



SAARF ATTITUDES 2008A USER'S GUIDE

1. Introduction

Attitudes are complex and there is no simple way of defining them. Allport's (1935:810) definition, based on an extensive review of existing knowledge, was that "An attitude is a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related". In differentiating between an attitude and a trait, Allport (1937: 293-4) considered that both entailed a "readiness for response", combining both "the fruits of heredity and the fruits of learning". However, distinguishing aspects of an attitude were that it had "a well-defined object of reference" which could be in the form of a concept or something that was material; it could be both "specific as well as general" and for the most part indicates a positive or negative predisposition. In contrast a trait tended to have a broader spectrum.

Elaborating on Allport's definition, Kinnear & Taylor (1996:243) noted that "Attitudes are generally considered to have three main components:

- (1) a *cognitive* component – a person's beliefs about the object of concern, such as its speed or durability
- (2) an *affective* component – a person's feelings about the object, such as "good" or "bad"
- (3) a *behavioural* component – a person's readiness to respond *behaviourally* to the object."

Kinnear & Taylor's (1996) definition was regarded as old fashioned by Engel, Blackwell & Miniard (1995:365/6). Whilst they agreed that beliefs and feelings were contributors to attitudes, though this varied according to the product field, they considered that behavioural intent leading to actual behaviour was quite separate from attitudes. Howard & Sheth (1969:128/9) also felt that in a marketing context rather than a state of neural readiness, an attitude was "the basis for directing the buying response toward a particular brand". They considered Allport's definition as too narrow in that one could also learn from information as well as from experience and that this was even "more crucial in today's society because of mass communication". In sympathy with this view Luck, Wales, Taylor & Rubin (1972:121) agreed that attitudes "are learned predispositions or mental readiness to act in a certain manner".

There has also been controversy in the understanding of the relationships between values, opinions, beliefs and attitudes. Worcester (1996) surmised that "values were much deeper than opinions, which can be easily influenced by current debate, far more strongly held, and less malleable than attitudes". Burnett & Moriarty (1998:171) noted that although personal values influence behaviour, the two are distinct. "Values are not tied to a specific situation or object; they are standards that guide behaviour and influence beliefs and attitudes. People have a large number of beliefs, a smaller number of attitudes, and even fewer values".

Despite the controversy as to what attitudes really are, there is agreement of their relevance to marketers and the importance of tracking how they alter through time.

The importance of attitudes and how they are changing has been emphasized by Burnett & Moriarty (1998:606) who noted that "attitude measures are highly regarded and heavily used by many marketing communication managers". They also observed that a change in attitude had a greater influence on purchase than recall. This was endorsed by Green & Tull (1975:115) who advised that "the attitudes and opinions of prospective buyers clearly affect purchase decisions. Consequently, the marketing manager should be as well informed as possible about both the nature of the relevant attitudes and opinions and the intensity with which they are held."

2. What are SAARF Attitudes?

A number of Attitude Topics were identified and pre-defined. In order to have a robust measurement of each topic, related statements were assigned to four different 4 point question formats measuring:

- Agreement – The extent to which a person agrees with a statement
- Applicability – The extent to which a person feels a statement is applicable to themselves
- Similarity – The degree to which a person feels that the people described in a statement are similar to themselves
- Truth – How true each statement is felt to be

The statements measuring each topic were incorporated into a supplementary self-administered section of AMPS 2007B and 2008A namely the Product Research and Activities Questionnaire (see APPENDIX 1 - SAARF ATTITUDES DEFINITIONS AND STATEMENTS - AMPS® 2008A and APPENDIX 2: ATTITUDES QUESTIONNAIRE).

It should be noted that this approach does not attempt to link attitudes with behavioural intentions, which are regarded as outside SAARF's area of enquiry. There is, however, evidence in the findings that there are meaningful associations between some of the attitudes that people hold and their behaviour when it comes to media and product usage.

