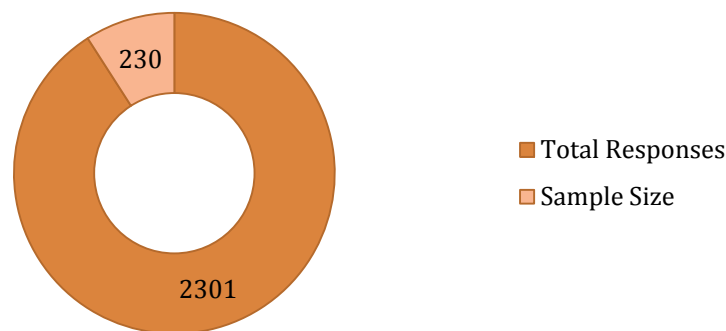


## Entertainment Survey Report 2013

This survey was conducted on Facebook, Twitter and Student Brands website. The survey includes 9 questions of which all are multiple choice, most questions only allow 1 answer while a few allow multiple selection.

### Sample Size

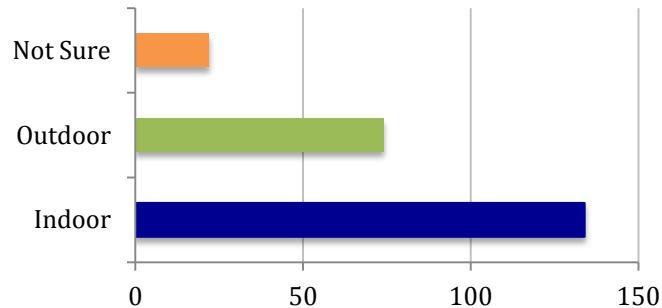


The above graphic represents the total number of completed responses as well as the sample size of this survey report.

The first questions asked to the respondents was; "What type of party animal are you?" The possible answers were Indoor, Outdoor and Not Sure. Respondents could only select 1 answer.



## Question 1

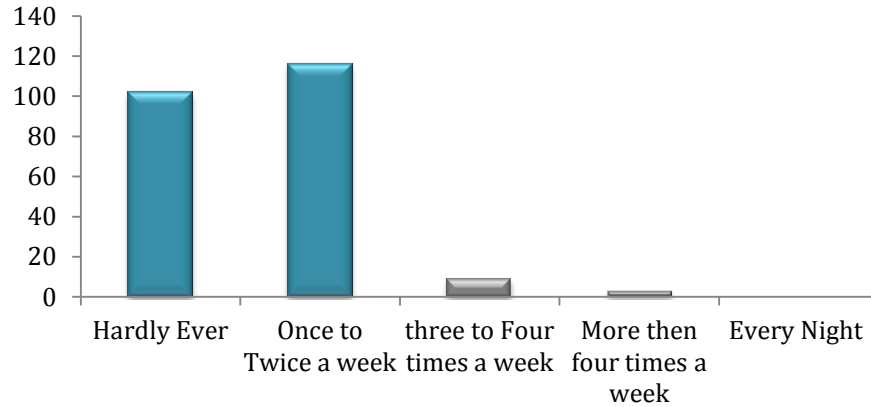


|          |        |     |
|----------|--------|-----|
| Indoor   | 58.26% | 134 |
| Outdoor  | 32.17% | 74  |
| Not Sure | 9.57%  | 22  |

**Question 1** is not your typical question, usually in our experience when people are asked about the kind of animal they are, they are required to select an actual animal Lion, tiger or bear. Our approach was slightly different and focused more on what is the current trend in the market. Are all students looking to be outdoors in the nightlife and constantly hyperactively moving around or are they looking for a more relaxed, calm indoor single location experience.

It is important to note that typically in the student market when one is completing a survey he or she is thinking of themselves at the present moment, not in a period of 12 months or ones lifestyle in general. Question 2 asked, "How many times do you go out a week?" Bearing in mind that most students across the country are writing test and exams.

