

Safety & Security Survey Analysis

General Assembly - Team Rauxa

For this project, we are developing a product configurator for an unnamed security provider. This provider sells wireless security products and professional monitoring services. In order to provide a more cost-effective alternative to traditional security systems, the products are installed by the consumer.

Target Audience

To determine our target audience, we distributed a home safety and security survey on LinkedIn, Nextdoor, Facebook, Instagram, and Twitter. The sample size was 141, and was made up of uncompensated volunteers from our existing social networks.

The survey consisted of standard demographic questions (age, gender, income, location, marital status, household size), as well as some demographic questions that may be more relevant to our needs (type of residence, type of community). The demographic questions were followed by safety and security questions to determine the participants' attitudes towards safety and security products and services, as well as their level of comfortability with household wireless products.

To determine our target audience from the sample results, we removed responses which failed to meet any of the following four criteria:

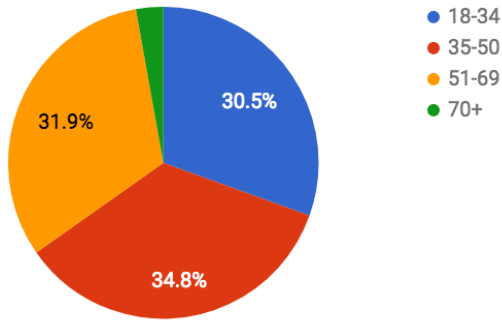
- 1) Respondent must not have responded that they did not have a security system, and they were not considering one (Question 17).
- 2) Respondent must have rated the importance of professional installation as a 7 or lower on a scale of 1-10 (Question 20).
- 3) Respondent must have answered that they do have a member of their household that is comfortable setting up wireless devices (Question 22).
- 4) Respondent must have rated the importance of professional monitoring as a 4 or higher on a scale of 1-10 (Question 23).

With these responses removed, we were left with 23 survey responses that qualified as members of our target audience.

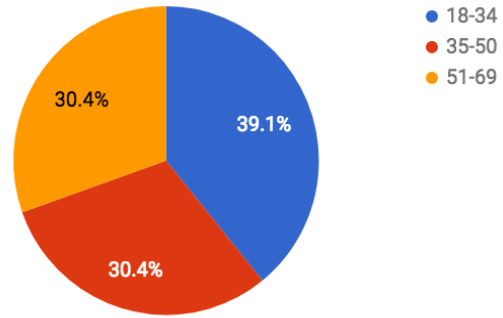
Initial Data Analysis

When comparing differences between our entire sample and our target audience, we had higher representation of Millennials in our target demographic, however we still had a very significant representation of Generation X, as well as Baby Boomers.

All Respondents: What is your age?

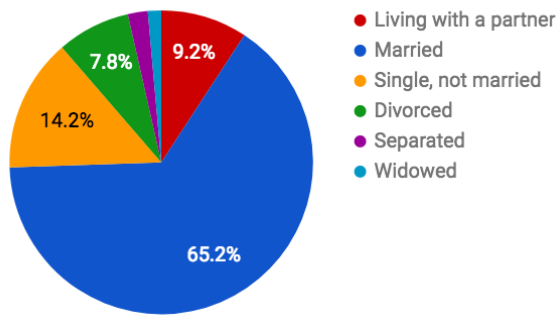


Target Audience: What is your age?

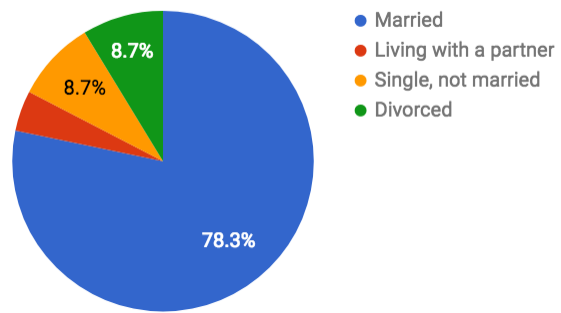


The target audience was more likely to be married than the respondents as a whole.

All Respondents: What best describes your marital status?

