



SAARF Attitudes Users' Guide – June 2008

1. INTRODUCTION

The following is a User's Guide to SAARF Attitudes that were measured on AMPS® 2007.

Attitudes are hard to define. Whilst clearly related to values they are less deep seated and subject to change in much shorter time periods.

Attitudes are also a manifestation of behaviour and the results of SAARF Attitudes confirm this. However whether attitudes precede behaviour or the converse is not clear cut. They certainly help to define a person's character and personality and can be extremely insightful in fleshing out a media user or target market.

The combination of a comprehensive attitude battery with AMPS®, Branded RAMS® and to a degree with TAMS® (using multi-basing via Transmit) opens up a new era in our understanding of the South African consumer.

2. METHODOLOGY

A number of Attitude Topics were identified and pre-defined. Each topic was then measured using a battery of statements (see APPENDIX 1 - SAARF USERS' GUIDE - ATTITUDE DEFINITIONS & STATEMENTS - AMPS® 2007).

The statements were incorporated into a supplementary self-administered section of the AMPS 2007A & B Self-Completion questionnaire (see APPENDIX 2 – ATTITUDES QUESTIONNAIRE).

In order to have a robust measurement of each topic, statements were assigned to four different 4 point question formats measuring:

Agreement – The extent to which a person agreed with a statement

Applicability – The extent to which a person felt a statement was applicable to themselves

Similarity – The degree to which a person felt that the people described in a statement were similar to themselves

True – How true a statement was felt to be

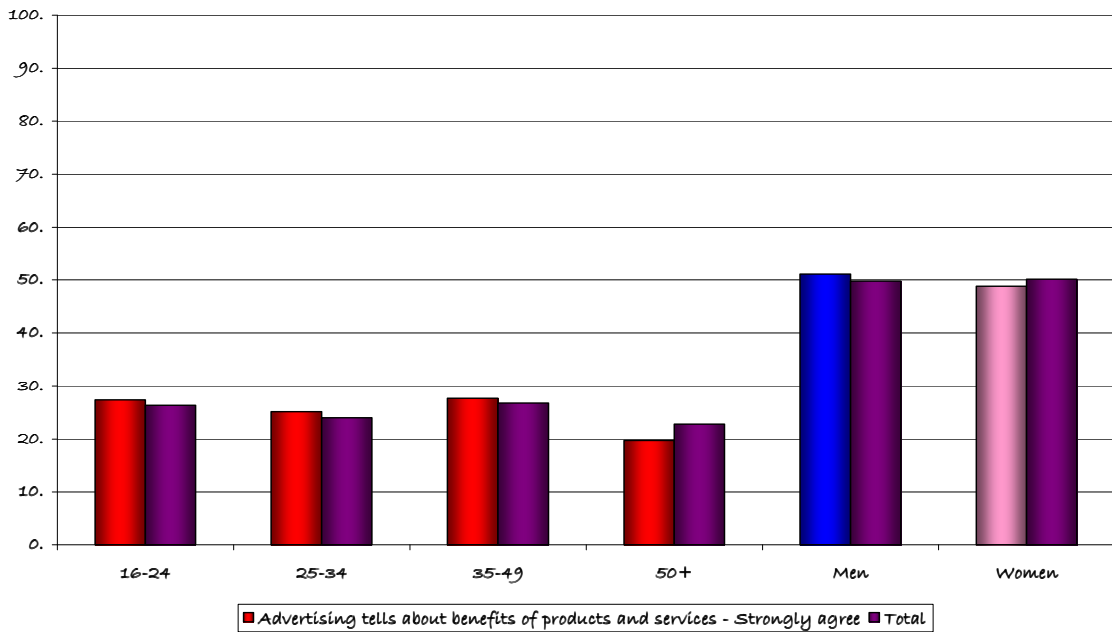
3. WHAT IS AVAILABLE ON THE AMPS® DATABASE?

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 anything else in the AMPS® and Branded RAMS® databases. Chart 1 shows for example that older people are less inclined to agree strongly with this statement, and women are slightly less likely than men.

