence and engagement with teenagers and holding a small focus group with a few teenagers from the Donegal area.

Research was carried out both online & offline. Methods such as focus groups, surveys and social media pages such as Facebook and Instagram were created to target teens on those social media platforms.

## Survey Design

Questions asked within the survey were as follows;

- What annoys you about being a teenager in Donegal?
- What do you like about being a teenager in Donegal?
- List 3 changes you would make to Letterkenny or Donegal if YOU were in charge
- What age are you?
- What part of Donegal are you from?
- Are you male or female?
- Do you have a part time job?
- Do you get money from your...?
- Do you save?
- Where do you save?
- What social media accounts do you use most frequently? number 1 to 6 (1 being what you use the most 6 being the least)
- Do you Shop by (Price or Brand)?
- Where do you buy your clothes?
- Do you shop online? Why?
- When you order online and item isn't suitable do you return?
- How much do you spend on clothes monthly?
- What local shops do you shop in?
- What can local shops/restaurants /social venues do to get you to visit them? (Be Specific!)
- Any new brands you would like to see sold locally?
- Where do you buy your shoes? Shop/Website? Brand?
- How much would you spend on them?
- Where do you buy your beauty products? Razors...Mascara etc.
- How much would you spend on beauty products?
- What are your favourite brands?
- How often do you visit hairdresser/barber a month?
- How much do you spend?
- Beauticians How often?
- How much do you spend per visit?

- Rank from 1 to 5 your main influence when making a shopping decision?
- What do you do in the evening or weekends? Socialising friends/Cinema etc?
- What events would you like to see in the county?
- Are you involved with any youth clubs?
- Have you ever volunteered for a charity?
- What do you do with your clothes when you are finished with them?
- Last chance before you go, is there anything else you want to say about teens and Donegal...

## Survey Distribution

The survey was created using SurveyMonkey and was available both online and offline. The team contacted schools on many occasions to try to get a balance of the many different schools and areas of Donegal so that all teenagers had their voice heard in the survey. The survey was distributed on both Facebook and Instagram social media sites, with large engagement on both social media accounts. The team were also very glad to have had the link shared from many local Donegal business's which was very helpful to reach other audiences as well.

The survey was brought to the awareness of a wide spread audience of the Donegal population as it was discussed on traditional marketing channels such as Radio and Newspaper.

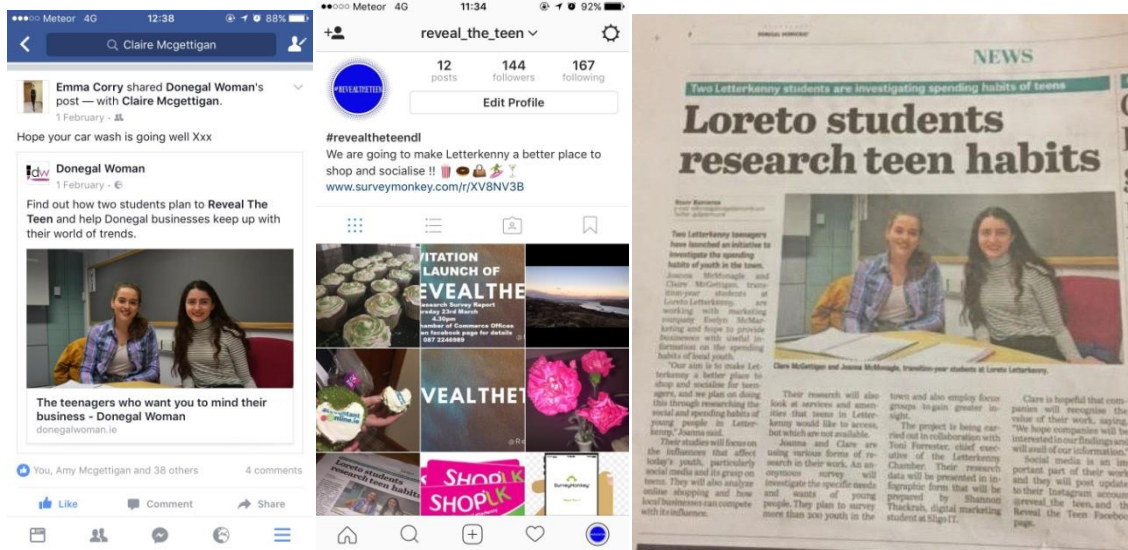
Claire and Joanna were guests on the Shaun Doherty show on Highland Radio which has a weekly reach of 84,000 people.

