SAARF ATTITUDES 2010 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 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 09-Jun 10 and APPENDIX 2-ATTITUDES QUESTIONNAIRE JAN-JUN 2010).* 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, 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 "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 those aged 25-34 are most inclined to agree strongly with this statement. There are considerable differences in the appreciation of this aspect of advertising by population group. Both blacks and Indians are far more appreciative than whites, with coloureds holding a middle view *(see Chart 1).*

Chart 1. "Advertising tells you about the benefits of products and services" – "Strongly Agree" by Age and Population Group
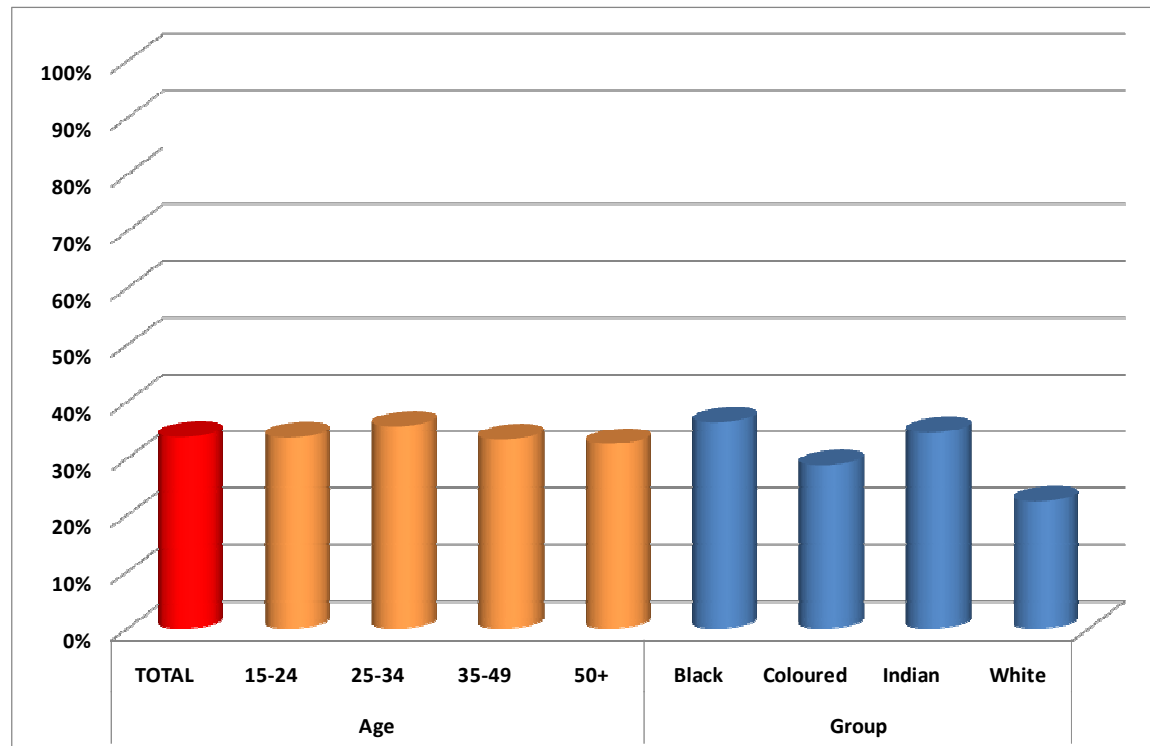
There are limited differences in the degree to which cultural traditions are considered important by age group, but the same cannot be said by population group. Indians, followed by blacks are far more concerned over cultural traditions than are whites and coloureds *(see Chart 2.)*

