



## IN MEMORY OF NELSON MANDELA

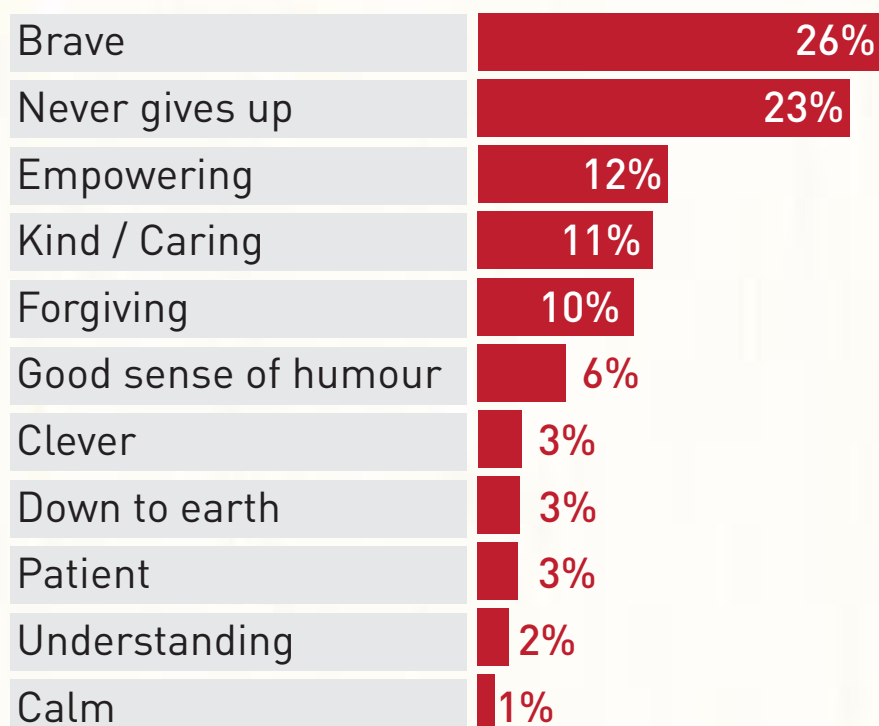
"Sometimes it falls upon a generation to be great. You can be that generation."

– Nelson Mandela

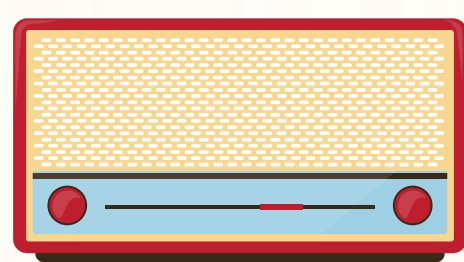
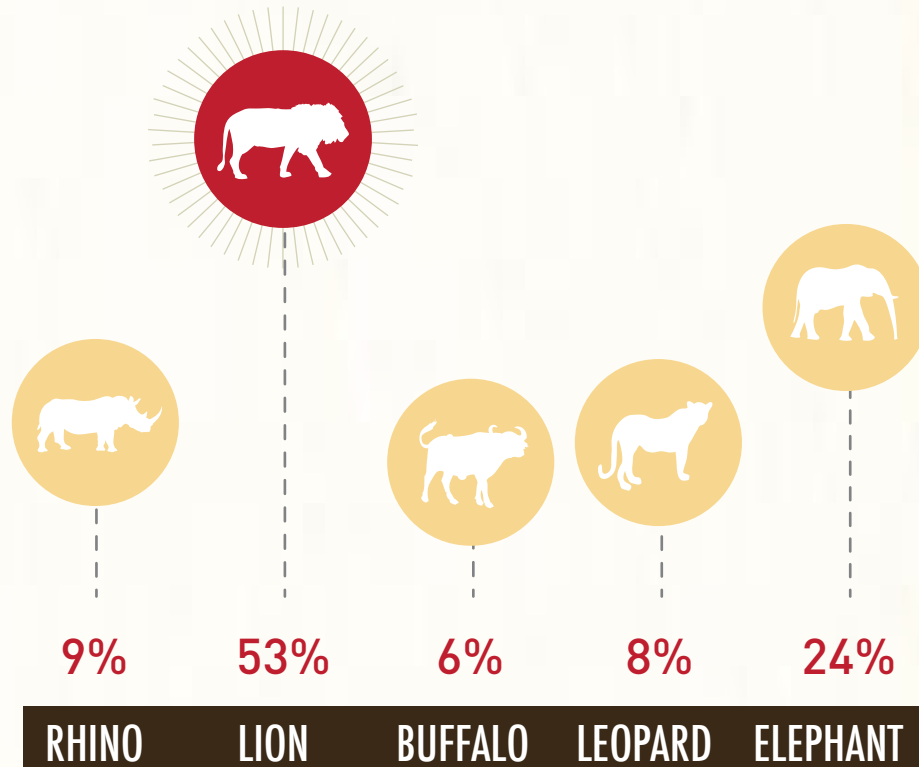


