

## Questions for YCB, January 2009

1. Name:

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2. Name of School:

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Please tick the appropriate box as it applies to you

3. Region (where you live):

Gauteng	Western Cape	Eastern Cape	North West	KZN	Free State	Limpopo

4. Age:

8	9	10	11	12	13	14	15	16	17	18	19	20	21	22

5. Race:

Black	White	Asian	Coloured

6. Gender:

Male	Female

7. Which of these fast food brands do you associate most with sports and activity programmes?

	<b>Tick ONE option most true to you ✓</b>
1. McDonald's	
2. Wimpy	
3. KFC	
4. Nando's	
5. Debonairs	
6. Steers	

8. What is the **BEST WAY** for a brand to impress you? Indicate how important each of the following below.

	<b>Tick THREE options which are most true for you ✓</b>
It invests in improving my community	
It's available everywhere	
Makes me feel like a VIP	
Gives me honest and direct information	
Sponsors sports and teams	
It's really expensive (luxury)	
It offers me a wide range of activities	
All my friends want to buy it	
It gives out free samples	
It hosts concerts/gigs/parties	
It reinvents itself all the time (innovative)	
It offers me good service	
It's affordable	
15. Other, please specify:	

9. In terms of fruit and vegetables, mark which **ONE** of these describe you best:

- I really enjoy them and eat them regularly
- I like some kinds of fruit and vegetables
- I like fruit, but not vegetables
- If someone made fun varieties and made them fun to eat, I'd enjoy them more
- I really dislike fruit and vegetables

10. What about Facebook?

- I am a Facebook user and use it more than I did a year ago
- I am a Facebook user, but use it less than I did a year ago
- I'd like to use Facebook, but my parent/s don't allow it
- I am not a Facebook user because I chose not to be
- I am not a Facebook user for other reasons

11. How much do you know and care about cars?

- I know a lot, I read a lot, I am a petrol head
- I know a little bit and am eager to know more
- I know very little, but would like to
- I don't know anything, and don't care.

12. Which of these talk shows do you enjoy watching?

	Tick THREE options which are most true for you✓
▪ Oprah	
▪ 3Talk (Noelene)	
▪ The Tyra Banks Show	
▪ The Ellen DeGeneres Show	
▪ The Jerry Springer Show	
▪ The Ricky Lake Show	
▪ I really don't enjoy talk shows	

13. Out of all the options listed below, I spend the most time...

- Watching TV
- On my cellphone (Mxit, sms, downloading etc)
- Shopping for clothes
- Hanging out with my friends
- Reading a book
- Visiting/updating my social networks (MySpace, Facebook)
- Playing sports
- Community/charity work

14. How important is looking after the environment to you?

- Very important
- Sort of important
- It doesn't affect me so I don't care about it
- I have better things to do with my time and money
- I don't have enough time/money to think about it

15. Do you have access to the Internet?

- No, I don't
- Yes, at home
- Yes, at school
- Yes, on my cellphone
- Yes, at home, school and/or cellphone
- Yes, but only if I got to an Internet café

16. Of these digital media/channels, which one has advertising that you notice the most?

- Branding/tags on SMS and 'Please call me'
- General mobile advertising
- Internet advertising (banners, etc. on websites)
- Adverts, brands and

- Bluetooth advertising/messaging (in malls, etc.)
- Adverts on MXit

17. **Only** if you have access to the Internet, have you noticed these brand/product categories advertised online (banners, etc. on websites) in the past four weeks?

	<b>Tick all that are applicable to you ✓</b>
Insurance	
Cars	
Casinos	
Weight loss	
Grocery retailers	
Universities/colleges	
Dating services	
Mobile services and downloads	