Chart 2. "It is important to follow cultural traditions" – "Strongly Agree" by Age and Population Group
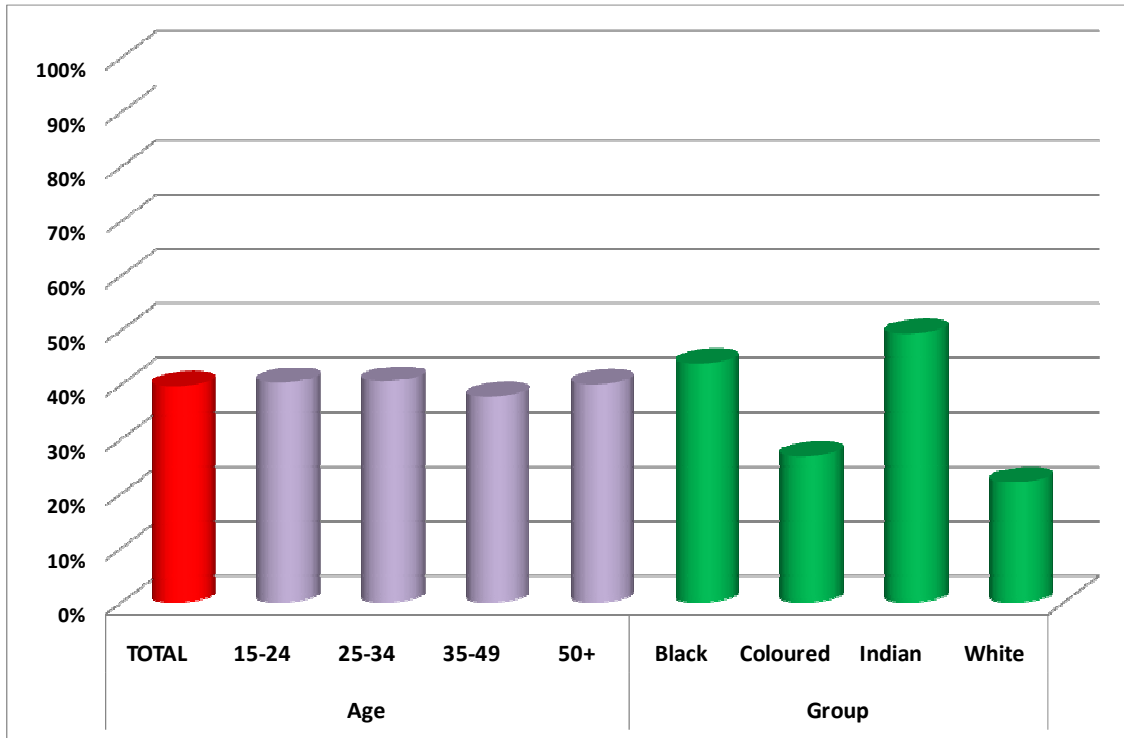
There is a direct relationship between financial well-being and support for job reservation *(see Chart 3)*.

Chart 3. "Jobs should be reserved for those that were previously disadvantaged" – "Strongly Agree" by Population Group.
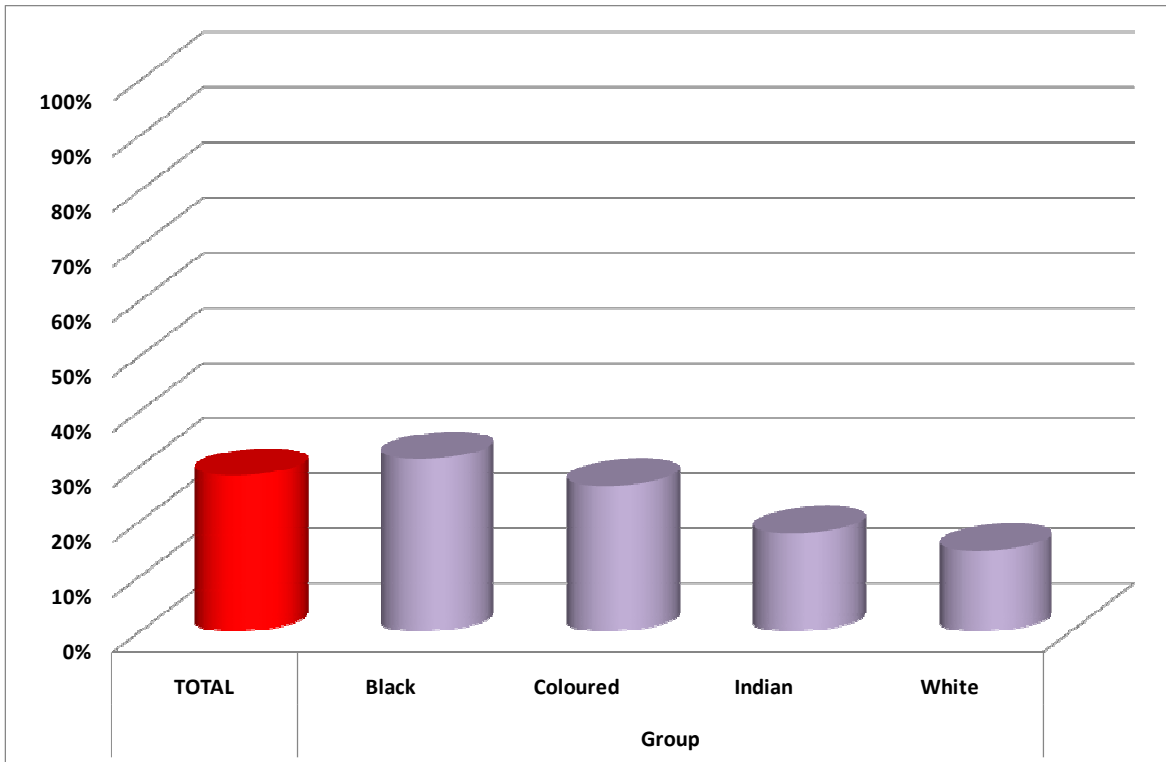
3.2 Classification into High and Low Attitude Topic Groups