◇ ◇ TOTAL RESPONDENTS: 28 947 NATIONALLY REPRESENTATIVE OF 13-34 YEAR OLDS IN SOUTH AFRICA ◇ ◇

### WHICH OF THE FOLLOWING DO YOU THINK IS MADIBA'S BEST PERSONALITY TRAIT?



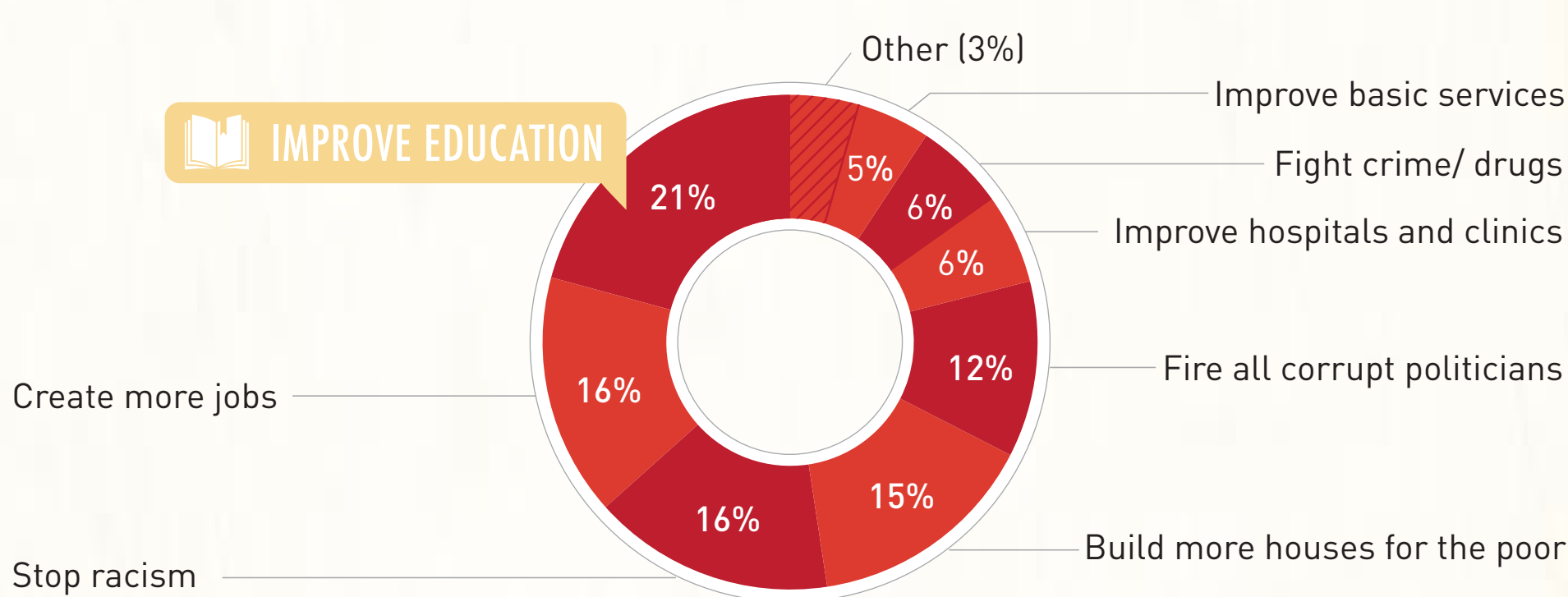
### THINKING ABOUT OUR AFRICAN ANIMALS, WHICH OF THE BIG 5 ANIMALS WOULD MADIBA BE?