3. How can SAARF Attitudes be used?

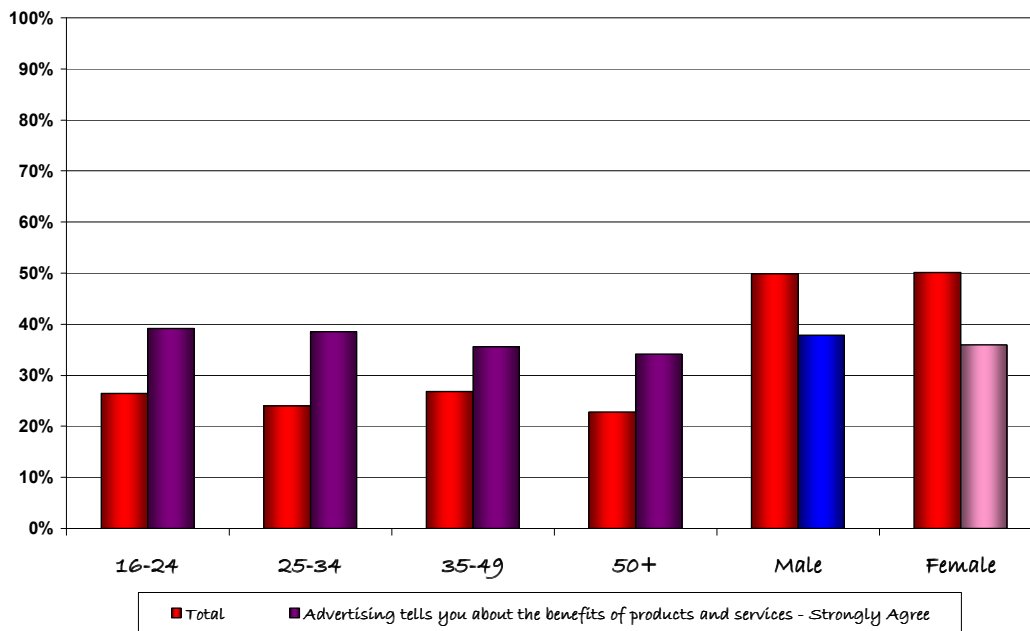
SAARF Attitudes can be accessed in three different ways, which are all available on the AMPS® database.

3.1 Individual Statements

The responses to each statement are available.

For instance, one can access those who “strongly agree” that “Advertising tells you about the benefits of products and services” and then cross-analyse this with any other data in the AMPS® and Branded RAMS® databases. Chart 1 shows, for example, that younger people are more inclined to agree strongly with this statement, and men are slightly more likely to than women.

Chart 1. “Advertising tells you about the benefits of products and services” – “Strongly Agree” by Age and Gender

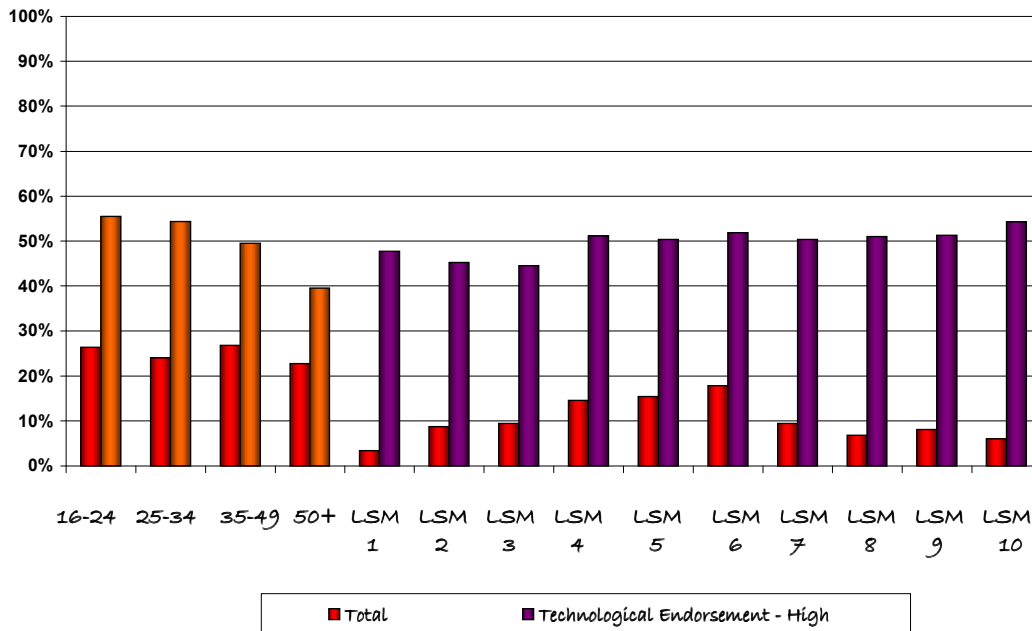


3.2 Classification into High and Low Attitude Topic Groups

Respondents were classified into high and low groups based on their scores on each attitude topic. This was done by examining the percentile scores and allocating people to high and low groups. Those in the mid-group were then proportionately randomly assigned to the high or low categories. Among all respondents, just under half (48%-49%) are below the mid-point for each topic. This is the result of missing data, which averages at 4% for each topic.