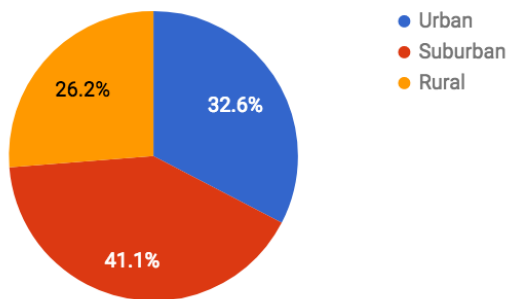


Target Audience: What best describes your marital status?

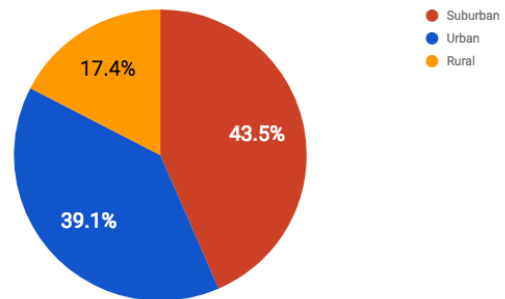


Also, the target audience had a larger urban representation than the sample as a whole.

All Respondents: Which best describes the area in which you live?



Target Audience: Which best describes the area in which you live?



Another interesting difference between our entire sample and the portion that we identified as our target audience was that while they were not more likely to feel unsafe in their community or home, when asked to rate on a scale of 1-10 “How much do you worry about protecting your home from damage while you’re away?”, the average rating was a 5.26, versus the 4.5 average from all the respondents, indicating that our target audience is more likely to worry about their home when they are away from it.

Lastly, we found that our target audience reported having more wireless home devices than the sample as a whole, with the average number being 3.3 (versus 2.75).

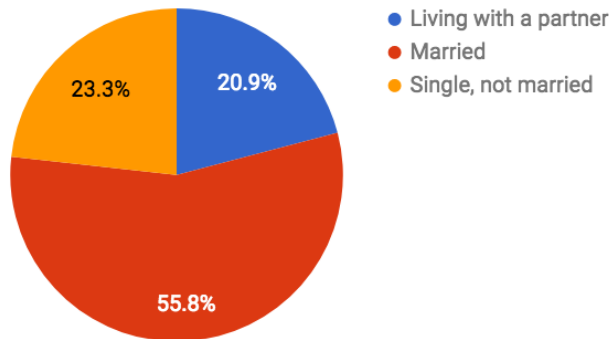
In order to determine if there were any other significant findings from our data, we also took a look at the difference for each generation between all the respondents, and then those identified as the target audience.

Millennial Data

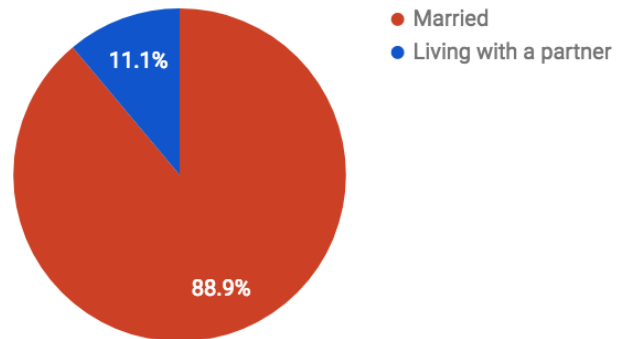
Interestingly, Millennials in our target audience only reported owning slightly more wireless home devices than our sample as a whole (3.0 versus 2.75).

Single Millennials were not found at all in our target audience.

All Millennials: What best describes your marital status?

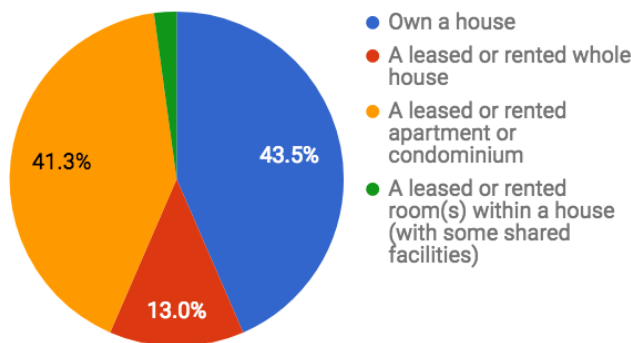


Target Millennials: What best describes your marital status?