40% of younger South Africans say if they could have danced with Madiba when he was young, they would have chosen to dance to local jazz music

“If I had to describe you in one word, I would say you are a legend, and I salute you Tata. Rest in peace. I will never forget your struggle and achievements. Thank you.” Female, 18

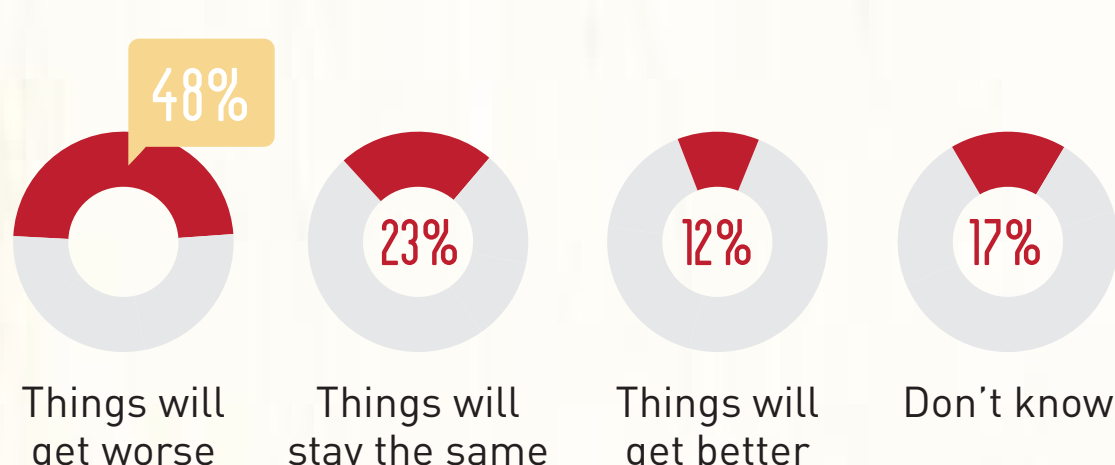
### IF YOU WERE PRESIDENT FOR ONE DAY, AND WANTED TO MAKE MADIBA PROUD, WHICH OF THESE ISSUES WOULD YOU TACKLE FIRST?