## Question 2

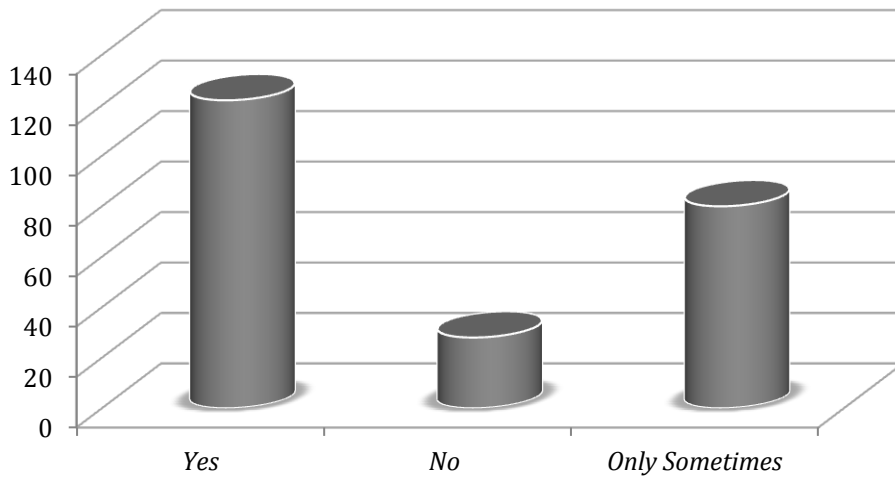


|                     |        |     |
|---------------------|--------|-----|
| Hardly Ever         | 44.35% | 102 |
| 1 to 2 times a week | 50.43% | 116 |
| 3 to 4 times a week | 3.91%  | 9   |
| More then 4 times   | 1.30%  | 3   |
| Every Night         | 0%     | 0   |

In the eye of the student is failure to plan, planning to fail? Respondents were asked, "Do you plan before you go out?" During our development session for this survey we tried to understand if students were impulse driven or strategic in relation to deciding to go out, as students there are many reasons for planning which include who will be the driver? Where will we go? Who we going with? Is there going to be any vibe? Based on the answers to this question we still have to ponder our thoughts.



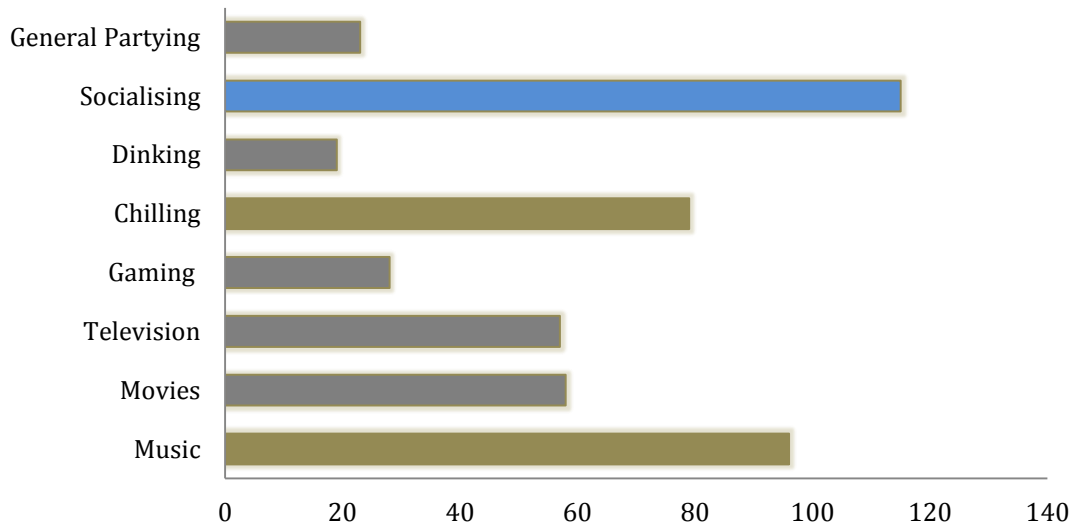
### Question 3



|                |        |     |
|----------------|--------|-----|
| Yes            | 53.04% | 122 |
| No             | 12.17% | 28  |
| Only Sometimes | 34.78% | 80  |

We often get asked “What do students spend time on these days?” Every year we see trends rise while others fall, we witness great cultural shifts and constant change in the youths desires, based on this survey below is the 2013 things students spend time on the most.