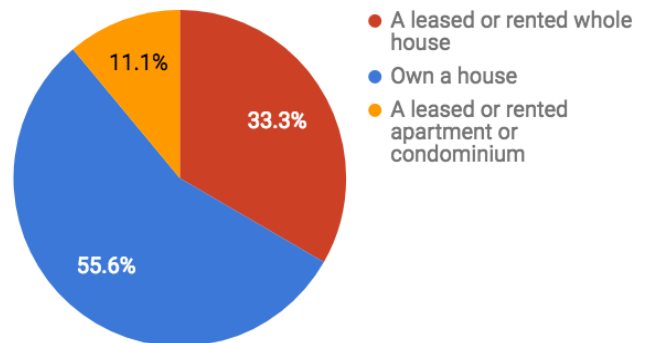


Our target Millennial audience also contained mainly homeowners and renters of whole houses.

All Millennials: Which best describes your residence?

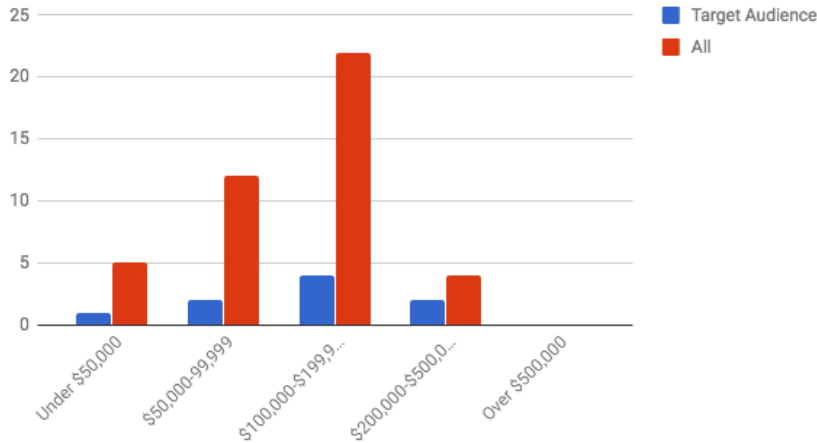


Target Millennials: Which best describes your residence?



Below, we've included a comparison of the income ranges represented by the Millennial target audience and all of the Millennial survey respondents. The most noticeable difference between the two is that the \$200,000-\$500,000 household income range makes up a larger portion of the target audience than it does in the overall Millennial sample.

Millennial Target Audience vs All Millennials

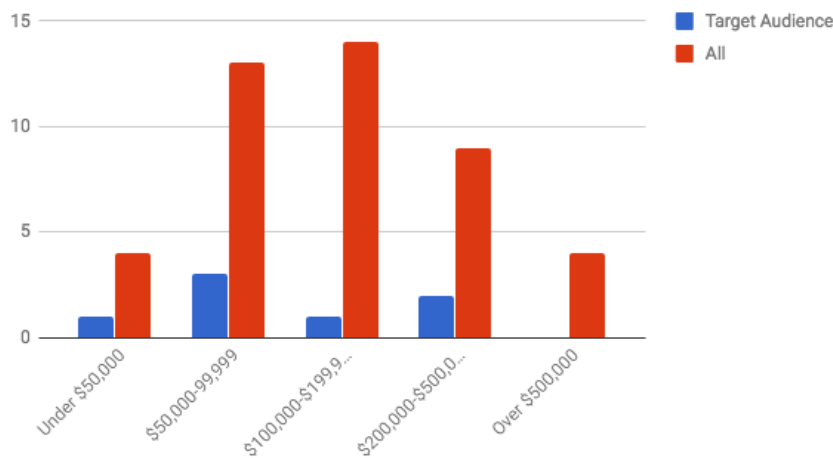


Generation X Data

The Generation X target audience reported owning an average of 3.42 wireless devices per household, which was not far off from the 3.3 average of the total target audience, although it did set them ahead of the Millennials.