For example, if one looks at those who are high on Technology Endorsement it can be seen that this is above average with 16-34 year olds and higher within the upper LSM® groups.

Chart 2. High Technology Endorsement by Age and LSM®



3.3 Attitude Types

Factor analysis with varimax rotation was done based on the answers to the original questions prior to reverse coding. The 5-factor solution was selected as the optimum based on marketing sense and the fact that all eigenvalues exceeded one. The eigenvalues of these 5 factors were 6.3, 2.4, 1.8, 1.4, 1.1 and the amount of the variance explained was 48%.

After normalisation of the factor scores to a distribution that had a zero mean with plus or minus one standard deviation, respondents were assigned to one of 5 types based on their highest factor score. The types have been given names based on an interpretation of the essence of their attitudes. These names are subject to alteration should a different understanding emerge with greater knowledge of the characteristics of each type.

The five types are titled “Now Generation”, “Nation Builders”, “Distant”, “Rooted” and “Global Citizens”.

A brief pen sketch of these five types follows.

- **Now Generation**

The Now Generation are interested in owning overt symbols of material success and see nothing wrong with using credit to achieve this. The things they own gives them confidence and says a lot about how well they are doing in life. Status and social standing are very important to them and they like to be well dressed and to keep up with the latest trends, fashion and styles. Shopping is a key interest and makes them feel that their lives are worthwhile. They also like to keep up with technology which they see improving their standard of living.

The Now Generation are predominantly young, single and not working, with the vast majority being black. They are more likely to be found in Port Elizabeth/Uitenhage and Greater Johannesburg. Average monthly household incomes are fairly evenly spread, but are strongest in the R1 400 - R4 999 range.

- **Nation Builders**

Nation Builders are essentially collectivists. They have positive attitudes to group structures and the values to be found in community, church and family that all hold people together. Their culture, which encompasses their home language, is a further binding aspect. They are positive about South Africa and appreciate the traditional way of life, which incorporates the Ubuntu philosophy. Relationships are important to them, as is their health. They like to be informed about what is going on both in South Africa and their community and are particularly concerned about crime. Advertising is positively perceived as it tells them where products can be bought and provides reassurance about what brands to buy.

The demographics of Nation Builders show that they are more likely to be female than male. Like the Now Generation, they are mainly black, but older rather than younger. They also have a low level of full-time employment, with just under two in every three not working. The main home languages are Zulu, Xhosa and North Sotho.

They are predominantly found in Greater Johannesburg and Pretoria. Average monthly household incomes, as with the Now Generation, are fairly evenly spread, but are strongest in the R1 400 - R4 999 group.

- **Distants**

Distants are marginalised and out of mainstream society. They are concerned about the environment which is in sympathy with their negative attitudes to time, as for them the past held more promise than the future. They are lonely and this can lead to anxiety accompanied by a need for entertainment, friends and partying. They are also materialistic and status conscious, paying attention to advertising and seeking solace in brands. Their lack of confidence in the future is manifested in a scant regard for financial caution. Credit is more attractive than saving.

Whilst family involvement is comparatively low, traditional values, culture and Ubuntu are respected. There are also anxieties with regard to women's issues and poverty.

Distants are more likely to be male than female. They straddle all age groups. There tend to be more blacks in this group than is the norm, though not markedly so. There is a spread of home languages, though a lower than average incidence of Zulu speakers.

Distants are mainly found in East London and the Reef. There is a slightly higher proportion in the peak household income of R11 000 or more, compared with the Now Generation and Nation Builders.

- **Rooted**

The Rooted are concerned about social issues such as poverty, crime, emancipation and education. They feel that the efforts to reduce poverty in South Africa have been singularly unsuccessful and that social grants should be increased. They worry about their personal safety and take a harsh view of criminal activity, with a desire for tougher penalties for law breakers, including the reinstatement of the death penalty. Women's issues are also a concern and they have strong views on equality of the sexes.

Parallel with this emancipated perspective is respect for Ubuntu, the importance of home language, relationships and family. As far as work is concerned, they take the view that both men and women should go out to work to support their family, ideally with the woman having a career of her own.

The Rooted are more likely to be female than male. They are more prevalent among the 35-49 year olds and especially amongst the over 50s. One in every two is married or living together, this incidence being higher than in all other groups. Both Afrikaans and English home languages are well represented.