Respondents were classified into high and low groups based on their scores on each attitude topic, with the exception of Time. 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 Loneliness it can be seen that this is above average with those who are divorced, separated or widowed as well as to the extent that a person is working *(see Chart 4)*.

Chart 4. High Loneliness by Marital and Work Status
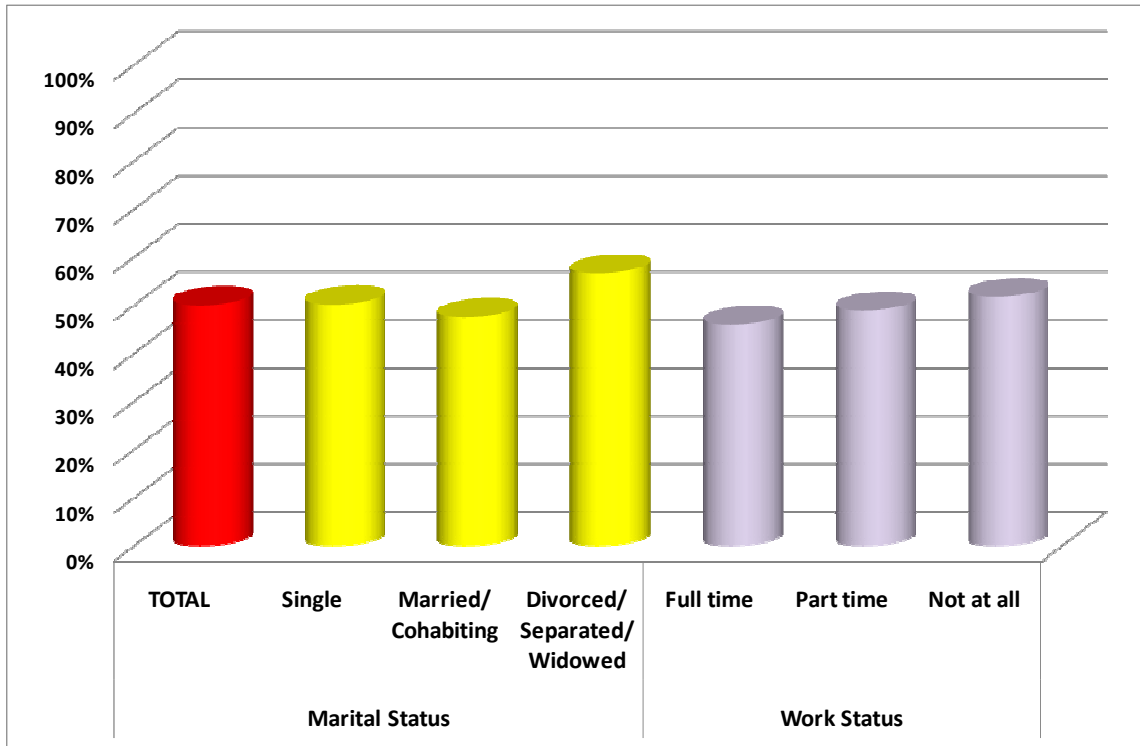
Endorsement of Technology shows exactly the opposite picture to Loneliness. High Technology is negatively related to marital status, but positively connected with employment *(see Chart 5)*.

