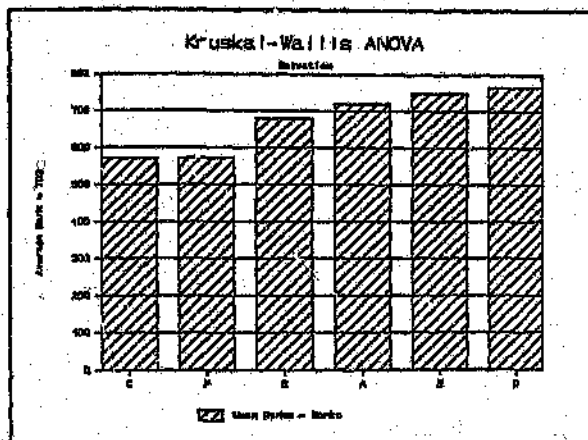


**SALVATION** significantly differentiates the users in this market and is significant at the .0001 level. The CART segments which contain Coloured and Black respondents can be differentiated by the way they rank this value.

Whites and Coloureds rate **SALVATION** as very important. More Whites (29%) rate this value as their most important value than any other value. **FAMILY SECURITY** is the value next most likely to be ranked as most important by Whites (14%). Coloureds show a similar pattern ranking **SALVATION** number one 26% of the time and **FAMILY SECURITY** number one 18% of the time.



**SALVATION**  
 "Most Likely x Brand Matrix"  
 Lowest Scores are Most Important

Blacks and Asians only rank **SALVATION** as their most important value 5% of the time.

**SALVATION** is relatively important to those likely to choose Brand D. It is relatively unimportant to those likely to choose Brands F and C. Whites and Coloureds rank this value at the middle of the scale in the early years but at the top after the age of 35. Blacks and Asians attach very little relative importance to this value.

#### Analysis by Age

This value becomes more important as Whites and Coloureds age. It is unimportant to Blacks and Asians of all ages.

#### Analysis by Marital Status

**SALVATION** is generally more important to married people, except Blacks. It is unimportant to Blacks regardless of marital status.

#### Analysis by Household Income

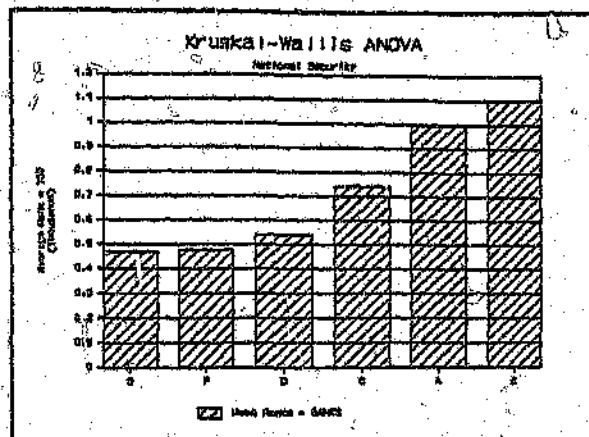
There is no developmental pattern related to household income for this brand.

#### Analysis by Education and Father's Education

There is no developmental pattern related to education or father's education for this brand.

**NATIONAL SECURITY** significantly differentiates brands in this market and is significant at .0000. This value was often associated with brand images by respondents, but was not the value most often associated with brand images. CART did not find this value to be particularly strong in predicting segments. It does, however, highly differentiate brands.

**NATIONAL SECURITY** is a great deal more important to respondents likely to choose Bank B, Bank F or Bank D. It is a great deal less important to those likely to choose Brand E or Brand A. This value is unimportant to most South Africans but grows in importance as people reach middle age.



#### **NATIONAL SECURITY**

"Most Likely x Brand Matrix"

Lowest Scores are Most Important

#### **Analysis by Age**

This value is relatively unimportant to all South Africans but attains a position at the middle of the scale in all race groups after the age of 35.

#### **Analysis by Marital Status**

There is no developmental pattern related to marital status for this value.