The Rooted rank second in terms of income with the majority having an average monthly household income of over R5 000 per month. They are especially to be found in the coastal areas of Cape Town, Port Elizabeth/Uitenhage and Durban.

- **Global Citizens**

Global citizens are forward-thinking and are at the forefront of change. They embrace technology and innovation. They are relaxed about using electronic equipment and like to try new things. Being original and different has appeal for them. They are also alert to information about both African and international affairs.

On the human side, relationships and the respect of friends are important to them.

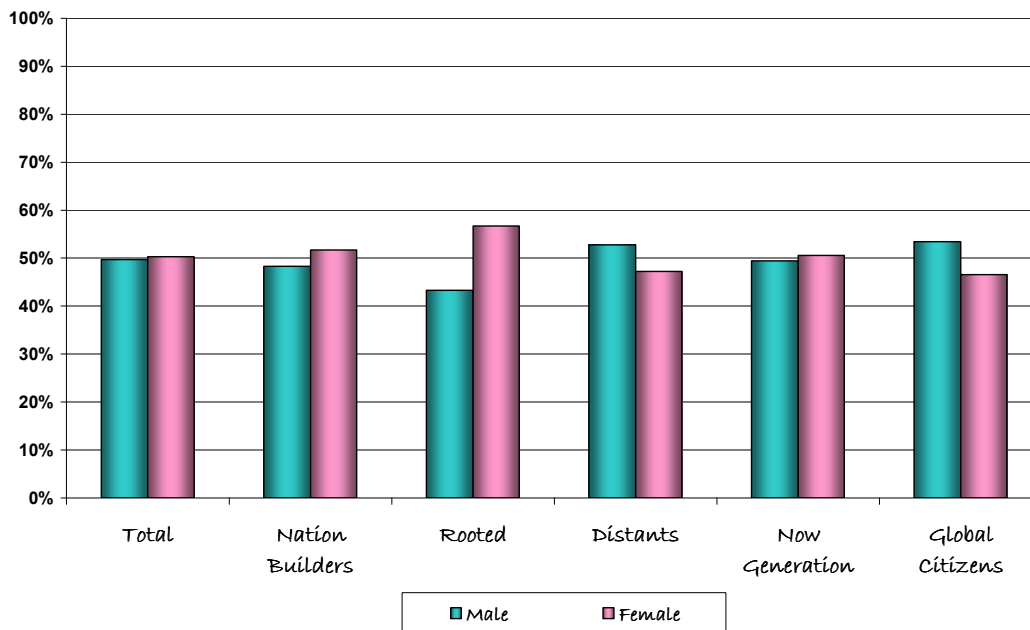
Global Citizens have a bias towards males and are particularly strong amongst whites and to a lesser degree coloureds. Like the Now Generation, they are young, though a higher proportion is working full-time. There is an above average incidence of those with Afrikaans or English as their home language.

Global Citizens are by far the best off group with a large number in the R11 000 plus household income group. They are well represented in Cape Town, Durban and Greater Johannesburg.

3.4 Accessing Attitude Types

Attitude types can also be accessed on the AMPS® and Branded RAMS® databases. To illustrate this, Chart 3 shows the gender profile of the 5 types.

Chart 3. Attitude Types by Gender



4. Use of SAARF Attitudes

Target markets and media users identified on AMPS® and Branded RAMS® can now be described:

- At the individual statement level, where one can derive the deepest understanding
- By those who are high or low on each attitude topic, which gives a quick overview of areas that are strong and weak
- By the 5 attitude types, which provides a broad view of the diversity of South African society

Findings can be used to extend the knowledge of the characteristics of media users with implications for editorial and programme content. They can also be used to obtain a deeper understanding of brand and product target groups.

When accessing SAARF Attitudes, it may be advisable to select the topics which are likely to be most relevant to a defined segment, though other topics can offer further insights.

It should be noted that the findings in this Users' Guide are based on the total adult population of South Africa and that considerable differences are likely to occur with other universes.

It is also now possible to compare the profile of any two or more target groups in the AMPS[®] and Branded RAMS[®] databases in terms of the proportion who are high or low on each attitude topic. This can be used by marketers to search for media that have compatible attitude profiles and conversely by media owners to identify potential advertisers with similar opinions. An extension of this concept is the use of AMPS[®] to identify sports sponsorship compatibilities between a brand's attitude profile with that of persons who are interested in, watch or participate in the 24 sports covered in the leisure section of the self-completion questionnaire.

5. TAMS

Through the use of multi-basing it is also possible to obtain an indication of the SAARF Attitude characteristics of television viewers, by channel and, if the bases are sufficiently large, by programme, or even quarter hour ratings.