Chart 5. High Technology Endorsement by Marital and Work Status
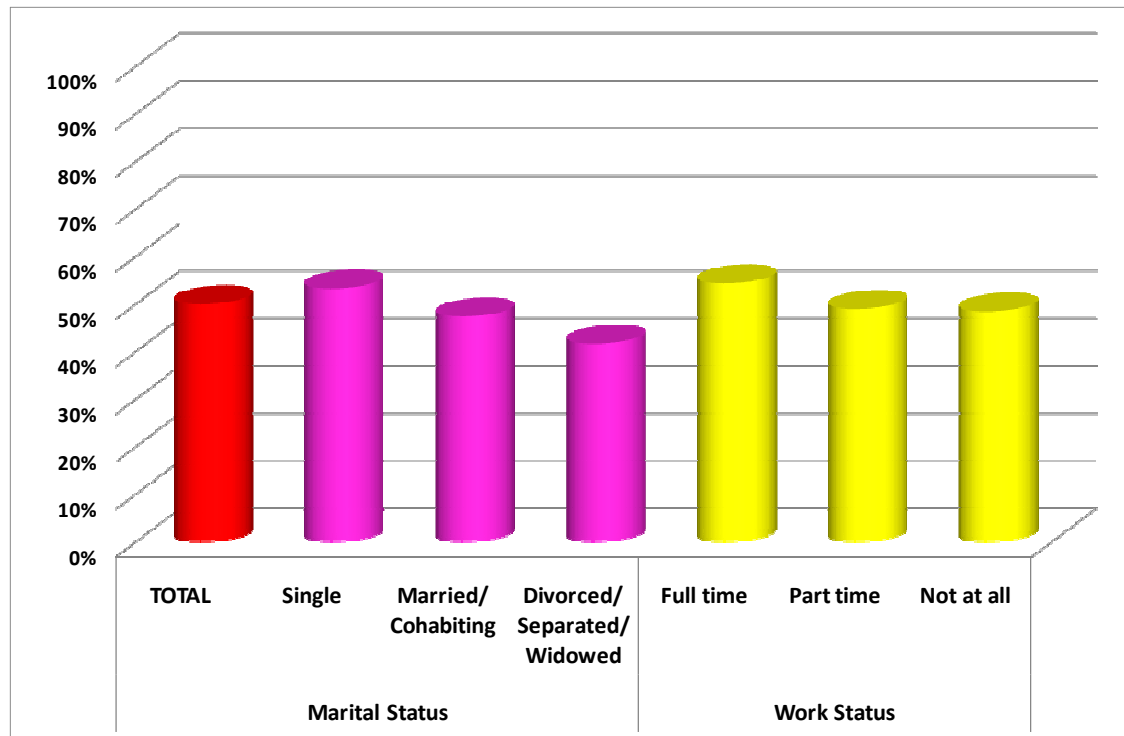
3.3 Attitude Types

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 09-Jun10 database. The "Distants" attitude type can also be accessed by those who are in LSMs® 1-5 and LSMs® 6-10.

A brief pen sketch of these five types follows. A small proportion of the total adult population (1.6%) could not be classified.

Now Generation – 6,352,000 (18.7%)

The Now Generation are interested in owning overt symbols of material success. Status and fashion are of great interest to them and they like to dress well. The things they own provide reassurance of their success and reinforce their self-image and how they project themselves to others. The Now Generation enjoy shopping which makes their life worthwhile. They are worried about having sufficient income for their material needs. For them job security is more important than job satisfaction. However, this does not inhibit them from wanting to spend rather than save. They are in favour of job reservation for the previously disadvantaged. Care of the environment is low on their agenda.

In demographic terms, the Now Generation are predominantly young, single and black, with a bias towards females. Few are working full-time and many are students. Where lifestage is concerned, they are for the most part in the at-home singles, young independent singles and single family groups. They are more likely to be found in the mid education and LSM® categories. Home languages are Zulu, Xhosa, Tswana, North Sotho and South Sotho.

Nation Builders – 6,283,000 (18.5%)

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 home language and music, is a further binding aspect. They are positive about South Africa and subscribe to the Ubuntu philosophy. They like to know what is happening in their community, South Africa and other African countries.

The demographics of Nation Builders show that this group has slightly more females than males. They are well represented across all age groups, though tending to be older, with a bias towards rural areas. In common with the Now Generation, they are predominantly black with Zulu, Xhosa and Tswana as the main home languages. Education is on the low side, though employment follows the national picture. They are, however, more likely to be in LSMs® 1-6. Lifestages are characterized by Young and Single Parent Families, as well as Mature Singles.

Distants – 9,230,000 (27.1%)

Distants are marginalised and out of the mainstream of society. They hold old-fashioned attitudes concerning the roles of men and women. They are concerned about the environment, which is in sympathy with their negative attitude to time, as for them the past held more promise than the future. 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. Advertising has relevance to them and they enjoy shopping, which can be combined with a high degree of financial indiscretion. They are patriotic and this is manifested in their strong support for sport. They are the most Xenophobic of the five groups.