#### **Analysis by Household Income**

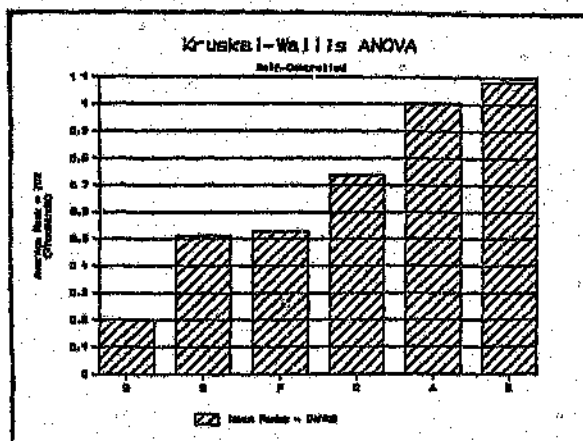
**NATIONAL SECURITY** is slightly more important to the lower economic groups but it is still unimportant to them.

#### **Analysis by Education and Father's Education**

There is no developmental pattern related to either variable.

The way that respondents rank **SELF-CONTROLLED** is also very significant (.0006). This indicates that this value is a very good segmentation variable for banks. CART also indicates that this value is relatively important. It was not often associated with brand images by respondents.

**SELF-CONTROLLED** is ranked much more importantly by respondents indicating a preference for Brand B, Brand D or Brand F. It is ranked much less importantly by those choosing Brand A or Brand E.



### **SELF-CONTROLLED**

"Most Likely x Brand Matrix"

Lowest Scores are Most Important

### Analysis by Age

This value is relatively moderately important to most age groups. It is ranked at the middle of the scale by 18-24 year olds of all races except Blacks. Young Blacks rank **SELF-CONTROLLED** as a very important value. This value is generally very unimportant to Asians.

### Analysis by Marital Status

There is no developmental pattern related to marital status for this value.

### Analysis by Household Income

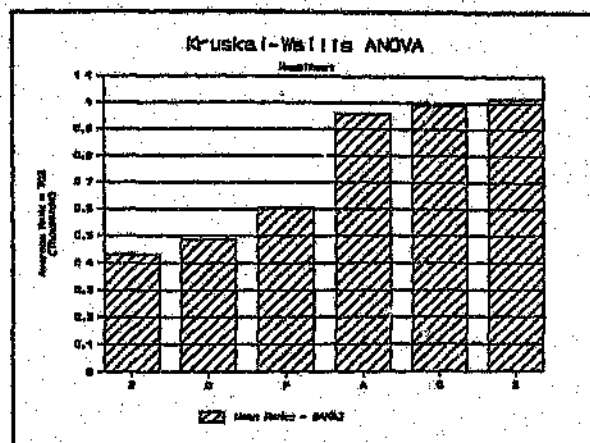
There is no developmental pattern related to household income for this value.

### Analysis by Education and Father's Education

There is no developmental pattern related to either variable.

**HAPPINESS** is also ranked in a very significant way by respondents (.0013). It was not often associated with brand images, nor was this value shown to be extremely important by the CART analysis.

**HAPPINESS** is relatively much more important to respondents who would choose Brand B or Brand D. It is relatively much less important to those choosing Brand B or Brand D and slightly less important to those who would choose Brand F.



### **HAPPINESS**

"Most Likely x Brand Matrix

Lowest Scores are Most Important

### **Analysis by Age**

This value is relatively important to respondents of all ages.

### **Analysis by Marital Status**

There is no developmental pattern related to marital status for this value, it is important to everyone.

### **Analysis by Household Income**

There is no developmental pattern related to household income for this value.

### **Analysis by Education and Father's Education**

There is no developmental pattern related to either variable.

### CART Analysis - Building Societies

Segment 1 (42,9% of the sample) - Coloureds and Blacks

Segment 2 (8,1% of the sample) - Whites to whom **WISDOM** is relatively important.

Segment 3 (19,2% of the sample) - Whites to whom **WISDOM** is relatively unimportant and **EQUALITY** is relatively important.

Segment 4 (15,4% of the sample) - Whites to whom both **WISDOM** and **EQUALITY** are relatively unimportant.

