

## SAARF ATTITUDES 2013 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."

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### 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 have been incorporated since AMPS® 2007 in the supplementary self-administered section Product Research and Activities Questionnaire (see *APPENDIX 1 - SAARF ATTITUDES DEFINITIONS AND STATEMENTS - AMPS® Jul 12-Jun 13* and *APPENDIX 2: ATTITUDES SECTION OF THE QUESTIONNAIRE*).

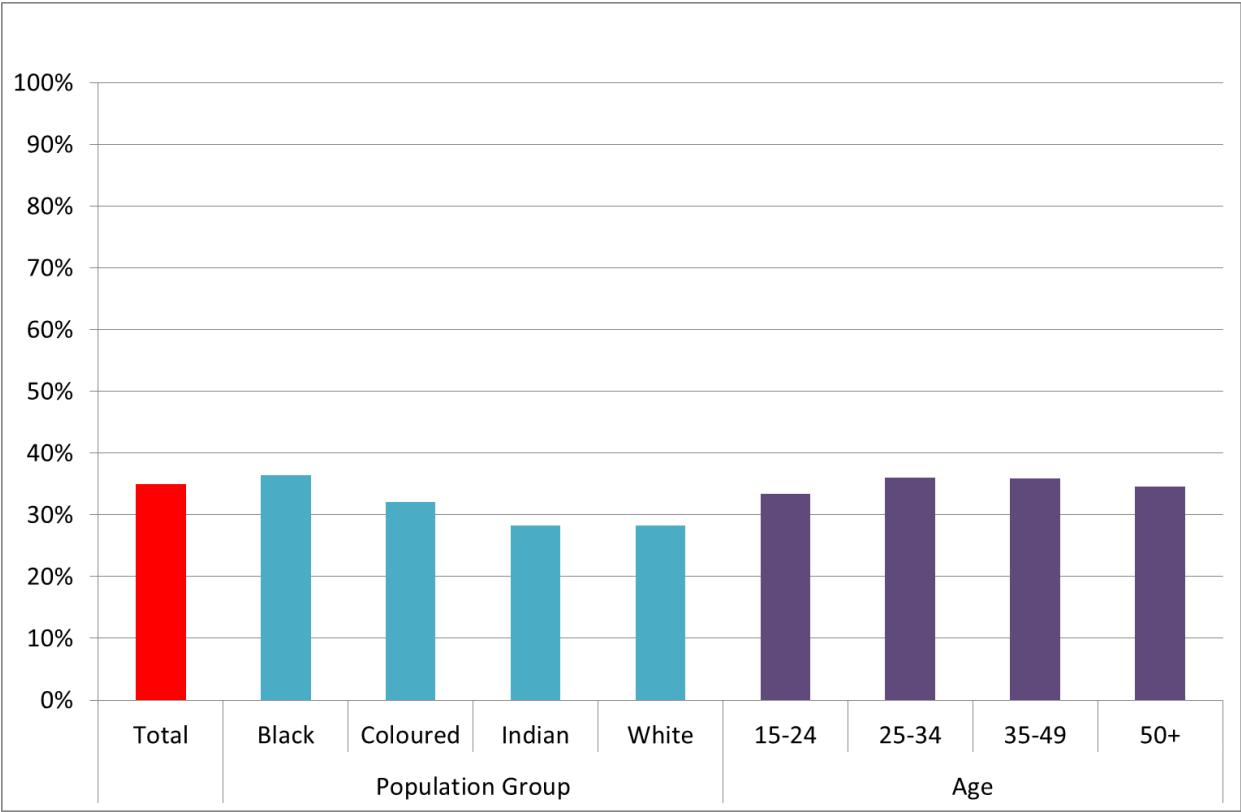
It should be noted that this approach does not attempt to link attitudes with behavioural intentions, which are regarded as outside SAARF's area of enquiry. There is, however, evidence in the findings that there are meaningful associations between some of the attitudes that people hold and their behaviour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

The topic Time was originally defined and measured. However, the internal consistency of the measurement was low, and whilst the results for the individual statements designed to measure Time are available in the AMPS® database, it has not been classified into a High and Low Attitude Target Group and used in the identification of the 5 Attitude types.

3. How can SAARF Attitudes be used?  
SAARF Attitudes can be accessed in three different ways, all of which are available on the AMPS® database.
- 3.1 Individual Statements  
The responses to each statement asked in the measurement of the Attitude Topics are available (see APPENDIX 2).