## Question 4



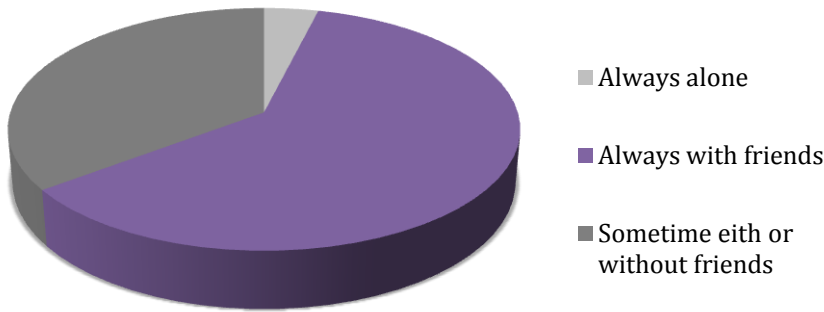
|                  |        |     |
|------------------|--------|-----|
| Music            | 41.74% | 96  |
| Movies           | 25.22% | 58  |
| Television       | 24.78% | 57  |
| Gaming           | 11.30% | 26  |
| Chilling         | 34.35% | 79  |
| Drinking         | 8.26%  | 19  |
| Socialising      | 50%    | 115 |
| General Partying | 10%    | 23  |

Socialising won hands down, with fifty percent of all respondents confirming socialising is what they spend most of their time on, we believe social media engagement with friends in the mobile space plays a large part in the high ranking trend, coming in second was music which despite all odds still remains strong in our market.





## Question 5

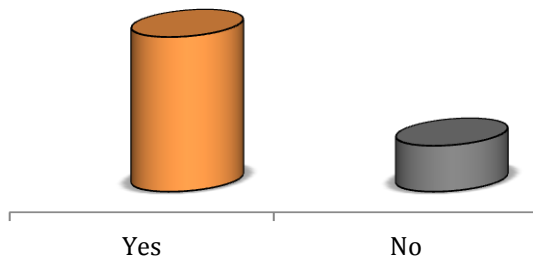


|                                   |        |     |
|-----------------------------------|--------|-----|
| Always alone                      | 3.91%  | 9   |
| Always with friends               | 60.87% | 140 |
| Sometimes with or without friends | 35.22% | 81  |

It is mostly clear from the above that students prefer and usually do always go out with friends.

To give a better understanding into students “partying” lifestyle we decided to include a question asking, “Have you been invited to a party this year yet?” The response should be viewed with the responses to question 2.

## Question 6

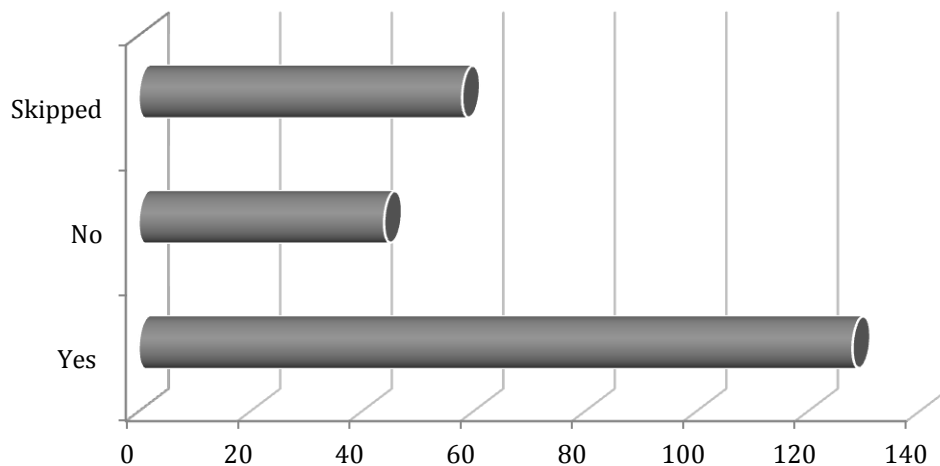


|     |        |     |
|-----|--------|-----|
| Yes | 77.13% | 172 |
| No  | 28.87% | 51  |

It is very obvious from the responses that “partying” lifestyle for students has not gone out of fashion.