Segment 5 (14,3% of the sample) - Indians

### Shares by CART segment (%)

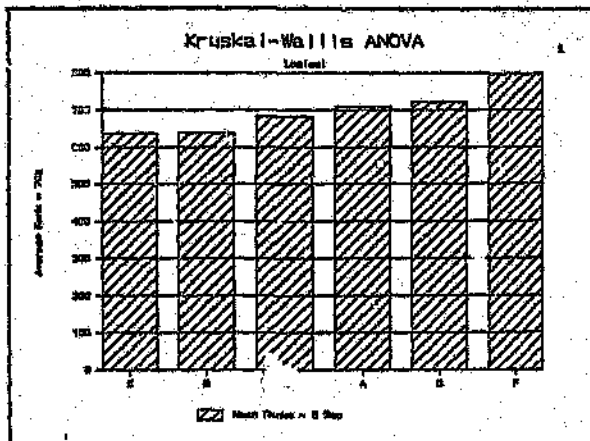
| <u>Brand</u> | <u>CART Market Segment Number</u> |          |          |          |          |
|--------------|-----------------------------------|----------|----------|----------|----------|
|              | <u>1</u>                          | <u>2</u> | <u>3</u> | <u>4</u> | <u>5</u> |
| A            | 39                                | 16       | 35       | 24       | 28       |
| B            | 3                                 | 16       | 12       | 12       | 1        |
| C            | 24                                | 44       | 21       | 37       | 12       |
| D            | 23                                | 13       | 19       | 15       | 20       |
| E            | 1                                 | 0        | 1        | 0        | 0        |
| F            | 10                                | 11       | 12       | 12       | 40       |

There are obvious differences between the shares of brands in the various segments. This is especially true of segments 2, 3 and 4 which are differentiated solely by the relative importance placed upon the personal values of **WISDOM** and **EQUALITY**.

### Kruskal-Wallis Analysis of Variance - Building Societies

The Kruskal-Wallis Analysis of Variance yielded three values which were significant at .0028: **LOGICAL**, **WISDOM** and **PLEASURE**.

**LOGICAL** (.0002) is the most significant value highlighted by the Kruskal-Wallis test. The CART analysis also indicated that this value was important in producing the five market segments. CART ranked **LOGICAL** as the ninth most important variable. Only Whites (8%) associated this value with the brand image of the bank they would be most likely to choose.



**LOGICAL** is relatively more important to respondents who indicated Brand C or Brand B. It is relatively less important to those who would be most likely to choose Brand F.

#### LOGICAL

"Most Likely x Brand Matrix"

Lowest Scores are Most Important

**LOGICAL** is relatively unimportant to most South Africans.

#### Analysis by Age

There is no developmental pattern associated with age.

#### Analysis by Marital Status

Although the value does achieve moderate importance among divorced Asians, this probably reflects sampling error due to the small number of divorced Asians. We conclude that there is no developmental pattern associated with marital status.

#### Analysis by Household Income

There is no developmental pattern associated with household income.

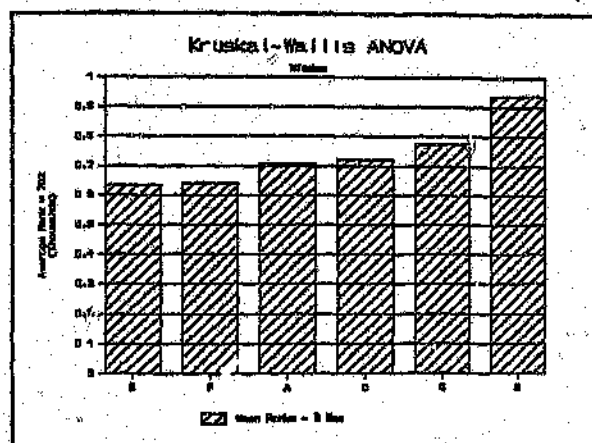
#### Analysis by Education and Father's Education

There is no developmental pattern associated with education or father's education.

**WISDOM** is the second most significant value and is significant at the .0006 level. CART places this value tenth in importance on its list.