They were also interviewed by Rachel from [donegalwoman.com](http://donegalwoman.com), an online news site specifically targeted at females from Donegal catchment area.

Claire and Joanna also appeared in local newspaper, Donegal Democrat in an article which gave full information on what the purpose of the research project was, how it was formed, how the information would be gathered and informed residents of local Donegal area of the survey and how to access it.







Another beneficial help to gain respondents was the incentive provided by Toni from the Letterkenny Chamber of Commerce. Toni supported the project by offering #ShopLK vouchers as a prize to one lucky person who completes the survey. This incentive was provided with the idea that it would not only encourage teenagers to respond but to also share the survey with their friends so that their friends may respond to the survey and also be entered into the draw to win the voucher.



### Focus Group

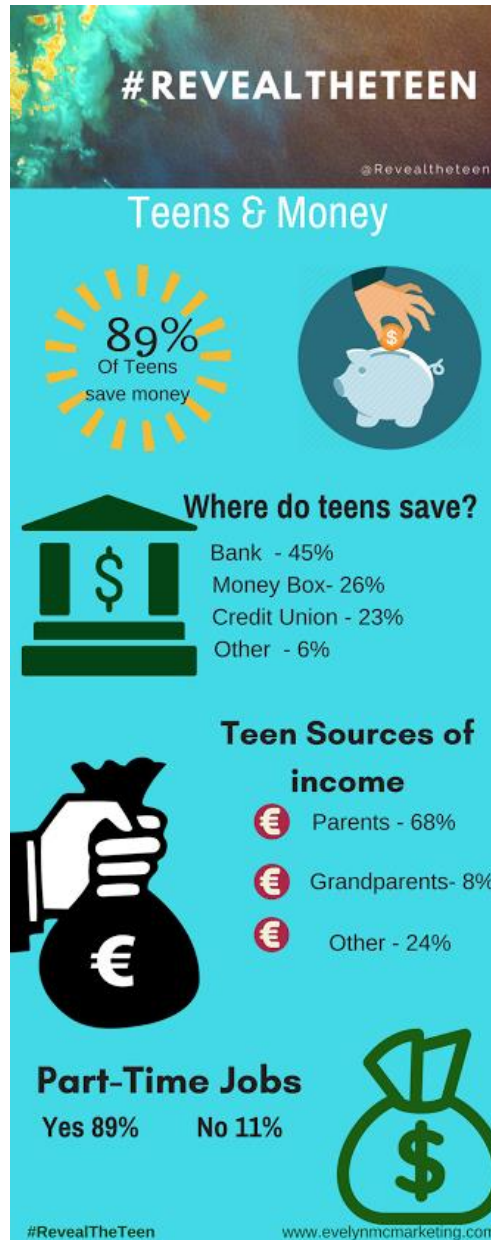
A small intimate focus group was held with 8/9 local Donegal teenagers who all aged 16-17. The team knew the importance of holding the focus group in a calm and relaxed setting so as to make the teenagers feel comfortable when giving their feedback and answering questions. The focus group was held in a local café and the focus group participants were provided with a free lunch.

The focus group provided a deeper insight into how teenagers feel about Donegal and their purchasing habits. The group also allowed teenagers to give their opinion much more freely as it was a much more relaxed atmosphere than when answering a survey online as discussion flowed.

Notes were taken of all responses and feedback from the focus group and these were included with the survey results and allowed the team to gain a better insight into teenager's mindsets and also added more context and understanding to some of the responses gathered from the survey.