### WHICH OF THESE BEST DESCRIBES HOW YOU FEEL ABOUT MADIBA'S DEATH?

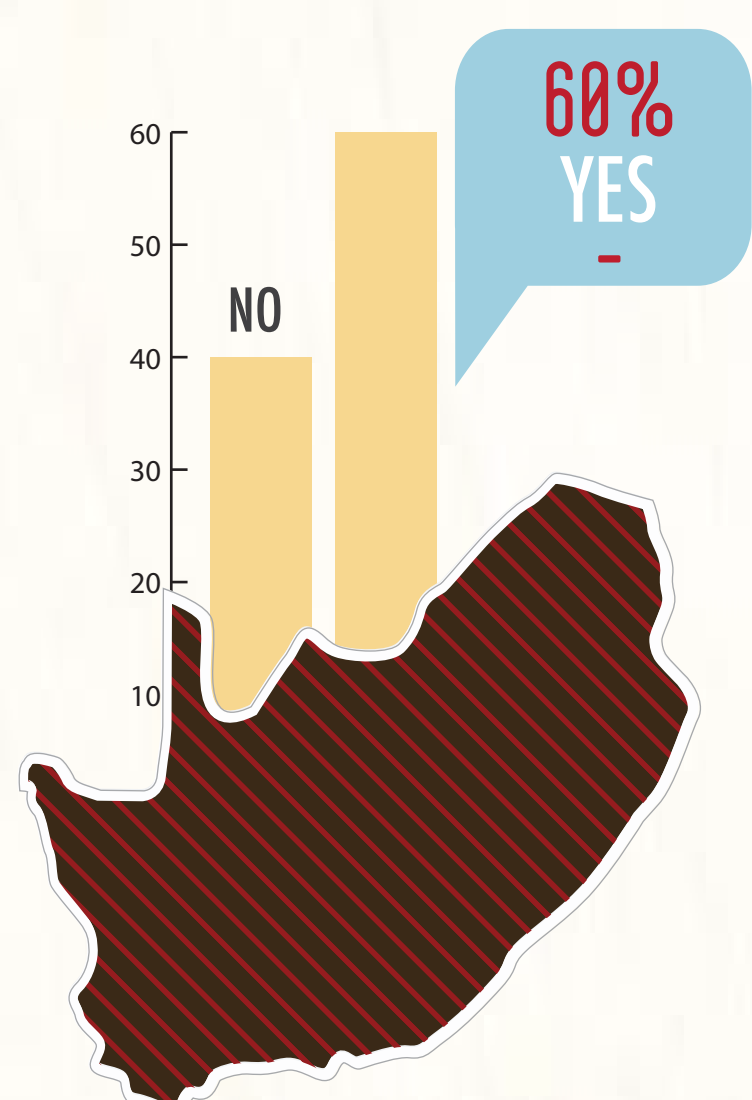


### HOW DO YOU THINK SA WILL CHANGE NOW THAT MANDELA IS GONE?



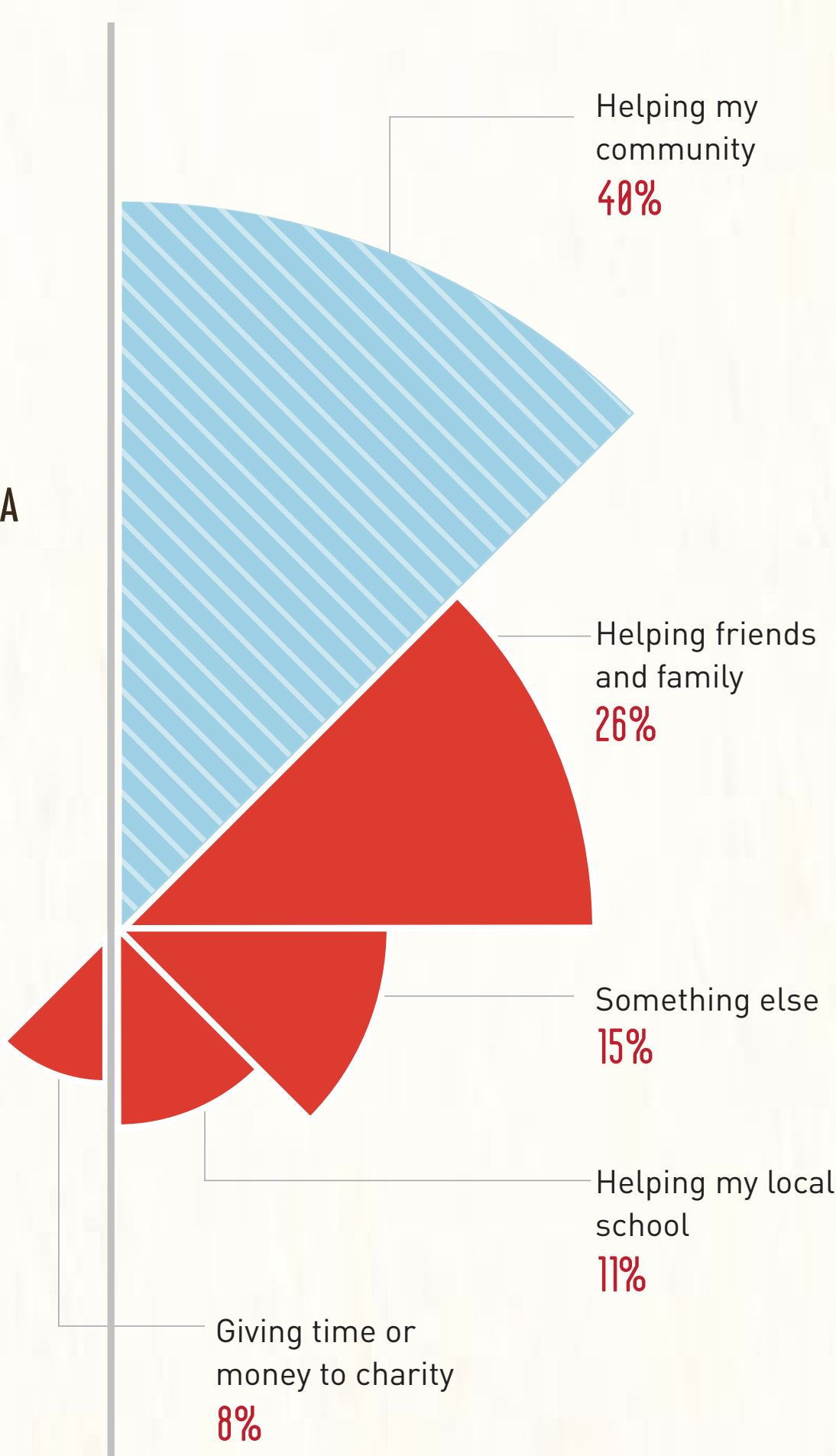
“A legend, a hero and true example of my very own ‘Superman’, that is what you were...I think it is my duty to say thank you for your remarkable and extraordinary effort in making this country a better place for me and my fellow peers.” Male, 22