Respondents did not often associate this value with brand image perceptions.

**WISDOM** is relatively more important to respondents who chose Brands E and F. It is relatively much less important to those who chose Brand B.



### **WISDOM**

"Most Likely x Brand Matrix"

Lowest Scores are Most Important

### Analysis by Age

This value shows markedly different patterns by race. It is relatively important to Whites and Coloureds of all ages. It is ranked at the middle of the scale by Asians of all ages except 30-44 year olds, who find this value to be important. The pattern among Blacks is highly erratic. **WISDOM** is ranked toward the bottom of the scale by the young and rises to the middle of the scale until the 45-54 year old period. During the 45-54 year old period, this value becomes the most important value. It then falls to the bottom of the list among those over 55!

### Analysis by Marital Status

Divorced people of all races find this to be a relatively important value but there does not appear to be any developmental pattern related to marital status.

### Analysis by Household Income

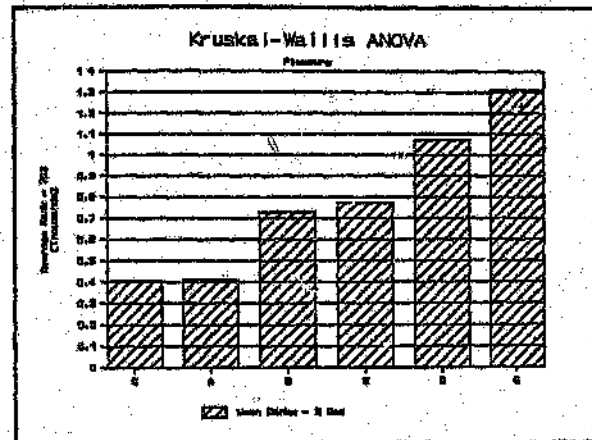
There is no developmental pattern related to household income.

### Analysis by Education and Father's Education

The more educated a respondent and the more educated a respondent's father, the more likely the respondent placed a high value on **WISDOM**. This pattern has some minor exceptions but is relatively consistent for all races.

**PLEASURE** is significant at .0021. **PLEASURE** was not often associated with brand images and was not very important in the CART analysis.

**PLEASURE** shows the most distinct differences between brand users and the importance or unimportance of the brand is relatively much more marked. It is relatively much more important to respondents most likely to choose Brands A or B and much less important to those most likely to choose Brand D or Brand F.



#### **PLEASURE**

"Most Likely x Brand Matrix"

Lowest Scores are Most Important

#### Analysis by Age

**PLEASURE** generally becomes relatively less important with age.

#### Analysis by Marital Status

There is no developmental pattern related to marital status.

#### Analysis by Household Income

There is no developmental pattern related to household income.

#### Analysis by Education and Father's Education

There is no developmental pattern related to education or father's education.

### CART Analysis - Shampoo

The shampoo market is highly fragmented and only one brand has a share higher than 10% according to IBIS July/August 1988. This severely limited the ability of the six or seven brands to describe the market. This limitation probably contributed to the fact that CART could not generate a tree for this product class.

Obviously, the lack of shampoo usage by Blacks and the obvious physiological differences of Black hair make race an especially good segmentation variable, so it's not surprising that CART indicated that the following variables were most important in this market:

| <u>Variable</u>    | <u>Relative Importance</u> | <u>Variable</u>     | <u>Relative Importance</u> |
|--------------------|----------------------------|---------------------|----------------------------|
| Race               | 100                        | CAPABLE             | 4                          |
| Income             | 25                         | Education           | 3                          |
| EQUALITY           | 19                         | AN EXCITING LIFE    | 3                          |
| SOCIAL RECOGNITION | 19                         | SENSE OF ACCOMPLISH | 2                          |
| SALVATION          | 11                         | HONEST              | 2                          |
| BROADMINDED        | 9                          | LOVING              | 1                          |
| Age                | 8                          | OBEDIENT            | 1                          |

### Kruskal-Wallis One Way Analysis of Variance - Shampoo

The Kruskal-Wallis test indicated that only one value was significant in the total market at .0028 (BROADMINDED).

