A Survey on Youth, Advertising Issues, and Consumption

How often do you do the following things?

		Never	Seldom	Some-times	Often	Almost always
1	I discuss ads with my friends.	☐	☐	☐	☐	☐
2	I discuss buying things with my friends	☐	☐	☐	☐	☐
3	I pay attention to what my close friends buy.	☐	☐	☐	☐	☐
4	I discuss ads with my parents.	☐	☐	☐	☐	☐
5	I discuss buying things with my parents.	☐	☐	☐	☐	☐
6	I pay attention to friends who are richer than me, and see what they buy.	☐	☐	☐	☐	☐
7	I pay attention to movie stars and singers that I like, and see what brands they use.	☐	☐	☐	☐	☐
8	I discuss buying things with my teachers.	☐	☐	☐	☐	☐
9	I watch ads when they appear on TV.	☐	☐	☐	☐	☐
10	I pay attention to how celebrities dress.	☐	☐	☐	☐	☐
11	I discuss ads with my teachers.	☐	☐	☐	☐	☐

Please use a "✓"to indicate whether you agree or disagree with the following statements.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
12	I watch ads to learn about images of fashionable people.	☐	☐	☐	☐	☐
13	I watch ads to know what brands have the product features I need.	☐	☐	☐	☐	☐
14	I watch ads to know what I can buy to impress others.	☐	☐	☐	☐	☐
15	I watch ads to help me decide what things to buy.	☐	☐	☐	☐	☐
16	I watch ads to find out where I can buy the things I want.	☐	☐	☐	☐	☐
17	I watch ads to have something to talk about with others.	☐	☐	☐	☐	☐
18	I watch ads to learn about trendy things.	☐	☐	☐	☐	☐
19	It is important that my friends like the products and brands I buy.	☐	☐	☐	☐	☐
20	I only buy those products and brands that my friends will approve of.	☐	☐	☐	☐	☐
21	I look at what my friends are buying and using before I buy a certain brand of products.	☐	☐	☐	☐	☐

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
22	I like to know what products and brands make a good impression on my friends.	☐	☐	☐	☐	☐
23	If I don't know much about a product, I often ask my friends about it.	☐	☐	☐	☐	☐
24	I usually ask my friends to help me choose the best product.	☐	☐	☐	☐	☐
25	I admire people who own expensive homes, cars, and clothes.	☐	☐	☐	☐	☐
26	The things I own say a lot about how well I'm doing in life.	☐	☐	☐	☐	☐
27	I want to be as smart and popular as the celebrities.	☐	☐	☐	☐	☐
28	Buying things gives me a lot of pleasure.	☐	☐	☐	☐	☐
29	I like a lot of luxury in my life.	☐	☐	☐	☐	☐
30	My life would be better if I owned certain things I don't have.	☐	☐	☐	☐	☐
31	I would be happier if I could afford to buy more things.	☐	☐	☐	☐	☐
32	I feel that I have a number of good qualities.	☐	☐	☐	☐	☐
33	I want to look as cool as those people in ads.	☐	☐	☐	☐	☐
34	I am able to do things as well as most other people.	☐	☐	☐	☐	☐
35	On the whole, I am satisfied with myself.	☐	☐	☐	☐	☐
36	I feel that I am a person of worth.	☐	☐	☐	☐	☐
37	I want to look as trendy as those models in magazines.	☐	☐	☐	☐	☐
38	I do not aspire to the lifestyle of celebrities.	☐	☐	☐	☐	☐

In the past 3 months, have you ever bought anything because you were encouraged by the following things?	No	Yes, 1-3 times	Yes, four times or above
39 Free gifts (including premiums on packages or gifts redeemed by presenting proof of purchases)	☐	☐	☐
40 Lucky draws	☐	☐	☐
41 Cash rebates	☐	☐	☐
42 Coupons	☐	☐	☐
43 Free trials	☐	☐	☐

44 Suppose you get a cash prize of RMB1,000, how are you going to spend it?

| RMB | + | RMB | + | RMB | = | RMB1,000 |
| buying things | | saving | | donate to charity | | |

Time you spend on the following media:

45	Watching TV	( ) hour(s)/day
46	Surfing the Net	( ) hour(s)/day
47	Reading entertainment sections of newspapers	( ) hour(s)/day
48	Reading youth magazines	( ) hour(s)/*week*

49 How do you consider yourself?

☐ very modernized ☐ quite modernized ☐ quite conservative ☐ very conservative

50 How do you consider your behavior?

☐ very traditional ☐ traditional ☐ westernized ☐ very westernized

Background Information

The following questions are to gather information about you. Please mark with an "X" the best answer or fill in the blanks.

51 Are you male or female?

☐ Male ☐ Female

52 How old are you?

☐ 15-19 years old ☐ 20-24 years old

53 Current status:

☐ Student ☐ Employed, average monthly salary: RMB _____ ☐ Unemployed

54 Education level:

☐ Junior high ☐ High school ☐ Junior college ☐ University or above

55 Your academic performance at school:

☐ Bad ☐ Average ☐ Good

56 Your monthly household income:

☐ RMB2,000 or below ☐ RMB2,001-5,000 ☐ RMB5,001-8,000 ☐ RMB8,001 or above

This is the end of the questionnaire. Thank you very much for your cooperation!

