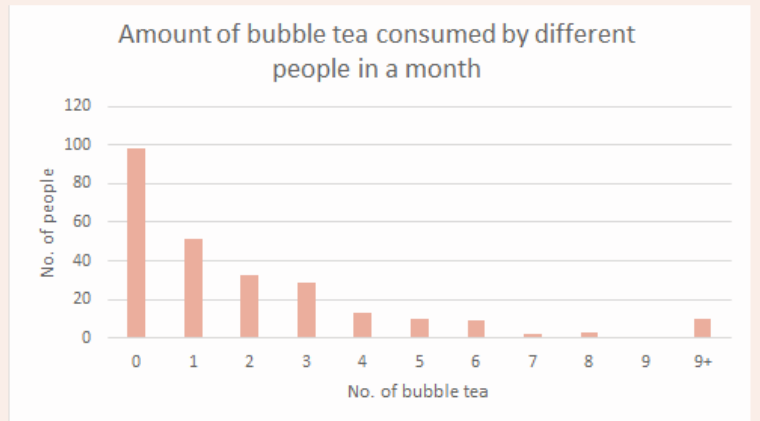# BUBBLE TEA POPULARITY

Bubble tea has been increasing in popularity in the past decade and almost every suburb in Sydney has a shop producing and selling it . Thus, we have decided to conduct a survey to determine the popularity of bubble tea in different age groups at XXX. We have surveyed 259 students and recorded their responses to help us form a conclusion.

HOW MANY DO THEY BUY EVERY MONTH?

The column graph (right) shows that the majority of the 259 respondents didn't buy bubble tea in the last month. One trend we can tell from the positive skew is that most consumers tend to buy a small amount of bubble tea.

Amount of bubble tea consumed by different people in a month

WHICH AGE BUYS IT THE MOST?

The mode (0) showed that most respondents (98) had not bought bubble tea. The median is 1 and the mean is approximately 2. The 15 and 14 age groups consumed the most amount of bubble tea each month, with 103+ and 91+ purchases respectively. The age group with the least amount of consumption was the 18yr olds. However, the data collected from this particular age group is not reliable due to the small number of responses from people in that age group, which can cause biased results. Overall, the respondents bought more than 497 bottles of bubble tea.
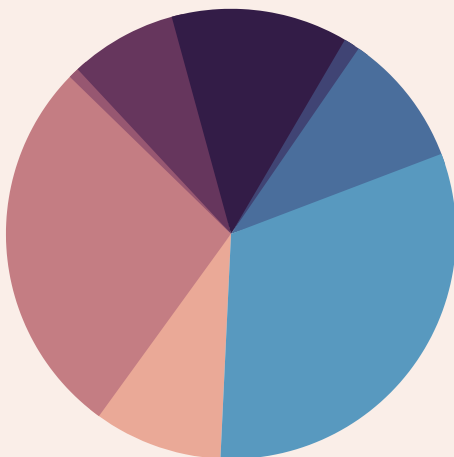
	Bubble tea/month											Total:	f
	0	1	2	3	4	5	6	7	8	9	9+		
12yr olds	13	12	8	8	4	1	1	0	0	1	0	48	88
13yr olds	18	6	5	5	4	1	2	0	0	0	1	42	73+
14yr olds	17	8	4	5	2	2	1	0	0	0	4	43	91+
15yr olds	22	7	7	5	2	4	1	1	1	0	2	52	103+
16yr olds	11	9	3	4	1	2	2	0	0	0	0	32	53
17yr olds	15	6	6	1	0	0	2	1	1	0	3	35	75+
18yr olds	2	3	0	1	0	0	0	0	1	0	0	7	14
Total:	98	51	33	29	13	10	9	2	3	1	10	259	497+

WHICH STORE IS MOST POPULAR?

Popular Bubble Tea Stores

- gong cha: 9.2%
- chatime: 27.3%
- beau tea: 0.8%
- coco: 7.7%
- share tea: 12.7%
- gotcha: 1.2%
- other: 9.6%
- didn't buy: 31.5%

The pie chart (left) shows the majority of the 259 students favoured Chatime and Share Tea over the other bubble tea stores, at 27.3% and 12.7% respectively. This is most likely due to the fact that these shops are common in most suburbs and therefore, more accessible to most people.

Limitations

We were very limited in the range of people we could survey as we could only target female students at XXX. As well as this, we could only get a sample of each age group so the results could be biased. Our question could have been worded better so we could ask how much bubble tea they buy in a normal month instead of in the past month, as their normal habits might have been disrupted by sudden events, such as no pocket money or COVID-19.