

Telephone survey: *Brand equity of provincial, national and regional rugby teams of South Africa*

Say: Hello, my name is I am phoning on behalf of a student doing research on rugby in South Africa. May I please ask you a few questions, it will only take a few minutes?

Are you interested in rugby? (If respondent says **NO**, say thank you and goodbye. If **YES** proceed.)

Q1 On a scale of 1 to 5, where 1 is not a supporter at all, and 5 is an extreme supporter, to what extent are you a rugby supporter?

Not at all 1 2 3 4 5 Extreme supporter

4

Q2 Which South African **Super 12** rugby teams are you most aware of?

INTERVIEWER NOTE: OBTAIN UP TO 3 NAMES IF POSSIBLE

Q3 Which South African **Currie Cup** or **Vodacom** rugby teams are you most aware of?

INTERVIEWER NOTE: OBTAIN UP TO 3 NAMES IF POSSIBLE

Q4 Which **national** rugby teams are you most aware of?

	DO NOT READ OUT ANY BRAND NAMES	Q2			Q3			Q4		Q5			
		1 ST	2 ND	3 RD	1 ST	2 ND	3 RD	1st	2nd	A	QUITE	NOT	NONE
		MENTION	MENTION	MENTION	MENTION	MENTION	MENTION	MENTION	MENTION	GREAT DEAL	A LOT	VERY MUCH	AT ALL
1.	Bulls	1	1	1	1	1	1	1	1	1	2	3	4
2.	Blue Bulls	2	2	2	2	2	2	2	2	1	2	3	4
3.	(Northern) Bulls	3	3	3	3	3	3	3	3	1	2	3	4
4.	Bulldogs	4	4	4	4	4	4	4	4	1	2	3	4
5.	Cavaliers	5	5	5	5	5	5	5	5	1	2	3	4
6.	Cats	6	6	6	6	6	6	6	6	1	2	3	4
7.	Cheetahs	7	7	7	7	7	7	7	7	1	2	3	4
8.	Eagles	8	8	8	8	8	8	8	8	1	2	3	4
9.	Elephants	9	9	9	9	9	9	9	9	1	2	3	4
10.	Falcons	10	10	10	10	10	10	10	10	1	2	3	4
11.	Griffons	11	11	11	11	11	11	11	11	1	2	3	4
12.	Griquas	12	12	12	12	12	12	12	12	1	2	3	4
13.	Golden Lions	13	13	13	13	13	13	13	13	1	2	3	4
14.	Leopards	14	14	14	14	14	14	14	14	1	2	3	4
15.	Sharks	15	15	15	15	15	15	15	15	1	2	3	4
16.	Natal Sharks	16	16	16	16	16	16	16	16	1	2	3	4
19.	Pumas	17	17	17	17	17	17	17	17	1	2	3	4
20.	Stormers	18	18	18	18	18	18	18	18	1	2	3	4
21.	Springboks	19	19	19	19	19	19	19	19	1	2	3	4
22.	WP	20	20	20	20	20	20	20	20	1	2	3	4
23.	Other (specify)	21	21	21	21	21	21	21	21	1	2	3	4
Q2													
Q3													
Q4													
➤ INTERVIEWER INSTRUCTION: ASK Q5 BEFORE PROCEEDING													
Q5	If you think about trust and confidence please tell me if you have, a great deal, quite a lot, not very much or do not at all trust and confidence in each of the teams that you have mentioned. READ OUT EACH TEAM NAME MENTIONED IN Q2-Q4. ONE PHRASE ONLY PER TEAM NAME.												