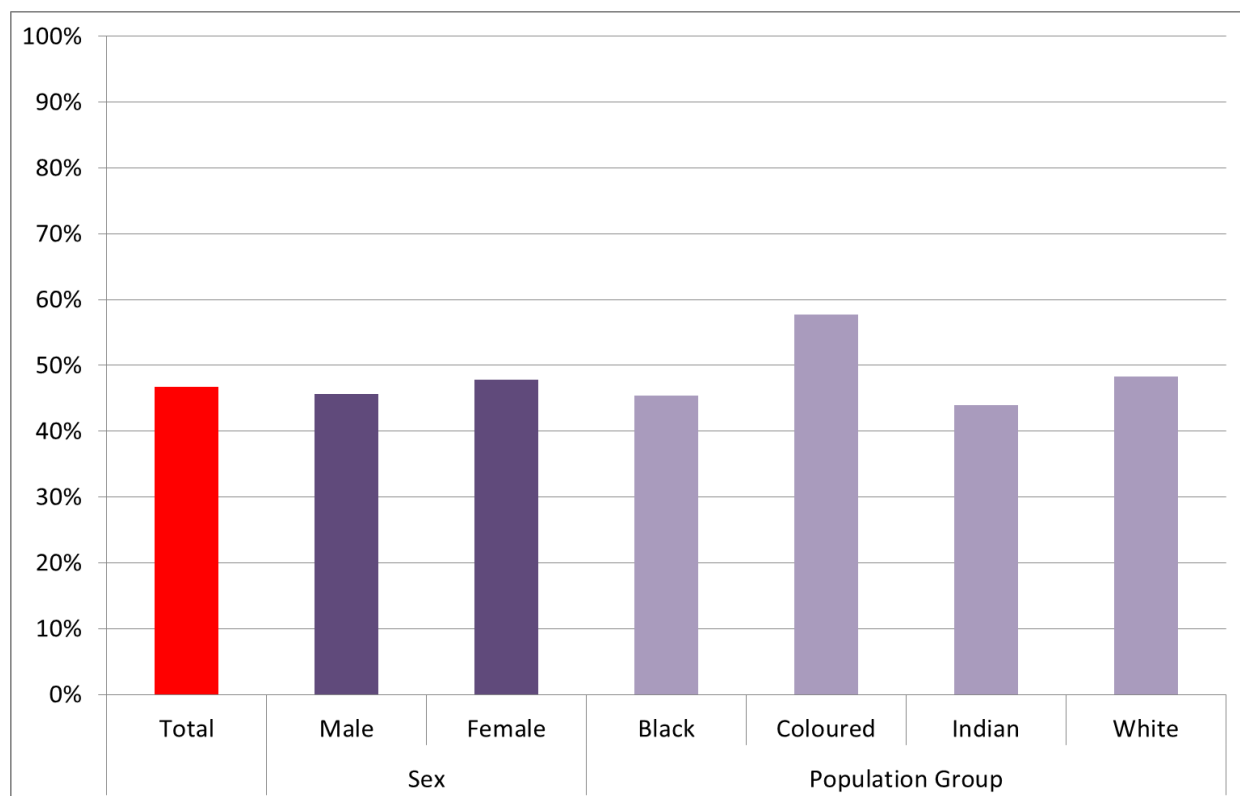
For instance, one can access those who say that it is “very true” that “It is worth paying a higher price for a well-known brand.” Chart 1 indicates that blacks, followed by coloureds, are more favourably disposed to well-known brands than Indians and whites. There is less variation in response by age group, though those aged 25-49 are more likely to think that well-known brands are worth a higher price than those aged 15- 24 and 50+.

Chart 1. “It is worth paying a higher price for a well-known brand” ”Very True” – by Population Group and Age



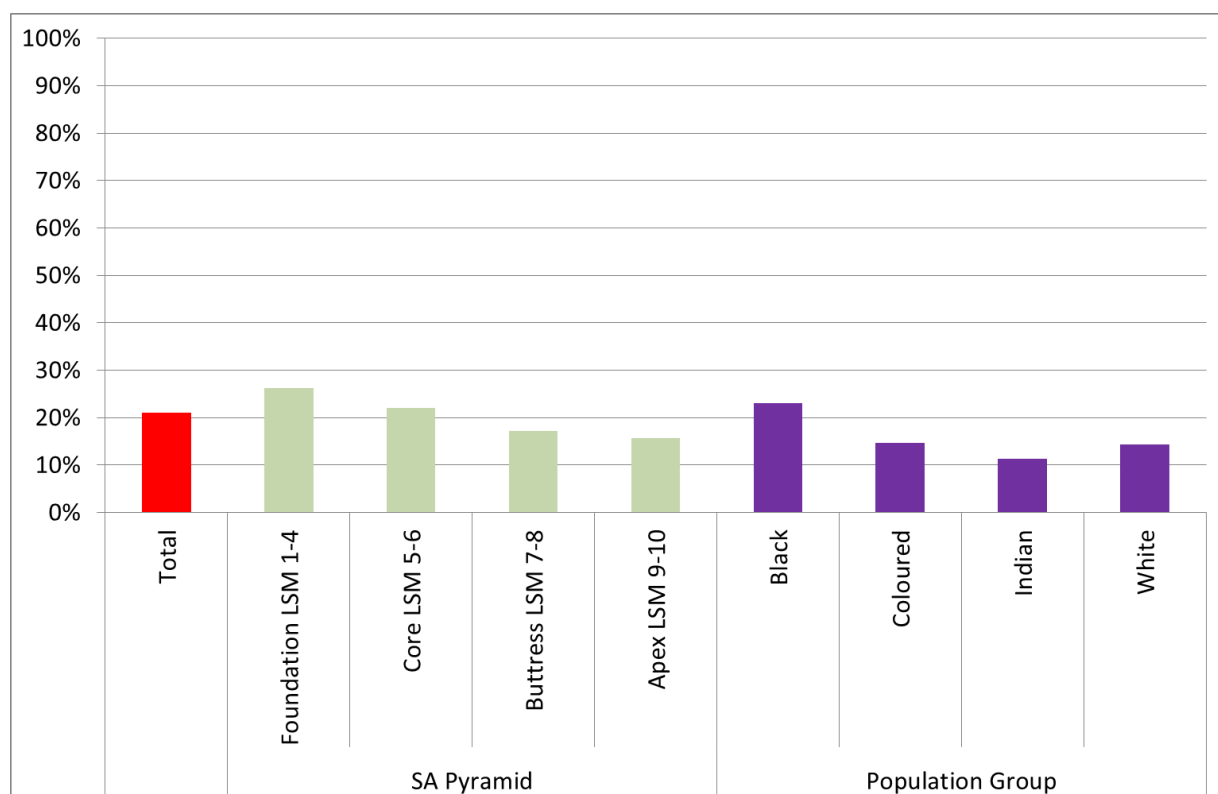
Strong agreement for the statement “I like to listen and talk to people in my home language” is particularly evident among coloureds. Females are marginally more in favour than males (see *Chart 2*).