The combination of a comprehensive attitude battery with AMPS[®], Branded RAMS[®] and to a degree with TAMS[®] opens up a new era in our understanding of the South African consumer.

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APPENDIX 1 - SAARF ATTITUDES DEFINITIONS AND STATEMENTS - AMPS® 2008A

Definitions for each of the Attitude Topics covered in AMPS 2007B/8A are given below together with the statements used to measure them. N.B. Ag = Agreement, Ap = Applicability, Si = Similarity, Tr = Truth.

The topics Time and Tradition were originally defined and measured by the statements given. Whilst the individual Time and Tradition statements are available on the AMPS® database, the High Groups for these topics are not available. This is because the internal consistency of their measurement was low. The available information on Time and Tradition was however used for the Attitude Types.

Some statements are marked as “Negative”. In developing the attitude types the answers to these statements were used as they were asked, but as a measurement of the Attitude Topics they were reversed to fit in more clearly with the topic’s definition.

Advertising

Advertising alerts the consumer to what products and services are available, what are their benefits and how they can be acquired.

- I am more likely to buy brands that I have seen or heard advertised - Ap
- Advertising is a useful source of information about where products can be bought - Tr
- Advertising tells you about the benefits of products and services - Ag
- People who try new brands they see or hear advertised - Si

Branding

Brands provide reassurance about product quality; they have a certain cachet and help to define a person to themselves and others.

- I am loyal to well-known brands and shops that I know and trust - Ag
- People who use particular brands and products to be accepted and admired - Si

Community

Being a member of a community provides both social and practical benefits.

- Being part of a community is important to me - Ap
- I like to know what is happening in my community- Tr
(Also an information statement)
- In our community people look out for you because you look out for them - Ag
(Also an Ubuntu statement)

Crime

Crime is a serious problem for the individual, for business and the image of South Africa. People feel that too little is being done to counteract it.

- The death penalty should be reinstated in South Africa for serious crimes like murder and rape - Ag
- Crime has made me very anxious about personal safety - Tr
- People who feel that crime is having a negative effect on how people see South Africa - Si
- The law should be tougher on those who break it – Ag

Culture

Culture consists of many aspects such as: religious beliefs, traditions, family ties, music, art, language. It is important in terms of providing a sense of identity and belonging.

- Music is an essential part of my culture - Ap
- Cultural customs and traditions define who I am – Tr
- It is important to follow cultural traditions - Ag
- People of the same language group who stick together – Si
(Also language statement)
- Tradition holds people together – Ag
(Also a Tradition statement)

Education

Education is the password to success in getting a job and earning more money. It is being seen in South Africa as a human right.

- People who believe that everyone is entitled to free basic education – Si
- You can't get a decent job anymore without spending money and effort to improve your qualifications - Tr
- To be successful you need to be well educated - Tr
- Everyone should be able to read and write - Ag

Emancipation

The opportunities and rights of men and women should be the same in all aspects of life. South Africa has some way to go to achieve this.

- Not enough attention is given to women's issues in South Africa – Tr
- The man's place is at work, the woman's place is in the home – Ag (Negative)
- Men and women should have equal opportunities - Ag
- People who believe that women should bear the main responsibility for bringing up children – Si (Negative)

Employment

Having an interesting job is for some people more important than the remuneration, but for most people just having a source of income is a necessity wherever this may come from.

- Job security is more important than job satisfaction - Ag
- Jobs should be reserved for those that were previously disadvantaged - Ag
- People who think work should be interesting and not just a way to earn money – Si (Negative)

Entertainment

Entertainment plays an important part in peoples' lives especially among those who are better off than in the past and who have discretionary time and money.

- People who go to lots of parties - Si
- I can now afford to go out and enjoy myself - Ap
- Entertainment is important to me – Ap

Environment

The care of the environment, whilst seen by some as important and insuring the long term existence of the earth, is often overlooked in favour of personal well-being and monetary gain.

- People who make an effort to buy products that don't pollute the environment - Si
- Not enough is being done to take care of the environment - Ag
- I would rather be outdoors than indoors – Ap
- In the past, life was better than it is today – Ag
(Also a Time statement)

Family

The family is a key aspect of society, but is threatened by changing gender roles, financial pressures and the declining influence of religion.