## TEENS AND MONEY



# TEENS AND BEAUTY



# TEENS AND CLOTHES



# TEENS AND SHOPPING



# TEENS ONLINE



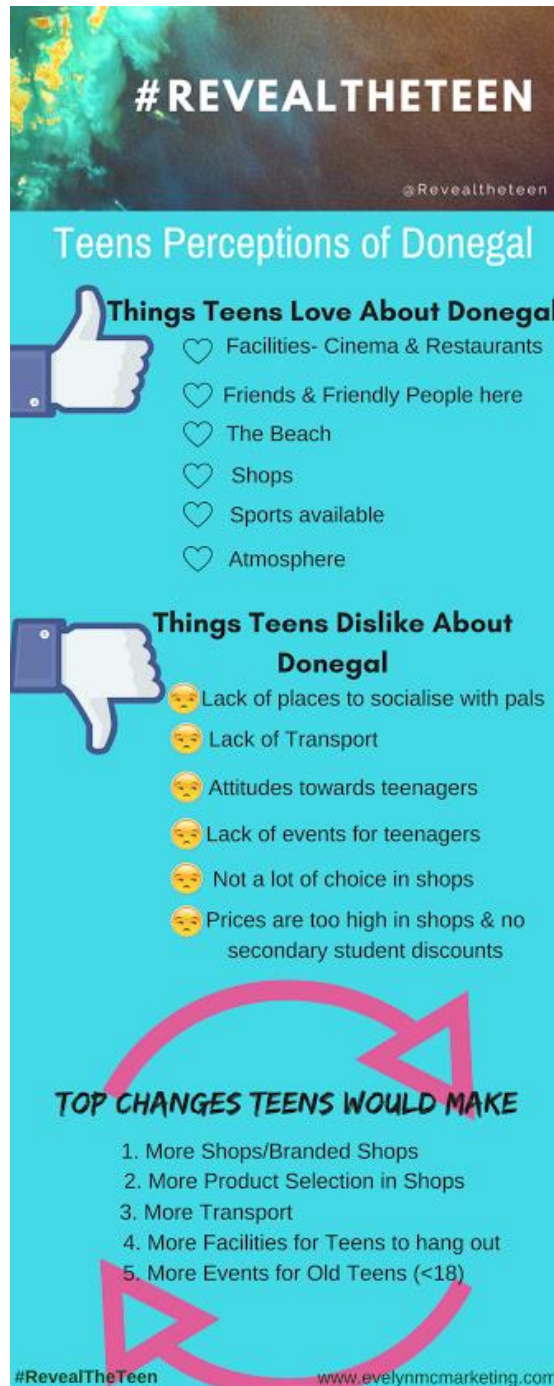


# TEENS FREE TIME





# WHAT TEENS THINK OF DONEGAL



## Conclusion

Friends are important, retailers would do well to remember this! Get their mates on board and you will sell to teens no problem.



Those teens sure like their brands... although price won them over they still talked about lack of brands in shops.

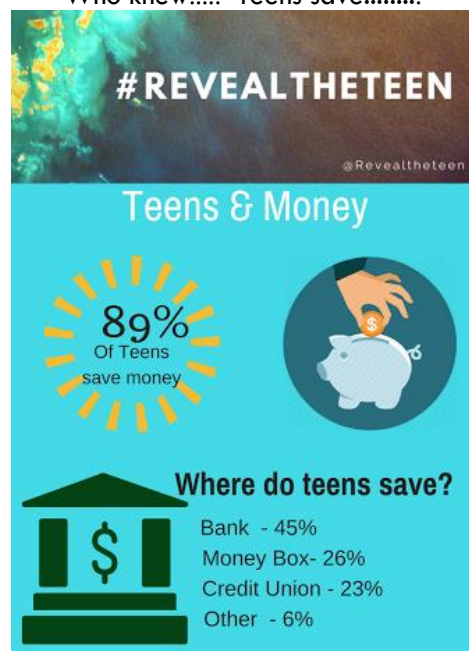


Transport was a BIG problem they want to be able to go places and make it home without relying on adults.... so more public transport is needed.