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

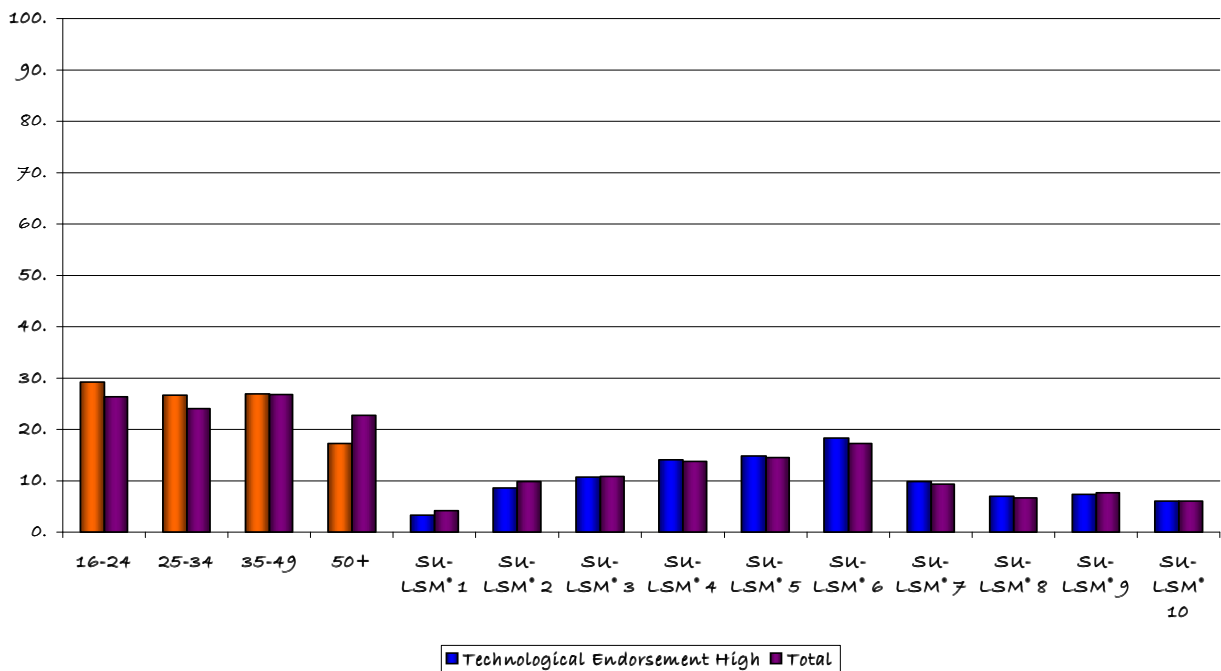


3.2 Classification into High and Low Attitude Topic Groups

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 very strong with younger people and those in the middle SU-LSM® groups (see Chart 2).

Chart 2. High Technology Endorsement – Age and SU-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”, “Engaged” and “Global Citizens”.

A brief pen sketch of these five groups follows.

3.3.1 Now Generation

The Now Generation are interested in owning overt symbols of material success and are prepared to go into debt to achieve this. Status and fashion are of great interest to them and they see brands as a means to reinforce their self-image and how they project themselves to others. The Now Generation enjoys shopping and advertising plays a key role as an aid to decision making. Entertainment is an important aspect of their lifestyle. They are positive about South Africa and like to be informed about what is happening in their community and elsewhere.

In demographic terms the Now Generation are more likely to be male than female. They are predominantly young and single with the vast majority being black. They are mainly to be found in Gauteng, KZN, Limpopo and the Eastern Cape. Household monthly incomes are in the R700.00 – R4000.00 range.

3.3.2 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. 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.

The demographics of Nation Builders show that they are more likely to be female than male. They are older than the other types, with one in every two being married. The proportions of blacks and coloureds are slightly above the national incidence. The main home languages are Zulu, Xhosa and Afrikaans. They are especially to be found in KZN, Gauteng, Eastern and Western Cape. A high proportion is not in paid employment with household incomes for the most part in the R700 to R4000 per month range.

3.3.3 Distant

Distant are marginalised and out of the mainstream of society. Like the Now Generation and Nation Builders they hold old fashioned attitudes concerning the roles of men and women. However 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. As a result they tend to live day to day. They are lonely and this can lead to anxiety accompanied by a need for entertainment, friends and party going. They find little pleasure in shopping, though fashion is of interest and they are not against taking out a loan to get what they want. They prefer being outdoors to indoors.

Distant are more likely to be male than female. They straddle all age groups, though tending to be older. They are also more likely to be black than the norm, though not markedly so. There is a spread of home languages. In terms of area Gauteng, KZN, Eastern Cape and Limpopo are above average. Household incomes are for the most part between R700.00 to R4000.00 per month.

3.3.4 Engaged

The Engaged are concerned about social issues like poverty, crime, emancipation and education. They are worried about their personal safety and take a harsh view of criminal activity, yet hold strong opinions on equality of the sexes. They also, like the Distant, have concern for the environment. They tend to be careful about what they eat and drink. They feel that the efforts to reduce poverty in South Africa have been singularly unsuccessful and at a personal level are cautious about spending money. Like the Nation Builders they expect the young to look up to older people, community leaders and teachers.

The Engaged are slightly below average among 16-24 year olds, but mainly middle aged, between 25 and 49. There is a mix of races, but with a bias in favour of whites and an under representation of blacks. Main home languages are Afrikaans, English, Zulu and Xhosa. The Engaged are well represented in the large urban centres of Gauteng, KZN, Eastern and Western Cape. A high proportion is in gainful employment with a wide spread of income, though in favour of those having in excess of R4000.00 per month.