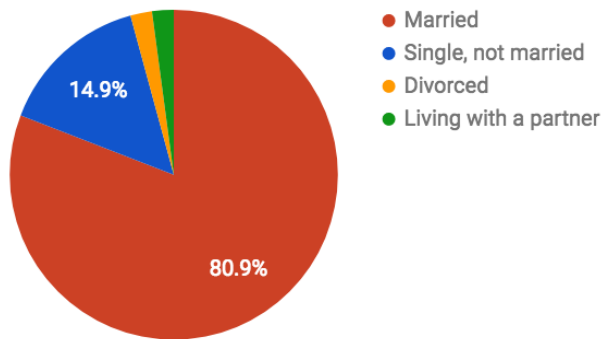
Opposite of the Millennial data, we noticed that when comparing income ranges from the Generation X samples, the target audience’s income skewed lower than the overall Generation X data.

Generation X Income Range Target vs. All

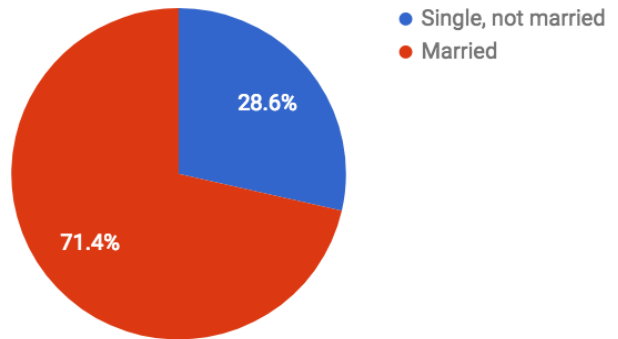


It is also notable that the Generation X Target Audience were less likely than the total Generation X sample to be married.

Gen X All: What best describes your marital status?



Gen X Target: What best describes your marital status?

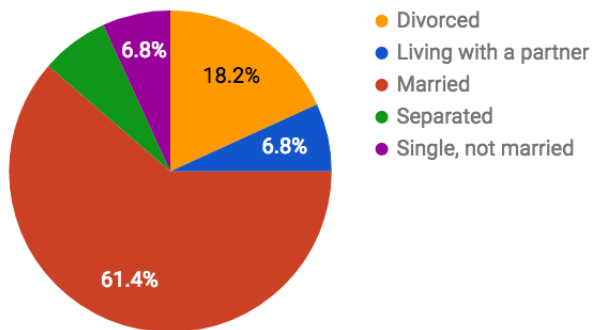


Baby Boomer Data

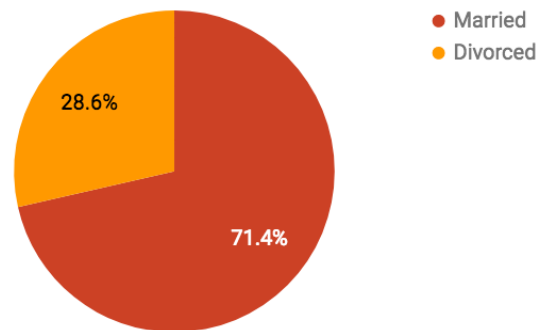
Baby Boomers in our target audience owned the most wireless devices, with an average of 3.57 devices per household.

While Baby Boomers had a higher percentage of marriages in the target audience than in overall sample, it's notable that they were the only generation in the target audience with a divorced population.

Baby Boomer All: What best describes your marital status?

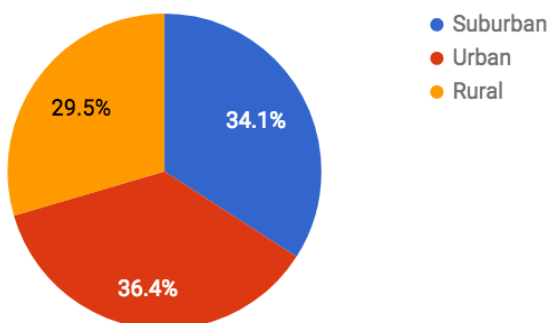


Baby Boomer Target: What best describes your marital status?

