



The purpose of your report is to report on your findings in response to your research questions:

- How well does the target market know the strategies (behaviours) related to sun-safe clothing, hats and sunglasses?
- Does the behaviour of the target market comply with the strategies?

Your report should use the following as a guide.

Title

The sun-safety knowledge and behaviours of *(enter the name of your target group)*

Introduction

- Explain why is it important to stay safe in the sun.
- Outline the sun-safe strategies related to clothing, hats and sunglasses and explain why each of the strategies is important.

Method

Survey method

Use sentences to describe how the information about the participants' knowledge of and behaviour related to sun safety was collected, for example:

- who the target group was and why you chose that group.
- whether the data were collected online or by interview.
- the number of question asked and what type e.g. true/false, multiple choice.

Participants

Use a table to describe the participants—that is, who was surveyed and who responded i.e. age, gender, number surveyed. The table below is an example.

Year 9 students	Males	Females	Total
Number surveyed			
Number of responses			

Results and analyses

- Display the responses to your questions using tables, graphs or a mixture of both.
- Under each graph or table, describe the main findings that it shows.

Some examples are shown in Guideline F: [Examples of tables and graphs related to Knowledge and Behaviour](#).





Discussion

Evaluate your findings to identify the sun-smart messages related to clothing, hats and sunglasses that most need to be promoted to the target market. To do this, follow the prompts below.

About knowledge of participants

- Which questions were **most often** answered correctly?
- Which questions were **least often** answered correctly?
- Was there any difference between males and females?

About behaviours of participants

- Which sun-smart behaviour/s were **most often** practised? Why do you think this is so?
- Was there any difference between males and females for the sun-smart behaviours that are used **most often**? Why do you think this is so?
- Which sun-smart behaviour/s were **least often** practised? Why do you think this is so?
- Was there any difference between males and females for the sun-smart behaviours that are used **least often**? If so, why do you think this is so?

Which message/behaviour would you suggest most needs promoting?

- Taking into account your research, identify the sun-smart message/behaviour related to clothing, hats and sunglasses that most needs to be promoted. Justify your response.
- Should it be promoted to males or females or both? Justify your response.

What can be done?

- Recommend how you could promote this message/behaviour e.g. a product or service that you could provide.
- Give reasons for your recommendation, for example:
 - how the recommendation links with the interests/behaviours of the target market
 - what encourages this group to behave differently.

Conclusions and recommendations

- Overall, how sun smart was the group that you surveyed?
- Comment on which behaviours related to sun-safe clothing, hats and sunglasses need to be promoted.
- Comment on whether the target market should be males, females or both.

Appendix

Include an appendix showing your online survey questions.