3.3.5 Global Citizens

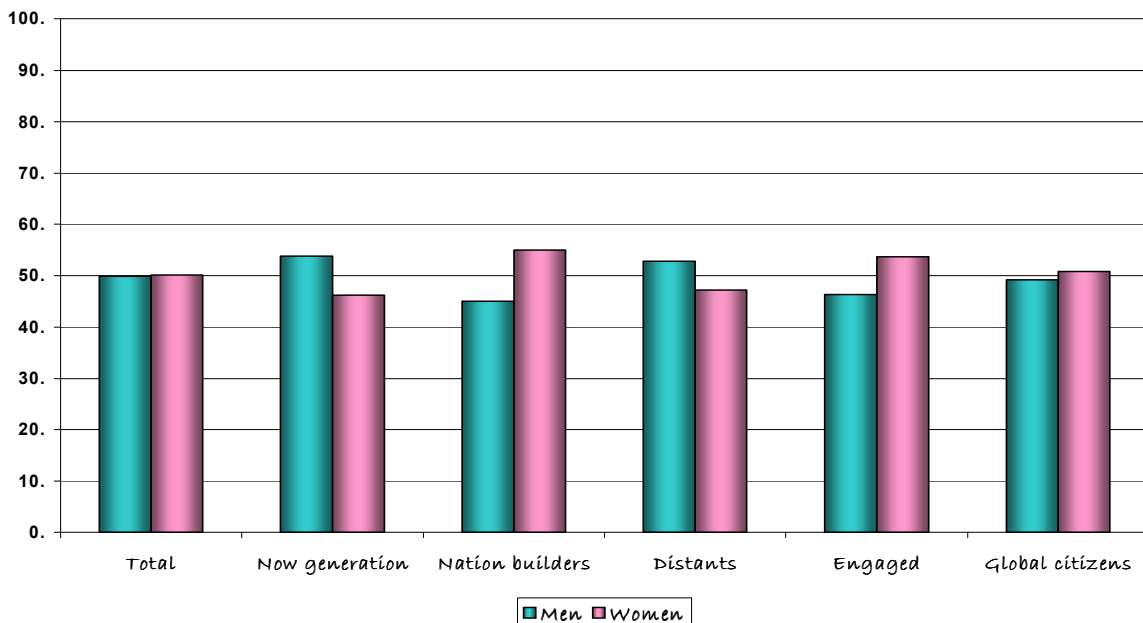
Global citizens are at the forefront of change. They embrace technology and innovation. They are relaxed about using electronic equipment and like to try new things. Being original and different has an appeal for them. However, family life is important, as is the respect of friends. Most are in the fortunate position where their work is of interest and not just a way to earn money.

Global Citizens are younger than the Engaged, though they have a similar incidence in the 25-49 age bracket. Whilst blacks are in the majority in all types, Global Citizens have the highest concentration of whites and are well represented among coloureds. Geographical coverage and home languages are similar to the Engaged, but with an even higher proportion in main urban centres, especially those of Gauteng, KZN, Western and Eastern Cape. Home languages are principally Afrikaans and English, followed by Zulu and Xhosa.

This type has the greatest proportion in full-time employment with earnings being the highest of all the types. Many enjoy an average household income above R6000.00.

These 5 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

As discussed above, target markets and media users identified on AMPS® and Branded RAMS® can now be described as follows:

At the individual statement level, where one can get 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, as well as marketing. They can also be used to get 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 those who indicated that they are interested in or have viewed or participated in any of the 24 sports covered in the leisure section of the leave behind self completion questionnaire.

More information on SAARF Attitudes in the form of a PowerPoint presentation can be downloaded from the SAARF website.

5. TAMS

Through the use of multi-basing via Transmit it is also possible to get 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.

Prepared by Dr. Clive Corder on behalf of SAARF.

APPENDIX 1 - SAARF ATTITUDES DEFINITIONS AND STATEMENTS - AMPS® 2007

Definitions for each of the Attitude Topics covered in AMPS 2007® are given below together with the statements used to measure them. N.B. Ag = Agree, Ap = Applicability, Si = Similar, Tr = True.

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 somehow 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 SAARF ATTITUDES QUESTIONNAIRE - AMPS® 2007

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:

	Strongly Disagree	Disagree	Agree	Strongly Agree
1. Eating fat-free foods keeps you healthy	✓ (20) 1	2	3	4
2. Money is the root of all evil	(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



SAARF 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

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SAARF ATTITUDES

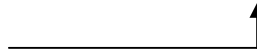
33 How **similar** do you feel to the people described below? Do you feel “Not at all similar”, “Not too similar”, “Quite Similar”, “Very Similar”? *(Please tick the box where your opinion falls)*

	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



SAARF 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)

**THANK YOU FOR TAKING THE TIME
TO FILL IN THIS QUESTIONNAIRE**