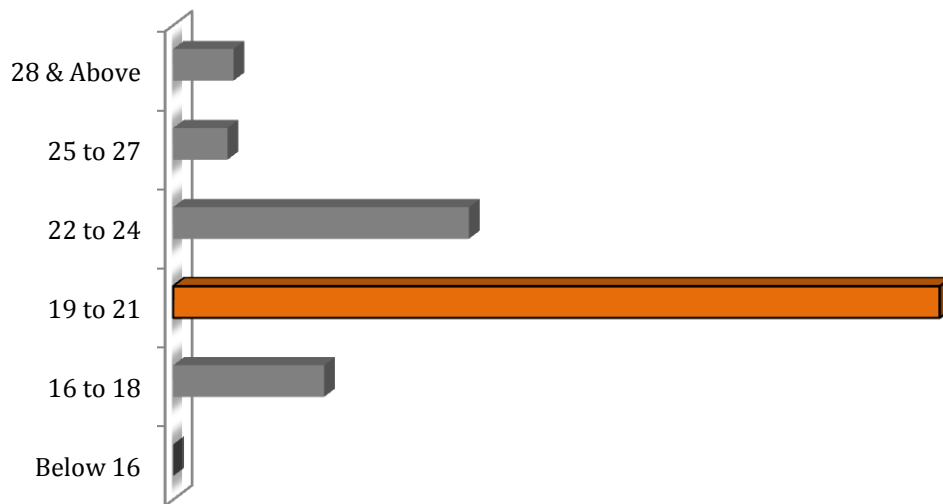
The next question, “Did you attend the party you were invited to?” was based on conditional logic which means if a respondent answered Yes to question 6 he or she would be required to answer question 7 however should a user answer No he or she would be directed to question 8 and bypassing question 7.

## Question 7



|         |        |     |
|---------|--------|-----|
| Yes     | 74.42% | 128 |
| No      | 25.58% | 44  |
| Skipped | 26.36% | 58  |

### Question 8



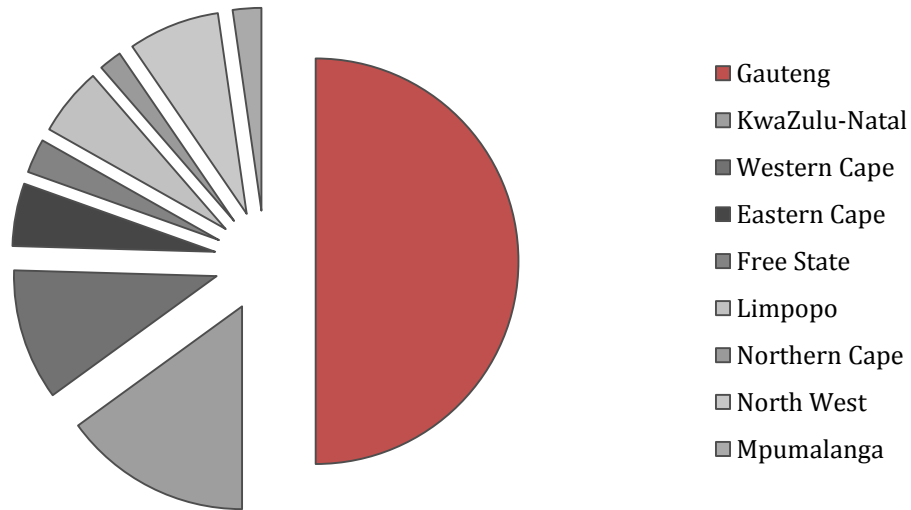
|            |        |     |
|------------|--------|-----|
| Below 16   | 0%     | 0   |
| 16 to 18   | 11.36% | 25  |
| 19 to 21   | 57.27% | 127 |
| 22 to 24   | 22.27% | 49  |
| 25 to 27   | 4.09%  | 9   |
| 28 & Above | 4.55%  | 10  |

Question 8 showcases and confirms the highest demographic age inside the Student Brands database, predominantly students aged 19 to 21 years of age.





### Question 9



|               |        |     |
|---------------|--------|-----|
| Gauteng       | 50%    | 110 |
| KwaZulu-Natal | 15%    | 33  |
| Western Cape  | 10.45% | 23  |
| Eastern Cape  | 5%     | 11  |
| Free State    | 2.73%  | 6   |
| Limpopo       | 5.45%  | 12  |
| Northern Cape | 1.82%  | 4   |
| North West    | 7.27%  | 16  |
| Mpumalanga    | 2.27%  | 5   |