**Chart 2.** “I like to listen and talk to people in my home language” – “Strongly Agree” by Sex and Population



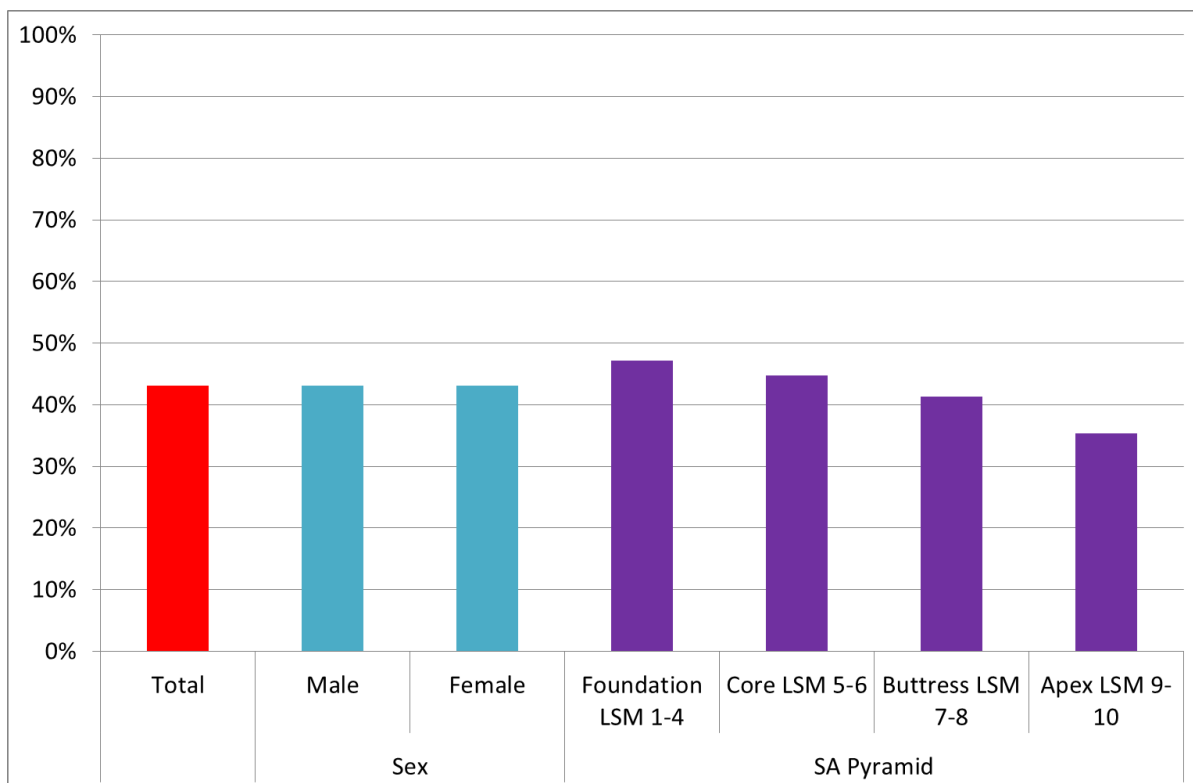
“I am prepared to take out a loan to get something I want” is a statement felt to be much more applicable by those at the Foundation level of the SA Pyramid which consists of LSM<sup>®</sup> 1-4. It is also far more appealing to blacks than other population groups. Indians are the least likely to borrow in order to obtain something that they want (see *Chart 3*).

**Chart 3.** “I am prepared to take out a loan to get something I want” – “Strongly Agree” by SA Pyramid and Population Group



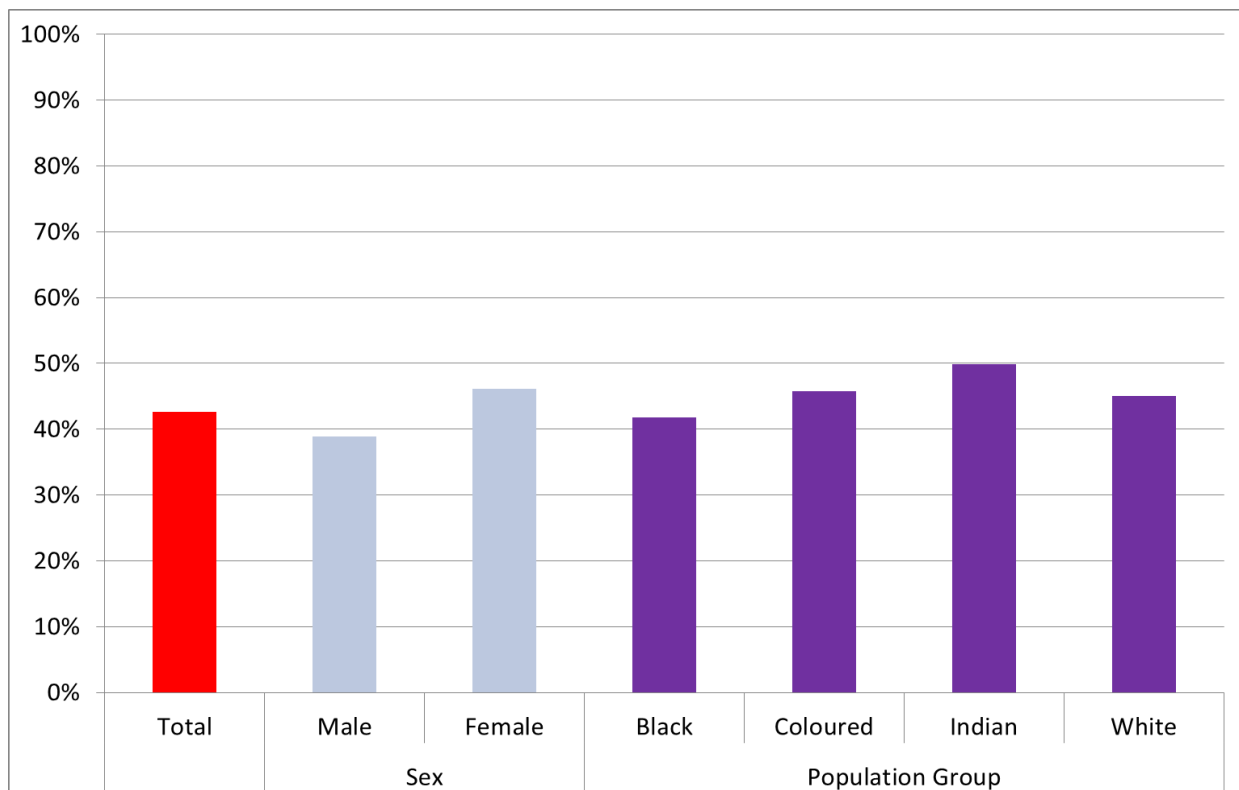
Trying out new things is particularly appealing to those at the lower levels of the SA Pyramid. However, there is no difference of view between males and females (see *Chart 4*).