Q6. Which South African rugby team do you personally support.						
Q7. How long have you been a (TEAM IN Q6) supporter? (WRITE IN NUMBER OF YEARS/MONTHS). DO NOT ACCEPT RESPONSES LIKE VERY LONG - PROBE FOR A NUMERICAL VALUE						
Q8 Which South African rugby team do you think is the most admired in South Africa? (SINGLE MENTION ONLY) – RECORD UNDER Q8 IN GRID BELOW						
Q9. Do you know what the team colour(s) of the (ASK FOR EACH TEAM AWARE) is? WRITE IN ANSWERS UNDER Q9 – IF RESPONDENT SAYS BULLS, ASK TO EXPLAIN COLOURS OF CURRIE CUP AND SUPER 12 TEAMS.						
Q10. Do you know what the logo of the(ASK FOR EACH TEAM AWARE) is? WRITE IN ANSWERS UNDER Q10 - IF RESPONDENT SAYS BULLS, ASK TO EXPLAIN COLOURS OF CURRIE CUP AND SUPER 12 TEAMS.						
Tick those in Q2-Q4		Q6 SUPPORT OMO	Q7 HOW LONG	Q8 ADMIRED OMO	Q9 COLOUR (WRITE IN)	Q10 LOGO (WRITE IN)
	1. Bulls	1		1		
	2. Blue Bulls (Currie Cup)	2		2		
	3. (Northern) Bulls (Super 12)	3		3		
	4. Bulldogs	4		4		
	5. Cavaliers	5		5		
	6. Cats	6		6		
	7. Cheetahs	7		7		
	8. Eagles	8		8		
	9. Elephants	9		9		
	10. Falcons	10		10		
	11. Griffons	11		11		
	12. Griquas	12		12		
	13. Golden Lions	13		13		
	14. Leopards	14		14		
	15. The Sharks	15		15		
	16. Natal Sharks	16		16		
	17. Pumas	17		17		
	18. Stormers	18		18		
	19. Springboks	19		19		
	20. WP	20		20		
	21. Other (specify)	21		21		
	NONE	22		22		

Q11. You mentioned that you are a (TEAM IN Q6) supporter, out of every 10 games they play, how many do you watch (on TV or live on the field)?	RECORD NUMBER	
Q12. How many of these games do you watch live at the stadium where they play?	
Q13. What are you prepared to pay for a ticket to watch the (TEAM IN Q6) play?	1 R	2 99 – if for free
Q14. What are you prepared to pay for a (TEAM IN Q6) rugby jersey?	1 R	2 99 – if for free

Q15. What is the first thing that comes to mind when you think of (TEAM IN Q6)?
Q16. Complete the sentence: The (TEAM IN Q6) are
Q17. What is most unique about (TEAM IN Q6)?

Say: Finally I would just like to ask you a few questions about rugby in general

Q18. Using the scale of strongly agree, agree, neutral, disagree, and strongly disagree. How do you feel about each of the following statements?

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
18.1	Rugby is run professionally in South Africa	5	4	3	2	1
18.2	I am proud to be a South African rugby supporter	5	4	3	2	1
18.3	Rugby should be managed like a business	5	4	3	2	1
18.4	I will recommend my team (TEAM FROM Q6) to anyone to support	5	4	3	2	1
18.5	We have loads of rugby talent in South Africa	5	4	3	2	1
18.6	I am very loyal to the (TEAM FROM Q6)	5	4	3	2	1
18.7	I feel positive about the future of South African rugby	5	4	3	2	1
18.8	I will probably still be supporting (TEAM FROM Q6) in 2 years time	5	4	3	2	1
18.9	South Africa has rugby couches of international standard	5	4	3	2	1
18.10	South Africa can win the next rugby world cup	5	4	3	2	1
18.11	South African rugby has a lot of "flair"	5	4	3	2	1

Purely for classification purposes

19. Record gender by observation	1 Male	2 Female	
20. Record race by observation as far as possible, if not ask: What race group do you fall into	1 African	2 White	3 Coloured
21. Can you please tell me your age	4 Indian		
Write in exact age:			

THANK RESPONDENT AND CLOSE

INTERVIEWER RECORD:	
a) Respondent telephone number	
b) Respondent name	
c) Area	