关于年青人行为及消费的调查

下列情况在你生活中出现的次数如何？

	从不	很少	偶尔	经常	几乎每一次
1 我会和朋友讨论广告的内容。	☐	☐	☐	☐	☐
2 我会和朋友讨论有关消费的事情。	☐	☐	☐	☐	☐
3 我会留意一些要好的朋友，看看他们买些什么。	☐	☐	☐	☐	☐
4 我会和父母讨论广告的内容。	☐	☐	☐	☐	☐
5 我会和父母讨论有关消费的事情。	☐	☐	☐	☐	☐
6 我会留意一些比我有钱的朋友，看看他们买些什么。	☐	☐	☐	☐	☐
7 我会留意一些我喜欢的明星和歌星，看看他们用些什么牌子的产品。	☐	☐	☐	☐	☐
8 我会和老师讨论有关消费的事情。	☐	☐	☐	☐	☐
9 当电视播放广告时，我会看。	☐	☐	☐	☐	☐
10 我会留意影视名人的衣着打扮。	☐	☐	☐	☐	☐
11 我会和老师讨论广告的内容。	☐	☐	☐	☐	☐

你同意以下的句子吗？请用"✓"顯示答案。

	非常不同意	不同意	中立	同意	非常同意
12 我想通过广告了解最时髦的人物形象。	☐	☐	☐	☐	☐
13 通过广告，我想知道哪个牌子的产品有我想要的功能。	☐	☐	☐	☐	☐
14 通过广告，我想知道买什么可以给人留下深刻的印象。	☐	☐	☐	☐	☐
15 看广告可以帮我决定买什么东西。	☐	☐	☐	☐	☐
16 我想知道在哪里可以买到我想要的东西，所以看广告。	☐	☐	☐	☐	☐
17 我看广告是为了與别人有话题。	☐	☐	☐	☐	☐
18 我想通过广告了解时尚的商品。	☐	☐	☐	☐	☐
19 我希望我的朋友喜欢我买的产品和牌子。	☐	☐	☐	☐	☐

		非常 不同意	不 同意	中立	同意	非常 同意
20	我只会买朋友接受的产品和牌子。	☐	☐	☐	☐	☐
21	决定买什么牌子之前，我通常会留意朋友买和用些什么。	☐	☐	☐	☐	☐
22	我想知道买哪些产品和牌子能够给朋友留下好印象。	☐	☐	☐	☐	☐
23	如果我要买不大熟悉的产品，多半会先问问朋友。	☐	☐	☐	☐	☐
24	我通常请朋友帮我选择最好的产品。	☐	☐	☐	☐	☐
25	我羡慕拥有昂贵住房、汽车和衣服的人。	☐	☐	☐	☐	☐
26	我拥有的东西能清楚反映我的生活过得好不好。	☐	☐	☐	☐	☐
27	我希望好像明星偶像一样棒。	☐	☐	☐	☐	☐
28	购物给我很大的乐趣。	☐	☐	☐	☐	☐
29	我喜欢过奢华的生活。	☐	☐	☐	☐	☐
30	如果我能够得到某些现在没有的东西，我的生活会变得更好。	☐	☐	☐	☐	☐
31	如果我有能力买更多东西，我会更开心。	☐	☐	☐	☐	☐
32	我觉得自己有很多优点。	☐	☐	☐	☐	☐
33	我想好像广告人物那么酷。	☐	☐	☐	☐	☐
34	我的办事能力像大多数其他人一样强。	☐	☐	☐	☐	☐
35	整体来说，我对自己感到满意。	☐	☐	☐	☐	☐
36	我认为自己是个有价值的人。	☐	☐	☐	☐	☐
37	我想好像杂志里的模特一样时髦。	☐	☐	☐	☐	☐
38	我不向往名人的生活模式。	☐	☐	☐	☐	☐

过去三个月，你有没有因受到以下的东西鼓励而消费？

		没有	有，1-3次	有，4次或以上
39	赠品（包括包装上的赠品和凭购买证明换取的礼品）	☐	☐	☐
40	抽奖	☐	☐	☐
41	现金回赠/折扣	☐	☐	☐

42 优惠券 ☐ ☐ ☐

43 免费试用/试吃 ☐ ☐ ☐

44 假如你得到一笔1,000元的奖金，你打算怎样使用？

| 元 | + | 元 | + | 元 | =1,000元 |

消费　　　　　　　储蓄　　　　　捐赠慈善机构

请你估计你接触以下传媒的时间：

45 电视　　　　　　　每天大约（　　　）小时

46 互联网　　　　　　每天大约（　　　）小时

47 报章娱乐版　　　　每天大约（　　　）小时

48 青少年杂志　　　　每*星期*大约（　　　）小时

49 你认为你是哪一类人？
　　☐ 非常新潮　　☐ 比较新潮　　☐ 比较保守　　☐ 非常保守

50 你认为你的行为属于哪一类？
　　☐ 非常守旧　　☐ 守旧　　　☐ 西化　　　☐ 非常西化

个人资料：

51 性别：☐ 男　　　☐ 女

52 年龄：☐ 15-19岁 ☐ 20-24岁

53 工作状况：
　　☐ 在学　　☐ 在职，现在每月收入约_____元 ☐ 失业/待业

54 最高教育程度：
　　☐ 初中　　☐高中　　☐ 大专　　☐ 大学或以上

55 读书的时候，你的学业成绩属于：
　　☐ 较差　　☐ 一般　　☐ 较好

56 你的家庭每月总收入是：
　　☐ 人民币2,000元以下 ☐ 2,001-5000元　☐ 5,001-8,000元　☐ 8,001元或以上

— 问卷完成，谢谢合作！ —