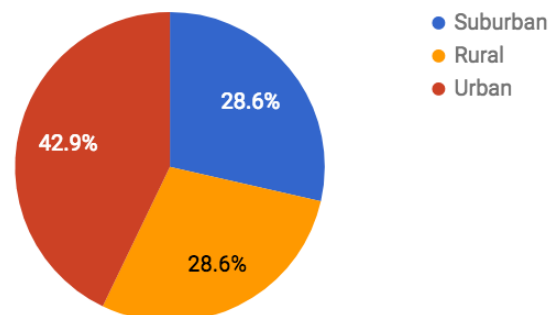


Target Baby Boomers were more likely to live in an urban community.

All Baby Boomers: Which best describes the area in which you live?

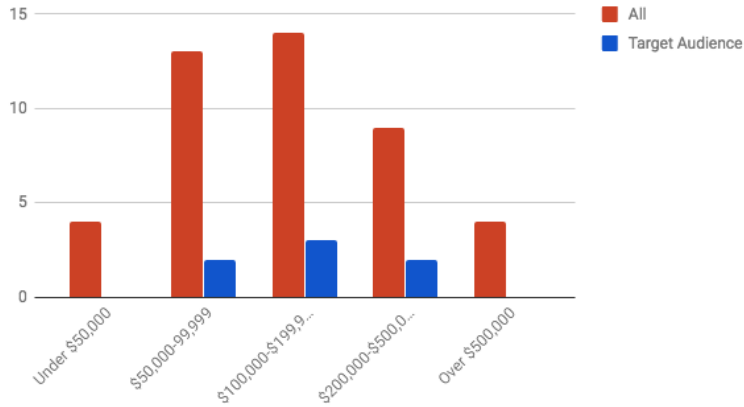


Target Boomers: Which best describes the area in which you live?



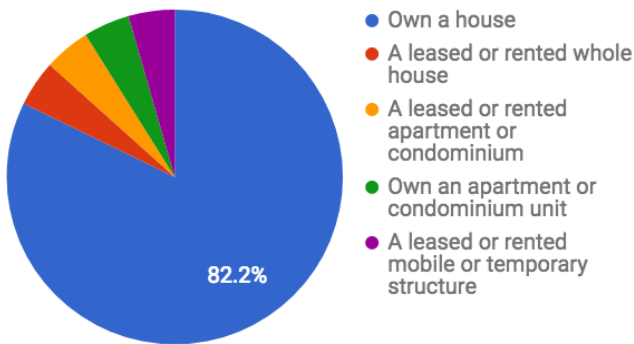
Our Baby Boomer target audience had a similar income range representation to the overall Baby Boomer sample.

Baby Boomer Salaries All vs. Target Audience

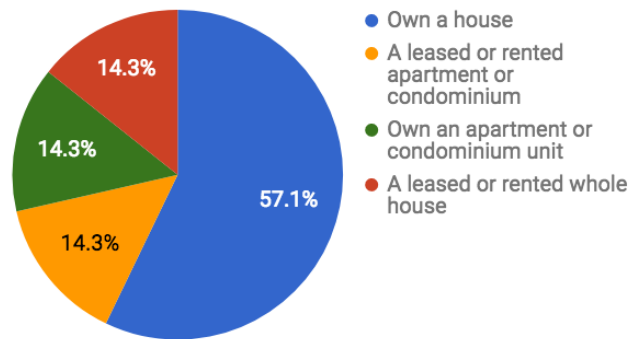


Interestingly, Baby Boomers in our target audience were the least likely to own a home.

All Boomers: Which best describes your residence?



Target Boomers: Which best describes your residence?



Takeaways

It's important to create a separate persona for each generation represented in our target audience. While they share some similar characteristics, there are some major differences as well. The average members of each generation are at different stages in their lives, so their needs, motivations, and pain points will likely be unique.