**Chart 4.** “People who like trying new things” – “Very Similar” by Sex and SA Pyramid



Support for the emancipation of women with regard to having equal opportunities as men, as might be expected, is stronger among females than males. With regard to population group, a high proportion of Indians is in favour, with blacks being the least concerned with this idea (see *Chart 5*).

**Chart 5.** “Men and women should have equal opportunities” – “Strongly Agree” .by Sex and Population group

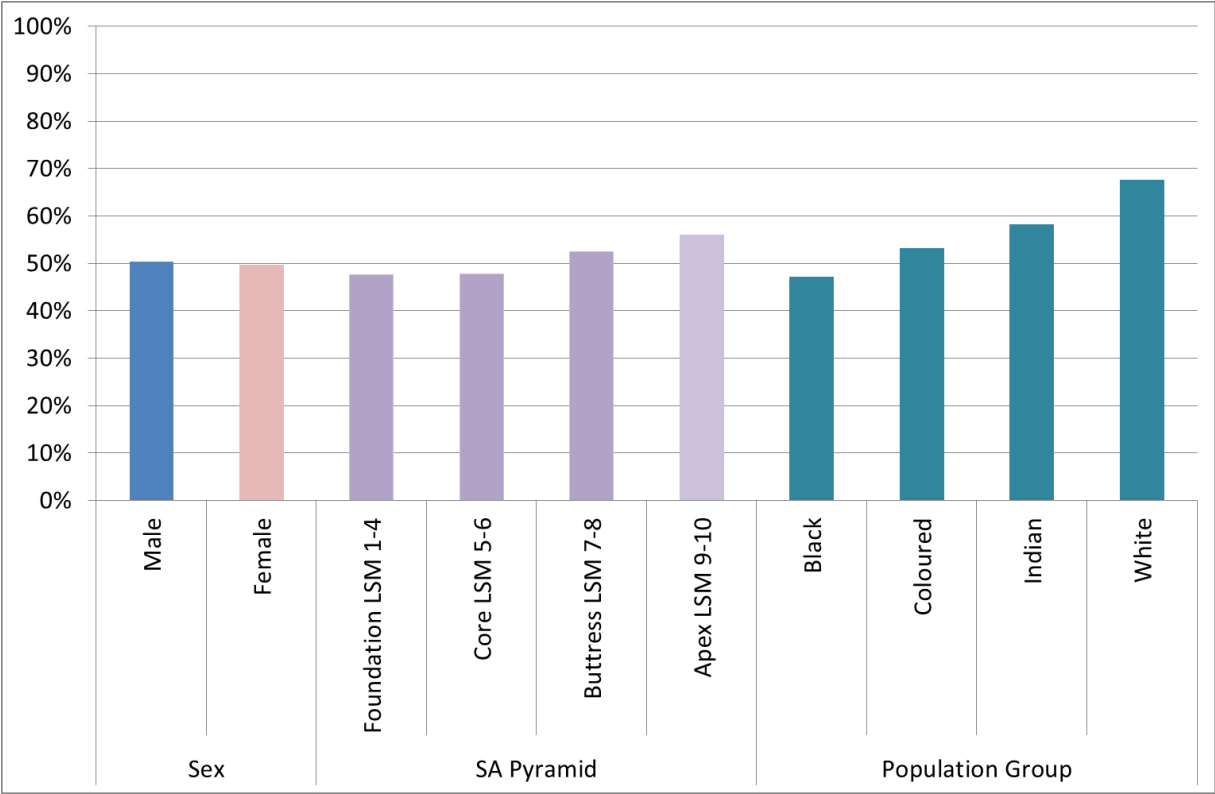


3.2 Classification into High and Low Attitude Topic Groups

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. A small proportion of respondents (1.8%) could not be classified.

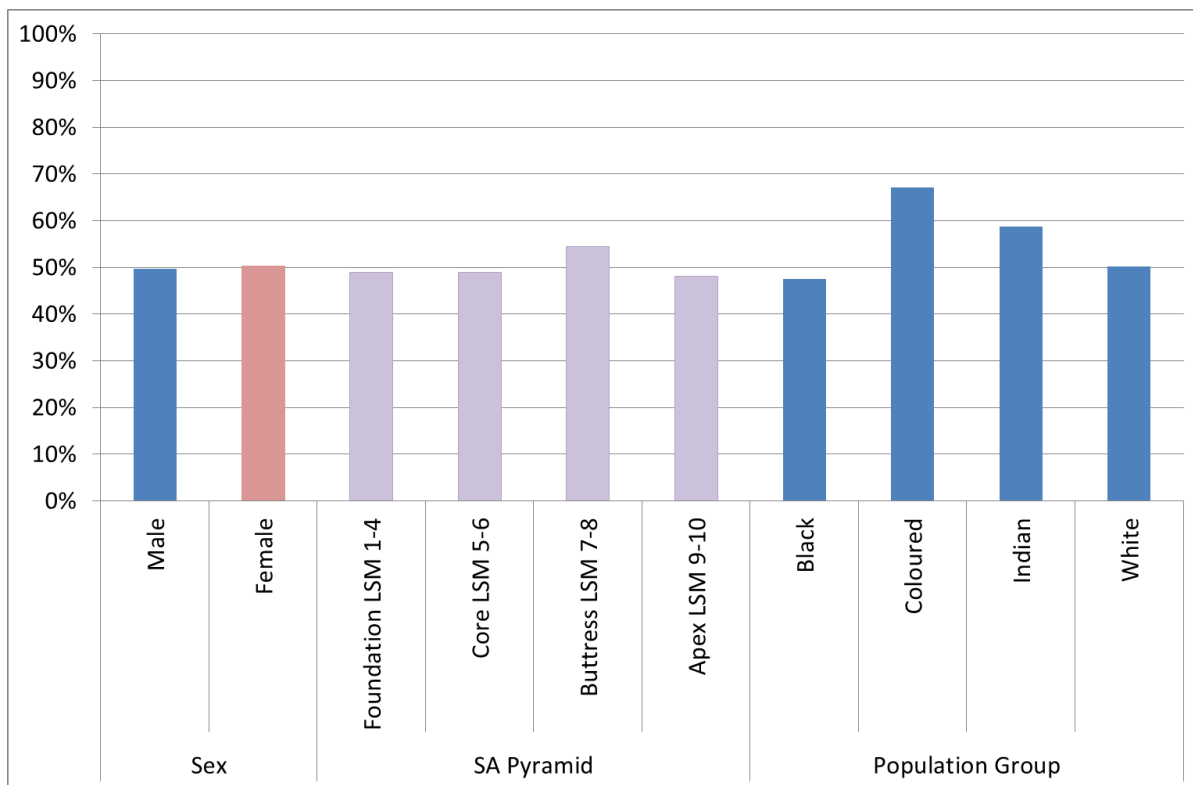
For instance, if one looks at those who score high on Concern about the Environment there is no difference between men and women. It is those who are at the top of the SA Pyramid, as well as whites, who are most concerned (see Chart 6).