Distants have an even balance between males and females. They are predominantly black, though whites feature to some extent. They straddle all age groups with an LSM® profile that is similar to that of the Now Generation and Nation Builders. Zulu, Afrikaans, Tswana and Xhosa are the main home languages. Educational achievement is below the norm and there is a high number of unemployed. Like the Nation Builders, they have a strong presence in small towns, villages and rural areas.

Rooted – 5,963,000 (17.5%)

The Rooted are concerned about social issues, such as poverty, crime, gender and education. They are worried about their personal safety and take a harsh view of criminal activity. They feel that the efforts to reduce poverty in South Africa have been singularly unsuccessful and at a personal level are extremely cautious about spending money. Like the Nation builders they are group orientated, rather than being individualistic. Language, country, family and religion are all of significance. They care about their health and are anxious about the deterioration of the environment.

The Rooted are the group with the highest proportion of females and older people. There is a mix of population groups, but with under-representation of blacks, and more whites, coloureds and Indians than the norm. Main home languages are Afrikaans, English, Xhosa and Zulu. They are for the most part in the higher LSM®s, which is a reflection of the above average proportion working full-time and with good education. This is the most urbanized attitude type. Mature Singles, Couple and Families, together with Young Couples and Young Families stand out.

Global Citizens – 5,661,000 (16.6%)

Global citizens are at the forefront of change and the most emancipated of the five attitude groups. 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 take note of advertising and like to be well-informed, especially about international events. However, family life, relationships and community are also important, as is the environment. Most are in the fortunate position where their work is of interest to them and not just a way to earn money. Global Citizens enjoy shopping, are status conscious and keen on entertainment.

Global Citizens are more likely to be male than female. They are the youngest group, with the greatest incidence of singles and those in full-time employment. Whilst the majority is black, as with the Distants, there is also a fair proportion of whites. Mostly, their home language is Zulu, Xhosa, English, Tswana and Afrikaans. Like the Rooted they are well educated with high household incomes and in the upper LSM®s.

