



WHAT, WHEN AND HOW WE CONSUME?



1 ALMOST 100% OF THOSE POLLED ARE BETWEEN 15 AND 18

2 WHEN WE BUY WE LET OURSELVES BE INFLUENCED BY FRIENDS, BUT MOSTLY BY RELATIVES

3 WE ARE ALSO INFLUENCED BY ADS, BUT TO A LESSER EXTENT

7 WE RARELY BUY AT THE FARM OR FROM THE MANUFACTURER. WE WOULD RATHER BUY AT THE SUPERMARKET

5 THE VAST MAJORITY BUY 4 TIMES A MONTH, AND CHOOSE THE PRODUCTS BASED ON THE PRICE AND QUALITY

6 MOST OF US BUY CLOTHING, FOOTWEAR, HYGIENE PRODUCTS, BOOKS AND MUSIC ONCE TO THREE TIMES A MONTH

4 WE ONLY BUY WHEN WE NEED TO, AND OUR FAMILIES USUALLY WRITE OUT A SHOPPING LIST

8 WHENEVER POSSIBLE, WE USE DISCOUNT VOUCHERS WHEN PURCHASING AND OUR MOTTO IS: 'BUY LESS, CHOOSE WELL'

9 ALTHOUGH WE HAVE ENOUGH MONEY, WE ARE NOT KEEN ON BUYING NEW CLOTHES FOR SPECIAL OCCASIONS

10 WE BUY ONLINE BECAUSE THERE IS A LARGE VARIETY OF ITEMS AND THESE ARE CHEAPER COMPARED TO CONVENTIONAL STORES. WE MAINLY BUY CLOTHING AND ELECTRONIC COMPONENTS

14 WHEN WE BUY SNACKS, BOTH SWEET AND SAVOURY, WE LOOK AT THE PRICE AND TASTE. WHEN IT COMES TO SOFT DRINKS, WE FAVOUR THE BRAND

13 WE PREFER TO BUY DOMESTIC AND ECO-FRIENDLY PRODUCTS, ESPECIALLY FRUIT, VEGETABLES AND MEAT

12 FOR LUNCH AT SCHOOL WE PREFER OUR LUNCH BAG TO THE CANTINA

11 WE USUALLY PURCHASE ITEMS WHICH ARE MANUFACTURED ON A LARGE SCALE

15 WHEN WE ARE TO BUY A PRODUCT, WE LOOK IF IT IS ECO-FRIENDLY BECAUSE MOST OF US THINK THAT FUTURE GENERATIONS WILL NOT HAVE THE SAME RESOURCES AS CURRENT