Chart 6. Environment – “High” by Sex, SA Pyramid and Population Group



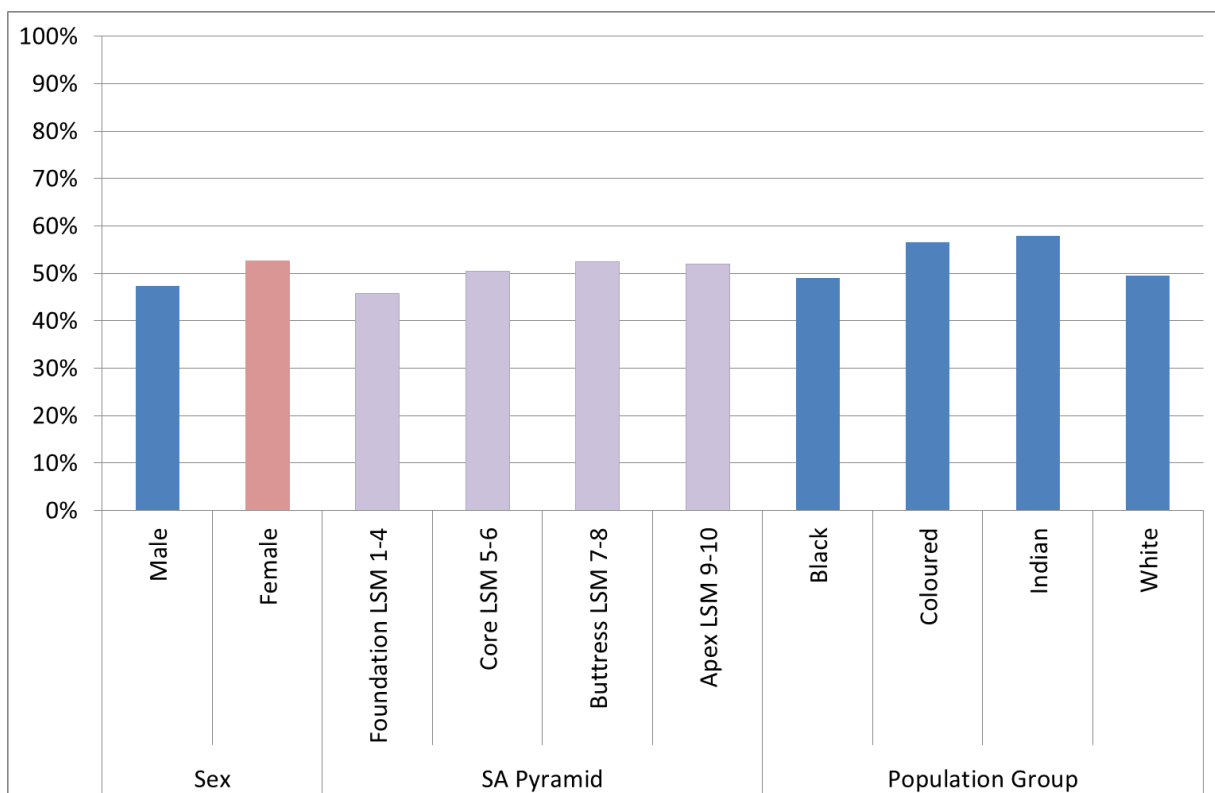
Poverty Concern, as was found for the Environment, shows no difference between the sexes. However there were marked differences by population group, with coloureds being by far the most concerned. The Buttruss segment of the SA Pyramid, which includes LSM<sup>®</sup>s 7-8, is the most likely to be anxious about poverty (see *Chart 7*).

**Chart 7.** Poverty Concern – “High” by Sex, SA Pyramid and Population Group



Regard for the Family scores higher among women than men, and is especially marked amongst both coloureds and Indians. Those at the Foundation of the SA Pyramid scored lower on this aspect than the other tiers (See *Chart 8*).

**Chart 8.** Family - “High” by Sex, SA Pyramid and Population Group



### 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 after taking into consideration marketing sense and the size of the eigenvalues. For the 5 factors the eigenvalues were 8.3, 2.6, 1.6, 1.2, 1.0 and the amount of the variance explained was 50.9%.

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 five types according to 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.

These five attitude types, “Now Generation”, “Nation Builders”, “Distants”, “Rooted” and “Global Citizens” are on the AMPS® Jul 12-Jun 13 database. The “Distants” attitude type can also be accessed by those who are in LSM®s 1-5 and LSM®s 6-10.

A brief pen sketch of these five types follows

#### **Now Generation – 6,922,000 (18.6%)**

The Now Generation are interested in owning overt symbols of material success. They enjoy shopping, which makes their life worthwhile. Both status and fashion are of great interest to them, which is expressed in being well-dressed and keeping up with the latest trends, fashions and styles. Goods give reassurance of their success and reinforce their self-image and how they project themselves to others. The Now Generation identify with people who admire those with expensive homes, cars and clothes. Care of the environment is low on the agenda.

In demographic terms, the Now Generation are predominantly young, single and black, though coloureds are also well represented. There is a bias in favour of females. They are fairly evenly spread throughout the LSM®s, though above average with LSM®s 6 - 8. Home languages are mainly Zulu, Xhosa, South Sotho, Afrikaans and English.

