

City Rocks Challenge is a new urban climbing sports event that is to be launched in the UK. Teams of athletes will compete to be fastest to complete courses around city centres.

The courses will include climbing and scrambling on artificial climbing walls and on existing buildings and other obstacles. The aim of the event is to bring a new exciting sport to cities in the UK to help encourage people to take up climbing and scrambling as a sport.

The target audience for the event is young adults. A sports drink company has agreed to sponsor the event

During the planning of the event research is carried out.

(a) Research is carried out about the views of the target audience for the event.

(i) Identify **one** type of primary research, other than using focus groups, that could be used to gather information about the target audience.

[1 mark]

Any from: surveys, questionnaire, interviews, meeting

The use of focus groups allows questions to be asked directly to the members of the target audience in interviews.

(ii) Explain why using focus groups as part of primary research for the event will allow detailed information to be gathered.

[2 marks]

Because organiser [1] can ask follow up questions [1] to get more detail

(b) Secondary research is another way of collecting information about the views of the target audience.

Identify one method of secondary research that would be suitable for gathering information about the target audience.

Explain how it can be used to help focus the marketing of the City Rocks event.

[4 marks]

1 mark for method (e.g. looking at similar websites or blogs [1], magazines [1], social media posts [1] – answer must be in context to get the mark

Develop key ideas for 4 marks: idea of wider range [1] or opinions [1] spending patterns [1], similar products [1] so marketing can be focuses [1] or so that advertisers can be approached [1]

The sports drink company has provided data about potential members of the target audience and their shopping habits. The data was gathered by another company and presented in a report to the sports drink company.

(i) Identify what type of research this data is.

[1 mark]

Secondary [1]

(ii) Identify **one** other source of information that could be used to find out about the shopping habits of the target audience.

[1 mark]

Any acceptable answer (primary or secondary) – e.g. surveys, social media posts, focus groups

Total marks: 9