- It is important for a woman to have a career outside the home – Ag
- People who spend a lot of time with their family - Si
- Both men and women have to go out to work to provide for their families – Tr (Negative)
- Regular family meals are important to me – Ap
- In a family children should be given priority

Financial Indiscretion

Money is a focal point of many lives. Whilst money is essential for survival at the lower end of the social scale for many the reality principle of saving now for greater benefits in the future has little appeal. Some people are prepared to take high risks to become rich.

- People who take risks to get a high return on their money - Si
- One should keep a careful track of how much money is spent each month – Ag (Negative)
- These days there is no point in saving for something, it is better to buy on credit – Tr
- I am prepared to take out a loan to get something I want – Ap

Health Care

Attitudes to health vary extensively. An active rather than a passive policy should be followed.

- People should be careful about what they drink - Ag
- It is beneficial to take regular exercise - Tr
- People who avoid foods that are not good for them - Si
- I am interested in alternative methods of medicine and healing – Ap

Information Interest

People like to be informed about their world, which can vary from the community, to the urban area, to national and international events.

- A person should know what is happening in South Africa - Ag
- I like to know what is happening in other African countries - Ap
- People who know what is going on internationally – Si
- I like to know what is happening in my community – Tr
(Also a community statement)

Innovation Endorsement

People like to try new things not only because they are new but also to show others that they are “with-it”.

- I like being original and different - Ap
- People who like trying new things - Si
- Things are changing too quickly – Ag (Negative)

Language

Most people prefer communication in their mother tongue. Language is also a fundamental aspect of culture.

- I prefer to read in my home language - Ap
- I like to listen and talk to people in my home language – Ap

Loneliness

Loneliness can lead to anxiety as there is limited communication with other people and the support system is weakened.

- People who often feel quite lonely - Si
- A person should have lots of friends - Ag
- I feel anxious when I am on my own - Ap

Materialism

Materialism is a vital part of the South African psyche. Goods give reassurance of success to self and others.

- I gain confidence from my material possessions - Ap
- The things a person owns says a lot about how well they are doing in life - Ag
- People who admire those who have expensive homes, cars and clothes - Si
- My life would be better if I owned certain things I don't have - Tr

Patriotism

Patriotism is putting South Africa first. It includes being proud of South Africa and identifying oneself as South African.

- People who go out of their way to buy products that are made in South Africa - Si
- I am proud to be South African – Ap
- I would rather live in South Africa than anywhere else - Tr
- South Africa has achieved a lot in the world - Ag

Poverty Concern

Poverty is a major social concern, but one regarding which meaningful impact appears to be extremely difficult to achieve.

- Efforts to reduce poverty in South Africa have not been successful- Ag
- The value of social grants should be increased - Ag
- Not enough is being done to provide opportunities for the poor - Tr

Relationships

Good personal relationships are sought and being able to keep in touch is an important aspect of this.

- People who have successful personal relationships - Si
- It is important to keep in regular touch with friends wherever they are - Ag
- I like to be respected by my friends – Ap
- Its nice to spend time with people - Ag

Religion

Religion for many is a subject of intense personal interest and involvement.

- People whose religious beliefs guide their lives - Si
- I like to attend religious services - Ap
- Differences in religions are driving people apart – Ag

Shopping

Shopping is an activity that some people love and adds value to their life.

- People who enjoy shopping - Si
- Shopping makes me feel that my life is worthwhile – Ap
- Shopping is no longer a pleasure – Ag (Negative)

Status & Fashion

Status has become increasingly related to the overt ownership and admiration of material possessions, clothes, housing, jewellery, motor vehicles.

- It would mean a great deal to me if I could increase my social standing - Ap
- People who keep up with the latest trends, fashions and styles - Si
- Wearing designer labels improves a person's image - Ag
- I like to dress well - Ap

Technology Endorsement

Technology has been greeted with mixed feelings. Younger people embrace it wholeheartedly, whilst many older people regard it with suspicion and anxiety.

- People who are at ease with computers, cell phones and new technology - Si
- I like to keep up with technology - Ap
- It is difficult to use modern appliances and technology – Tr (Negative)
- Modern technology has improved standards of living - Ag

Time

Societies that hanker after the past are less likely to succeed than those that are forward looking.

- I tend to live each day as it comes and not worry about the future – Ap (Negative)
- In the past, life was better than it is today – Ag (Negative)
(Also *Environment statement*)
- People who look forward to the future – Si

Tradition

Tradition is the thread that links the past with the present. It attempts to maintain the status quo against societal change and the desire for independence.