#### **Nation Builders – 6,643,000 (17.9%)**

Nation Builders are essentially collectivists. They have positive attitudes to group structures and the values to be found in their community, church and family. Their culture, which encompasses customs, language, music and traditions, is a further binding aspect. They like to know what is happening in their community, South Africa and other African countries. They subscribe to the Ubuntu philosophy and agree that young people should respect older people, community leaders and teachers. They believe that the old ways are best and that tradition is important as it holds people together.

The demographics of Nation Builders show that they are slightly more likely to be female than male. They are well represented across all age groups, though tend to be in the older 50+ group. Blacks make up a high proportion, with mainly Zulu, Xhosa, North Sotho and Tswana speakers. LSM®s.1-6 are above average.

#### **Distants – 9,928,000 (26.7%)**

Distants hold old-fashioned attitudes concerning the roles of men and women. They believe that life was better in the past than it is today. They are concerned about the environment and make an effort to buy products that don't pollute it. They are lonely, and this can lead to a need for entertainment. Despite concerns about employment and poverty, they are materialistic, being both brand as well as status conscious. They take note of advertising and enjoy shopping, which can be combined with a high degree of financial indiscretion, even to the extent of taking out a loan to get something they want. There is strong support for sport and, if a company sponsors a sport they are interested in, then they will be more likely to buy its products. They are the most Xenophobic of the five groups.

Distants are equally divided between males and females. They are predominantly black and straddle all age groups. As could be expected from the population group profile, the incidences of both Afrikaans and English speakers are below average, whilst Zulu, North Sotho and Tswana are above. This is the poorest of the five groups when it comes to LSM®s.

#### **Rooted – 6,540,000 (17.6%)**

The Rooted are concerned about social issues, such as poverty, health, crime and education. They are worried about their personal safety and take a harsh view of criminal activity. They feel that efforts to reduce poverty in South Africa have been singularly unsuccessful and that the value of social grants should be increased. At a personal level, they are cautious about spending money. They care about their health and are anxious about the deterioration of the environment. The Rooted share with Nation Builders an involvement with family, religion, language and relationships. They are also supportive of the values of Ubuntu. In addition, they are extremely patriotic.



The Rooted is the group with the highest proportion of females and older people, but with an above average number in full-time employment. There is a mix of population groups, but with fewer blacks, and more whites, coloureds and Indians than the norm. Main home languages are Afrikaans and English. This group is to be found particularly in the upper LSM<sup>®</sup>s.

#### **Global Citizens – 6,497,000 (17.5%)**

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. They like to be well-informed and take note of advertising and brands. Most are in the fortunate position where their work is of interest to them and not just a way to earn money. Global Citizens are keen on entertainment. They have considerable interest in sport and take care of their health.

Global Citizens are more likely to be male than female. They are a young group and, like the Now Generation, there is a high incidence of singles. Full-time employment, as with the Rooted, is above average, though LSM<sup>®</sup>s are similar to the national profile. The majority are black with Zulu, Xhosa, North Sotho, Tswana, as well as English and Afrikaans, being the main home languages.

### **3.4 Accessing Attitude Types**

Attitude types can also be accessed on the AMPS<sup>®</sup> and Branded RAMS<sup>®</sup> databases. To illustrate this, Chart 9 shows the Sex profile of the 5 Attitude Types and Chart 10 the Population Group profile.