### ARE YOU PLANNING TO DO SOMETHING TO HELP YOUR COMMUNITY ON MANDELA DAY 2014?

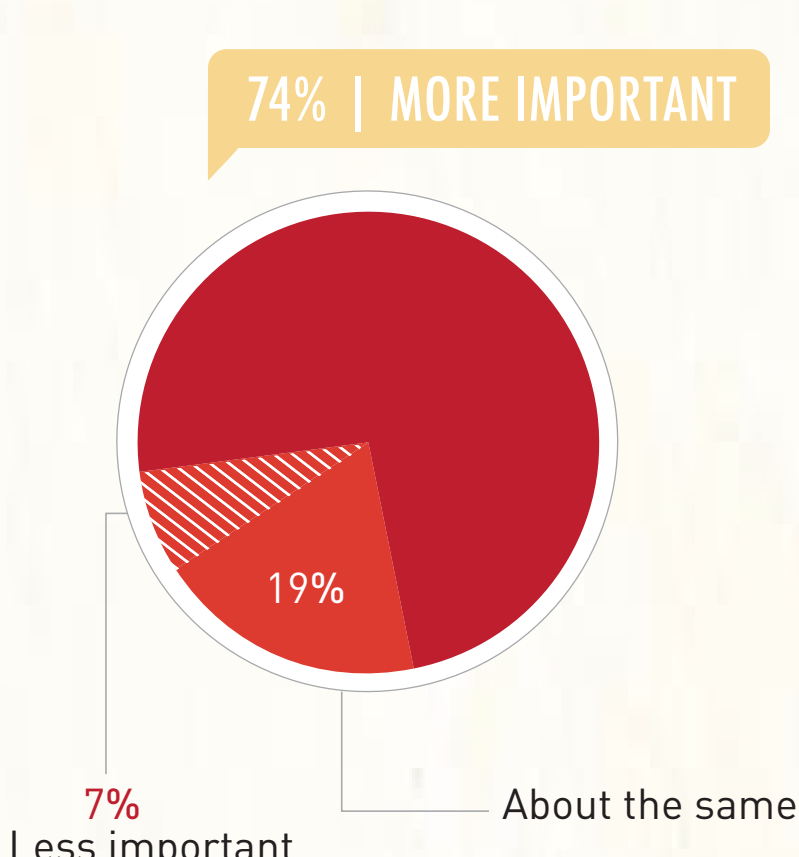


Mandela Day happens every year on the anniversary of his birthday. It's a day for people to help each other and their communities and make South Africa better.

### WHAT WILL YOU BE DOING/ WHAT WOULD YOU LIKE TO BE DOING ON MANDELA DAY?



### THIS IS THE FIRST MANDELA DAY SINCE MADIBA PASSED AWAY LAST YEAR. DO YOU THINK THIS MAKES MANDELA DAY THIS YEAR...



Thank you Madiba for inspiring young people across South Africa. Your words and values will continue to live with us and shape our lives for generations to come.