- A couple should live together before they get married – Ag (Negative)
- People who believe the old ways are best - Si
- Tradition holds people together – Ag
(Also *Culture statement*)
- The old world is out of touch with today – Tr (Negative)

Ubuntu

Ubuntu is essentially an African philosophy that seeks to guide people into behaviour that is concerned with the well-being of others.

- I trust others, because others trust me - Ap
- People who can identify with other people's feelings - Si
- Young people should respect older people, community leaders and teachers – Ag
- In our community people look out for you because you look out for them – Ag
(Also a *Community statement*)

APPENDIX 2: ATTITUDES QUESTIONNAIRE AMPS 2008A

31 Below are some things that people have said about certain issues in general.
To what extent do you **agree or disagree** with each of the following statements?

Do you “Strongly Disagree”, “Disagree”, “Agree” or “Strongly Agree?”
(Please tick (✓) the box where your opinion falls)

EXAMPLE:

- 1. Eating fat-free foods keeps you healthy
- 2. Money is the root of all evil

Strongly Disagree	Disagree	Agree	Strongly Agree
✓ (20) 1	2	3	4
(21) 1	2	✓ 3	4

- You might strongly disagree that “Eating fat-free food keeps you healthy”, so you would place a tick in the “Strongly Disagree” box.
- You might agree (but not strongly) that “Money is the root of all evil”, so you would place a tick in the “Agree” box.

	Strongly Disagree	Disagree	Agree	Strongly Agree
Advertising tells you about the benefits of products and services	(10) 1	2	3	4
The law should be tougher on those who break it	(11) 1	2	3	4
I am loyal to well-known brands and shops that I know and trust	(12) 1	2	3	4
Tradition holds people together	(13) 1	2	3	4
In our community people look out for you because you look out for them	(14) 1	2	3	4
The death penalty should be reinstated in South Africa for serious crimes like murder and rape	(15) 1	2	3	4
It is important to follow cultural traditions	(16) 1	2	3	4
Everyone should be able to read and write	(17) 1	2	3	4
The man's place is at work, the woman's place is in the home	(18) 1	2	3	4
Men and women should have equal opportunities	(19) 1	2	3	4
Job security is more important than job satisfaction	(20) 1	2	3	4
Not enough is being done to take care of the environment	(21) 1	2	3	4
In the past, life was better than it is today	(22) 1	2	3	4
It is important for a woman to have a career outside the home	(23) 1	2	3	4
Jobs should be reserved for those that were previously disadvantaged	(24) 1	2	3	4
One should keep a careful track of how much money is spent each month	(25) 1	2	3	4

	Strongly Disagree	Disagree	Agree	Strongly Agree
People should be careful about what they drink	(26) 1	2	3	4
Wearing designer labels improves a person's image	(27) 1	2	3	4
A person should know what is happening in South Africa	(28) 1	2	3	4
Things are changing too quickly	(29) 1	2	3	4
A person should have lots of friends	(30) 1	2	3	4
South Africa has achieved a lot in the world	(31) 1	2	3	4
Efforts to reduce poverty in South Africa have not been successful	(32) 1	2	3	4
The value of social grants should be increased	(33) 1	2	3	4
It is important to keep in regular touch with friends wherever they are	(34) 1	2	3	4
Differences in religions are driving people apart	(35) 1	2	3	4
Shopping is no longer a pleasure	(36) 1	2	3	4
The things a person owns says a lot about how well they are doing in life	(37) 1	2	3	4
Modern technology has improved standards of living	(38) 1	2	3	4
A couple should live together before they get married	(39) 1	2	3	4
Young people should respect older people, community leaders and teachers	(40) 1	2	3	4



List continues in right hand column



ATTITUDES:

32 How **applicable** is each of these statements to you? Are they “Not at all Applicable”, “Not Very Applicable”, “Somewhat Applicable”, “Very Applicable”? *(Please tick the box where your opinion falls)*

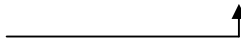
	Not at all applicable	Not very applicable	Somewhat applicable	Very applicable
I am more likely to buy brands that I have seen or heard advertised	(41) 1	2	3	4
Being part of a community is important to me	(42) 1	2	3	4
Music is an essential part of my culture	(43) 1	2	3	4
I can now afford to go out and enjoy myself	(44) 1	2	3	4
I would rather be outdoors than indoors	(45) 1	2	3	4
Entertainment is important to me	(46) 1	2	3	4
I am prepared to take out a loan to get something I want	(47) 1	2	3	4
I am interested in alternative methods of medicine and healing	(48) 1	2	3	4
I like to know what is happening in other African countries	(49) 1	2	3	4
I like being original and different	(50) 1	2	3	4
I prefer to read in my home language	(51) 1	2	3	4
I feel anxious when I am on my own	(52) 1	2	3	4