**Chart 9.** Attitude Types by Sex

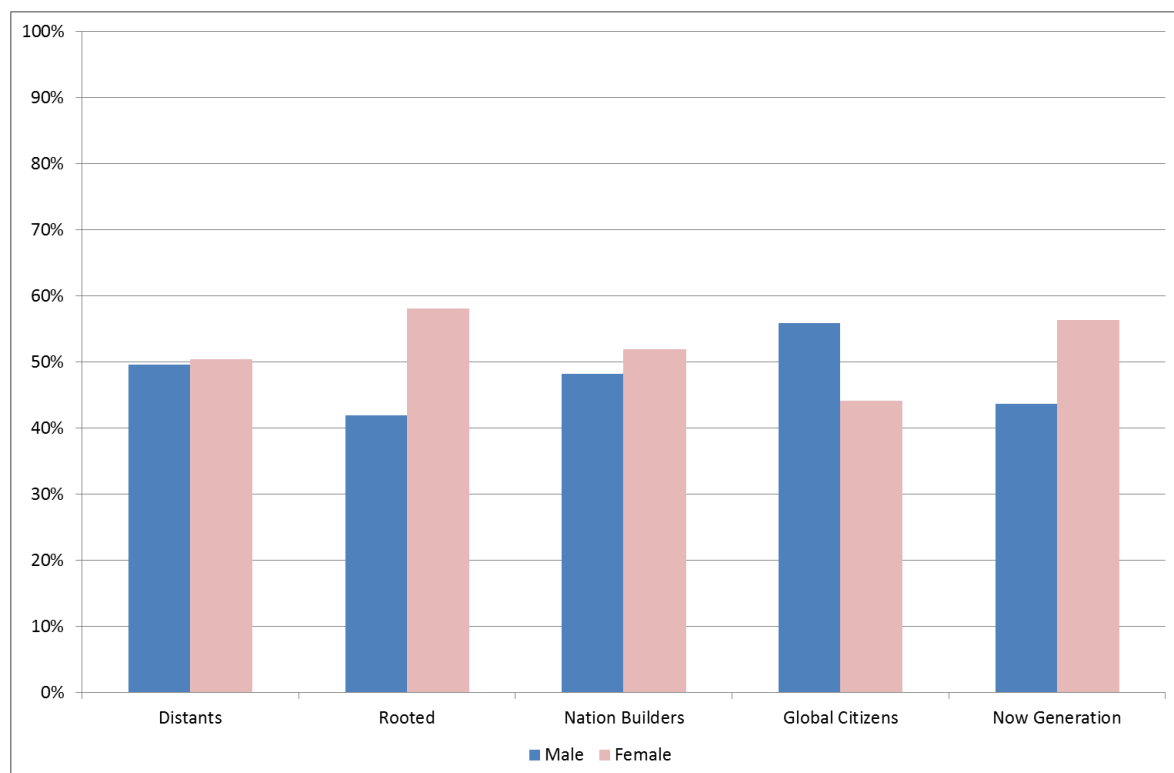
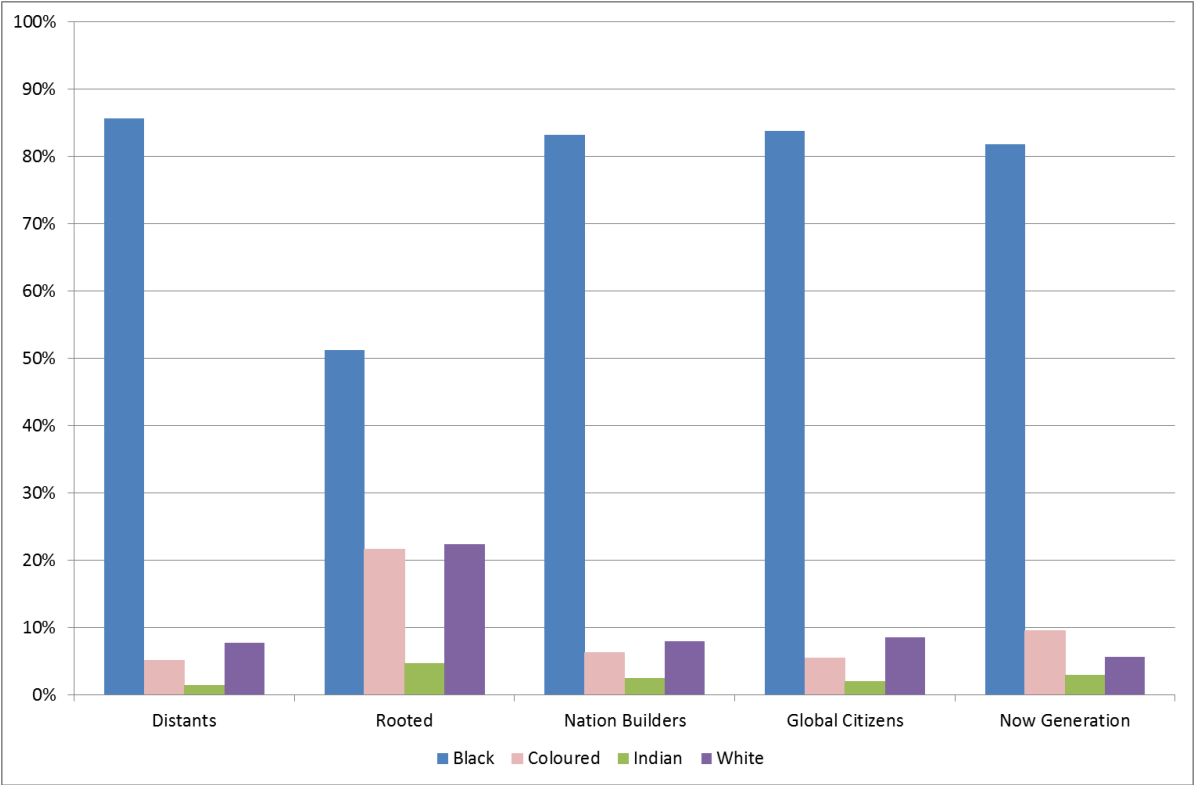


Chart 10. Attitude Types by Population Group



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### 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 employed to obtain a deeper understanding of brand and product target groups.

When accessing SAARF Attitudes, it may be advisable to select the topics that 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 to their brands 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 26 sports covered in the leisure section of the self-completion questionnaire.

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### 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.

### 6. CONCLUSION

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® Jul 12-Jun 13

Definitions for each of the Attitude Topics covered in AMPS® Jul 12-Jun 13 are given below together with the statements used to measure them. N.B. Ag = Agreement, Ap = Applicability, Si = Similarity, Tr = Truth.

Some statements are marked as "Negative". In developing the attitude types 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, their benefits and how they can be acquired. It encourages trial.

- 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. Well-known, especially prestigious brands, can command a higher price. Brands also develop loyalty and use sports sponsorship to this effect.

- It is worth paying a higher price for a well-known brand - Tr
- 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
- If a company sponsors a sport I am interested in, I will be more likely to buy its products - Ap  
(Also a Sport statement)

### 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 and 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 a 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

## Employment

Having an interesting job is for some people more important than the remuneration, but for most, just having a source of income is a necessity from wherever this may come. Previously disadvantaged people should be given special consideration where jobs are concerned.

- 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)
- People who think work should just be a way to earn money - Si

## Entertainment

Entertainment plays an important part in peoples' lives especially among those who are better off now than in the past, and who have discretionary time and money. It also provides solace for those who feel lonely.

- 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

Concern regarding environmental degradation and support for activities to help reduce it.

- 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 )*
- People who make an effort to save electricity and water - Si
- People who do not litter - Si

## Family

The family is a key aspect of society, but changing gender roles with regard to work are being accepted on financial grounds.

- 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

## 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

## Gender Roles

Negative attitudes to gender equality still exist and South Africans have firm ideas regarding traditional roles, but there is some support for women occupying senior positions in government.

- 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)
- Women should occupy senior positions in government and at work - Ag

## Health

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
- People should eat more fruit and vegetables - Ag

## Information

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

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

- 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
- People of the same language group who stick together - Si (Also a Culture statement)
- Children should be taught in their home language - Ag

## 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. Possessions 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
- I know a lot of people in my community - Tr

## 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 (Negative)

## 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 a pleasure - Ag

## Sport

Sport is a major interest and enjoys wide scale support at many levels.

- I like to go to sporting events - Ap
- People who enjoy participating in sport - Si
- One should follow what is happening with regard to sport - Ag
- If a company sponsors a sport I am interested in, I will be more likely to buy its products - Ap

## Status

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

It is worth keeping up with technology, as it has brought many benefits.

- 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

## 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
- People who believe the old ways are best - Si
- Tradition holds people together - Ag

## Ubuntu

Ubuntu is a distinctly African philosophy of personal behaviour within the parameters of the well-being of the community.

- 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)

## Xenophobia

Xenophobia is a fear and dislike of foreigners.