3.4   Accessing Attitude Types

Attitude types can also be accessed on the AMPS® and Branded RAMS® databases. To illustrate this, Chart 6 shows the Sex profile of the 5 types and Chart 7 the Population Group profile.
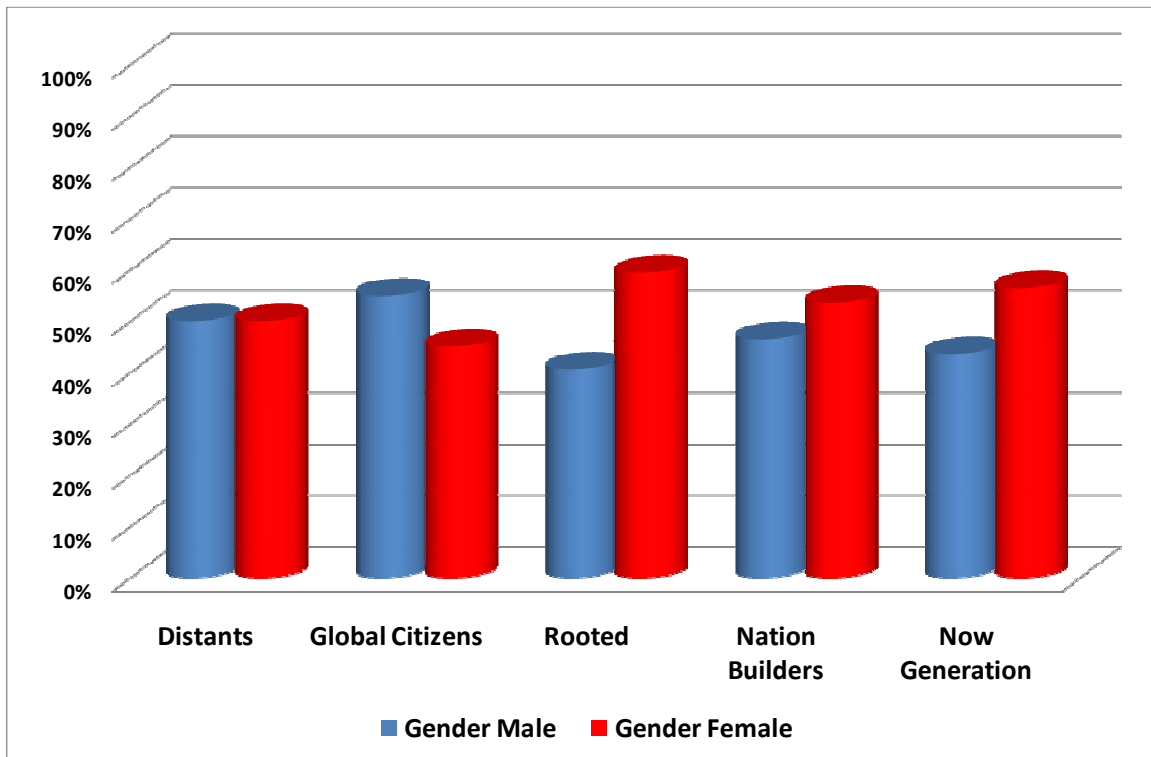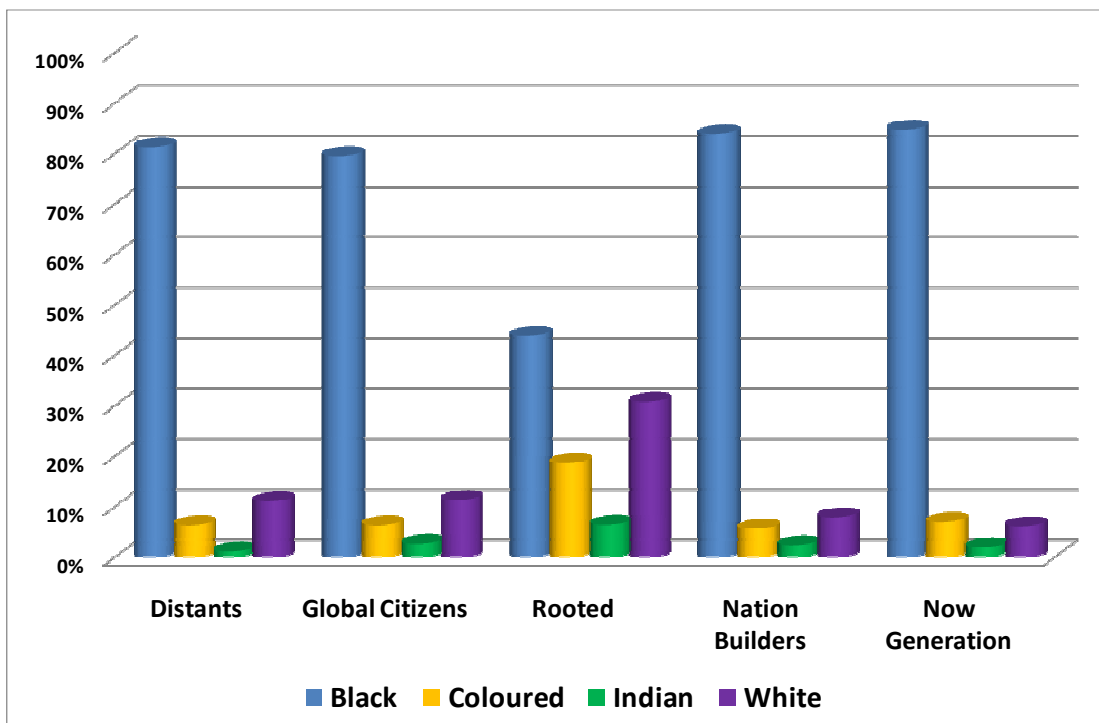
Chart 6. Attitude Types by Sex

Chart 7. Attitude Types by Population Group

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 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 25 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.

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 09-Jun 10

Definitions for each of the Attitude Topics covered in AMPS® Jul 09-Jun 10 are given below together with the statements used to measure them. N.B. Ag = Agreement, Ap = Applicability, Si = Similarity, Tr = Truth.

The topic Time was originally defined and measured by the statements given. Whilst the individual Time statements are available on the AMPS® database, the High Group for this topic is not available. This is because the internal consistency of the measurement was low. The available information on Time 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, 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.

- 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

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

People have concerns about the care of the environment. There is a sense that time is running out.

- 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

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

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
- 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. 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
- 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

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 and Fashion
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 Endorsement
It is worth keeping up with technology, as it has bought 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

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)

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

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

APPENDIX 2 - ATTITUDES QUESTIONNAIRE JAN-JUN 2010

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
Aadvertising 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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