OOOPs.... the group of teens polled didn't know or were not aware of what youth clubs that were available to their age group and sector... Only 11% were involved in a youth club

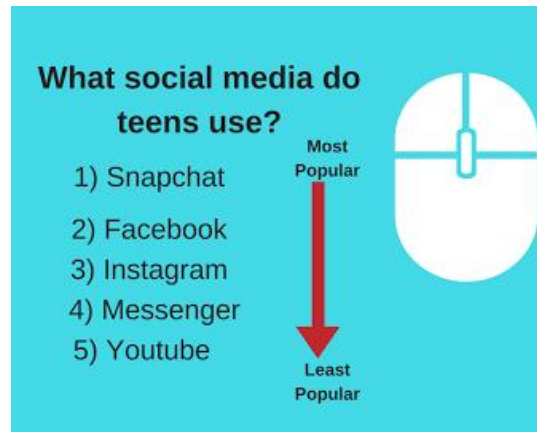


Who knew!!!!!! Teens save.....!



Teens are swayed by social media and their friends and so the commercial world in the county would do well to include their mates in any teen marketing.

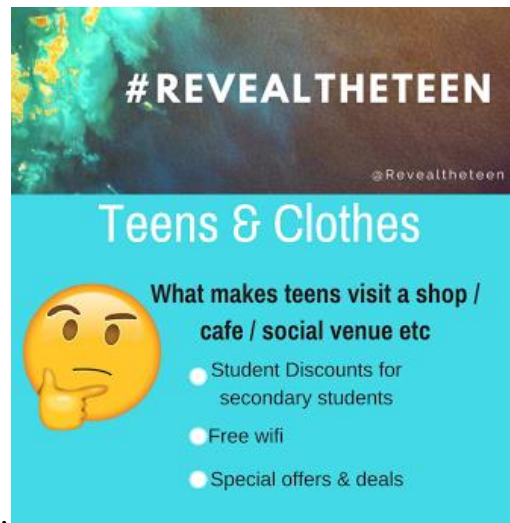
## RETAILERS ARE YOU ON THE RIGHT SOCIAL PLATFORM FOR TEENS?



Online sales and shopping by brand were not as high as would have been expected



Yet there are also lessons in this report for retailers... educate and encourage teens to shop local with proper student discounts for second level not just third and considering teens **do not always return items bought online**... retailers should push the value of shopping local and try before you buy.



## Donegal Teens LOVE the cinema!



## TEENS RETURNING PURCHASED GOODS BOUGHT ONLINE

We discovered that only 36% of teenagers return clothes that don't suit. Online returns are seen to be a 'hassle'. Local retailers should advertise the ease of returning locally and if something doesn't suit, the cost of it is able to go back into your pocket. We

think that this might encourage local spending over online shopping.

## **BEAUTY BUYING**

We found out most teenagers buy their beauty products in high street pharmacy chains. Small independent local chemists were also mentioned but we think that local chemists should try marketing to teenagers more than they already do. Teenagers want discounts for secondary school students and more special offers, this would make local chemists more competitive with the larger chains.

Teens want attention, events, fun and discounts when shopping.

## **Teen Entrepreneurs**

We found that 2 out of the 8 teenagers from the focus group (25 percent) had set up their own business. These ranges from selling peat, selling logs and also a car wash. This proves that teens are eager to earn money and become independent! It proves that Donegal teens have initiative to do what they want in a strong positive way ... it also proves that teenagers do what they want and don't always follow the pack

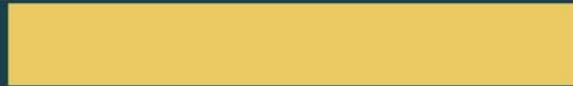
Teens feel there is something missing for them in their social life in Donegal. Too old for the teenage discos too young for the clubs!





## **100% of teens want an event for their age group (16-17)**

There was strong desire for events such as music events, disco's, sporting events etc to be more available for them in Donegal



**#RevealTheTeen**

[www.evelynmcmmarketing.com](http://www.evelynmcmmarketing.com)

# THE FUTURE OF REVEAL THE TEEN?....

Evelyn Mc Marketing and Letterkenny Chamber of Commerce have discussed the possibility of running a Reveal The Teen shopping campaign later this year.

The team are also researching the viability of a teen social event and Reveal The Teen Summer business workshops, to help educate teens on business, leadership skills and financial know how.

Any business interested in any of these ideas, please contact Evelyn on 087 2246989.

*Hope you enjoyed our Reveal The Teen report!*

*Shannon, Claire, Joanna & Evelyn.*