- It is foreigners who are mainly responsible for the high level of crime in South Africa - Tr
- People from other countries should be welcomed in South Africa as they bring knowledge and skills that the country needs - Ag (Negative)
- I am resentful that people come to South Africa and take away jobs and houses that should be kept for South African citizens - Ap
- Those who are in favour of stopping people from other African countries coming to South Africa -Si



## APPENDIX 2: ATTITUDES SECTION OF THE QUESTIONNAIRE

### ATTITUDES :

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- 32** 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
One should follow what is happening with regard to sport	(26) 1	2	3	4
People from other countries should be welcomed in South Africa as they bring knowledge and skills that the country needs	(27) 1	2	3	4

	Strongly Disagree	Disagree	Agree	Strongly Agree
People should be careful about what they drink	(28) 1	2	3	4
Wearing designer labels improves a person's image	(29) 1	2	3	4
A person should know what is happening in South Africa	(30) 1	2	3	4
Things are changing too quickly	(31) 1	2	3	4
A person should have lots of friends	(32) 1	2	3	4
South Africa has achieved a lot in the world	(33) 1	2	3	4
Efforts to reduce poverty in South Africa have not been successful	(34) 1	2	3	4
The value of social grants should be increased	(35) 1	2	3	4
It is important to keep in regular touch with friends wherever they are	(36) 1	2	3	4
Differences in religions are driving people apart	(37) 1	2	3	4
Shopping is a pleasure	(38) 1	2	3	4
The things a person owns says a lot about how well they are doing in life	(39) 1	2	3	4
Modern technology has improved standards of living	(40) 1	2	3	4
A couple should live together before they get married	(41) 1	2	3	4
Young people should respect older people, community leaders and teachers	(42) 1	2	3	4
Women should occupy senior positions in government and at work	(43) 1	2	3	4
People should eat more fruit and vegetables	(44) 1	2	3	4
Children should be taught in their home language	(45) 1	2	3	4



List continues in right hand column

**33** 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	(46) 1	2	3	4
Being part of a community is important to me	(47) 1	2	3	4
Music is an essential part of my culture	(48) 1	2	3	4
I can now afford to go out and enjoy myself	(49) 1	2	3	4
I would rather be outdoors than indoors	(50) 1	2	3	4
Entertainment is important to me	(51) 1	2	3	4
I am prepared to take out a loan to get something I want	(52) 1	2	3	4
I am interested in alternative methods of medicine and healing	(53) 1	2	3	4
I like to know what is happening in other African countries	(54) 1	2	3	4
I like being original and different	(55) 1	2	3	4
I prefer to read in my home language	(56) 1	2	3	4
I feel anxious when I am on my own	(57) 1	2	3	4
If a company sponsors a sport I am interested in, I will be more likely to buy its products	(58) 1	2	3	4

	Not at all applicable	Not very applicable	Somewhat applicable	Very applicable
I am proud to be South African	(59) 1	2	3	4
I like to be respected by my friends	(60) 1	2	3	4
I like to attend religious services	(61) 1	2	3	4
Shopping makes me feel that my life is worthwhile	(62) 1	2	3	4
I like to listen and talk to people in my home language	(63) 1	2	3	4
It would mean a great deal to me if I could increase my social standing	(64) 1	2	3	4
I like to dress well	(65) 1	2	3	4
I gain confidence from my material possessions	(66) 1	2	3	4
I like to keep up with technology	(67) 1	2	3	4
I tend to live each day as it comes and not worry about the future	(68) 1	2	3	4
I trust others, because others trust me	(69) 1	2	3	4
Regular family meals are important to me	(70) 1	2	3	4
I like to go to sporting events	(71) 1	2	3	4
I am resentful that people come to South Africa and take away jobs and houses that should be kept for South African citizens	(72) 1	2	3	4

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List continues in right hand column

**34** 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
People who think work should just be a way to earn money	(23) 1	2	3	4
Those who are in favour of stopping people from other African countries coming to South Africa	(24) 1	2	3	4

	Not at all similar	Not too similar	Quite similar	Very similar
People who like trying new things	(25) 1	2	3	4
People who often feel quite lonely	(26) 1	2	3	4
People who go out of their way to buy products that are made in South Africa	(27) 1	2	3	4
People who have successful personal relationships	(28) 1	2	3	4
People whose religious beliefs guide their lives	(29) 1	2	3	4
People who enjoy shopping	(30) 1	2	3	4
People who keep up with the latest trends, fashions and styles	(31) 1	2	3	4
People who admire those who have expensive homes, cars and clothes	(32) 1	2	3	4
People who are at ease with computers, cell phones and new technology	(33) 1	2	3	4
People who look forward to the future	(34) 1	2	3	4
People who believe the old ways are best	(35) 1	2	3	4
People who can identify with other people's feelings	(36) 1	2	3	4
People who make an effort to save electricity and water	(37) 1	2	3	4
People who do not litter	(38) 1	2	3	4
People who enjoy participating in sport	(39) 1	2	3	4



List continues in right hand column

**35** 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	(40) 1	2	3	4
It is worth paying a higher price for a well-known brand	(41) 1	2	3	4
I like to know what is happening in my community	(42) 1	2	3	4
Crime has made me very anxious about personal safety	(43) 1	2	3	4
Cultural customs and traditions define who I am	(44) 1	2	3	4
You can't get a decent job anymore without spending money and effort to improve your qualifications	(45) 1	2	3	4
Not enough attention is given to women's issues in South Africa	(46) 1	2	3	4
Both men and women have to go out to work to provide for their families	(47) 1	2	3	4
These days there is no point in saving for something, it is better to buy on credit	(48) 1	2	3	4
It is beneficial to take regular exercise	(49) 1	2	3	4
I know a lot of people in my community	(50) 1	2	3	4
To be successful you need to be well educated	(51) 1	2	3	4
I would rather live in South Africa than anywhere else	(52) 1	2	3	4
Not enough is being done to provide opportunities for the poor	(53) 1	2	3	4
My life would be better if I owned certain things I don't have	(54) 1	2	3	4
It is difficult to use modern appliances and technology	(55) 1	2	3	4
It is foreigners who are mainly responsible for the high level of crime in South Africa	(56) 1	2	3	4

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