	Not at all applicable	Not very applicable	Somewhat applicable	Very applicable
I am proud to be South African	(53) 1	2	3	4
I like to be respected by my friends	(54) 1	2	3	4
I like to attend religious services	(55) 1	2	3	4
Shopping makes me feel that my life is worthwhile	(56) 1	2	3	4
I like to listen and talk to people in my home language	(57) 1	2	3	4
It would mean a great deal to me if I could increase my social standing	(58) 1	2	3	4
I like to dress well	(59) 1	2	3	4
I gain confidence from my material possessions	(60) 1	2	3	4
I like to keep up with technology	(61) 1	2	3	4
I tend to live each day as it comes and not worry about the future	(62) 1	2	3	4
I trust others, because others trust me	(63) 1	2	3	4
Regular family meals are important to me	(64) 1	2	3	4

EOC (110)



List continues in right hand column



ATTITUDES:

33 How **similar** do you feel to the people described below? Do you feel “Not at all similar”, “Not too similar”, “Quite Similar”, “Very Similar”? *(Please tick the box where your opinion falls)*

	Not at all similar	Not too similar	Quite similar	Very similar
People who try new brands they see or hear advertised	(10) 1	2	3	4
People who feel that crime is having a negative effect on how people see South Africa	(11) 1	2	3	4
People of the same language group who stick together	(12) 1	2	3	4
People who believe that everyone is entitled to free basic education	(13) 1	2	3	4
People who believe that women should bear the main responsibility for bringing up children	(14) 1	2	3	4
People who use particular brands and products to be accepted and admired	(15) 1	2	3	4
People who think work should be interesting and not just a way to earn money	(16) 1	2	3	4
People who go to lots of parties	(17) 1	2	3	4
People who make an effort to buy products that don't pollute the environment	(18) 1	2	3	4
People who spend a lot of time with their family	(19) 1	2	3	4
People who take risks to get a high return on their money	(20) 1	2	3	4
People who avoid foods that are not good for them	(21) 1	2	3	4
People who know what is going on internationally	(22) 1	2	3	4

	Not at all similar	Not too similar	Quite similar	Very similar
People who like trying new things	(23) 1	2	3	4
People who often feel quite lonely	(24) 1	2	3	4
People who go out of their way to buy products that are made in South Africa	(25) 1	2	3	4
People who have successful personal relationships	(26) 1	2	3	4
People whose religious beliefs guide their lives	(27) 1	2	3	4
People who enjoy shopping	(28) 1	2	3	4
People who keep up with the latest trends, fashions and styles	(29) 1	2	3	4
People who admire those who have expensive homes, cars and clothes	(30) 1	2	3	4
People who are at ease with computers, cell phones and new technology	(31) 1	2	3	4
People who look forward to the future	(32) 1	2	3	4
People who believe the old ways are best	(33) 1	2	3	4
People who can identify with other people's feelings	(34) 1	2	3	4



List continues in right hand column



ATTITUDES :

34 How **true** is each of the following statements? Are they "Very untrue", "Untrue", "True", or "Very True"?
(Please tick the box where your opinion falls)

	Very untrue	Untrue	True	Very true
Advertising is a useful source of information about where products can be bought	(35) 1	2	3	4
It is worth paying a higher price for a well-known brand (Excluded for analysis)	(36) 1	2	3	4
I like to know what is happening in my community	(37) 1	2	3	4
Crime has made me very anxious about personal safety	(38) 1	2	3	4
Cultural customs and traditions define who I am	(39) 1	2	3	4
You can't get a decent job anymore without spending money and effort to improve your qualifications	(40) 1	2	3	4
Not enough attention is given to women's issues in South Africa	(41) 1	2	3	4
Both men and women have to go out to work to provide for their families	(42) 1	2	3	4
These days there is no point in saving for something, it is better to buy on credit	(43) 1	2	3	4
It is beneficial to take regular exercise	(44) 1	2	3	4
The old world is out of touch with today	(45) 1	2	3	4
To be successful you need to be well educated	(46) 1	2	3	4
I would rather live in South Africa than anywhere else	(47) 1	2	3	4
Not enough is being done to provide opportunities for the poor	(48) 1	2	3	4
My life would be better if I owned certain things I don't have	(49) 1	2	3	4
It is difficult to use modern appliances and technology	(50) 1	2	3	4

EOC (111)