Because of their relatively low usage of shampoo, an alternative analysis was run of Whites, Coloureds and Asians and another analysis was run consisting of only the White respondents. In both cases, only BROADMINDED (.0018) was significant.

**BROADMINDED** is the only value which is ranked in a significantly different fashion at the .0028 statistical level. It is significant at .0001 for all races and .0018 for Whites.

**BROADMINDED** was the sixth most important value in the list produced by the CART analysis. It was not often associated with product class brand image associations.

**BROADMINDED** is not an important value to South Africans. In the total market, it is of great relative importance to users of Brand R and of relative importance to users of Brands P and D. It is of great relative unimportance to users of Brands B, G, M, and E. It is of relative unimportance to users of Brands I and Q.

Among Whites, **BROADMINDED** is of great relative importance to users of Brands C and R and is of relative importance to users of Brands P, O and D. It is of great relative unimportance to users of Brands G, F and M and of relative unimportance to users of Brand I.

#### Analysis by Age

There is no pattern of development associated with age for this value.

#### Analysis by Marital Status

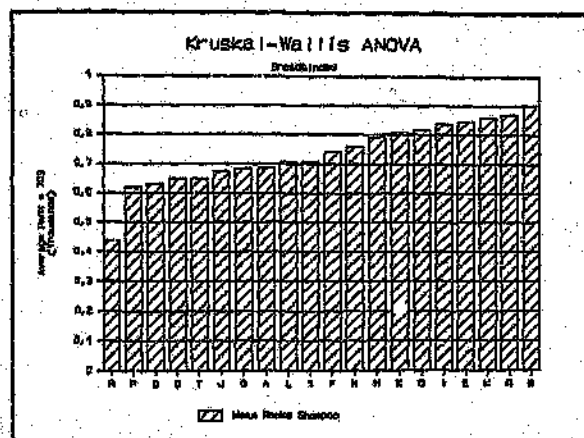
There is no pattern of development associated with age for this value.

#### Analysis by Household Income

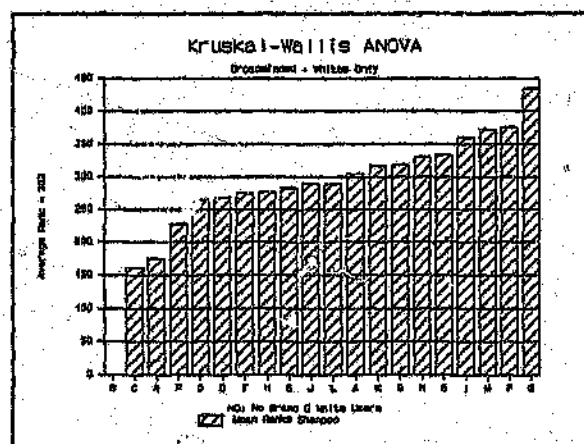
There is no pattern of development associated with age for this value.

#### Analysis by Education and Father's Education

There is no pattern of development associated with education or father's education.



**BROADMINDED**  
"Most Likely x Brand Matrix"  
Lowest Scores are Most Important



**BROADMINDED - WHITES**  
"Most Likely x Brand Matrix"  
Lowest Scores are Most Important

### CART Analysis - Male Aerosol Deodorants

CART was able to segment the male aerosol deodorant market based upon age and upon the way each age group ranked one significant value:

Segment 1 (19,2% of the sample) - 18-34 year olds to whom **A WORLD AT PEACE** is relatively important.

Segment 2 (44,1% of the sample) - 18-34 year olds to whom **A WORLD AT PEACE** is relatively unimportant.

Segment 3 (7,1% of the sample) - 35+ year olds to whom **FREEDOM** is relatively important.

Segment 4 (29,6% of the sample) - 35+ year olds to whom **FREEDOM** is relatively unimportant.

### Male Aerosol Deodorants - Shares by CART segment

| Brand | CART Market Segment Number |    |    |    |
|-------|----------------------------|----|----|----|
|       | 1                          | 2  | 3  | 4  |
| M     | 14                         | 9  | 7  | 10 |
| N     | 12                         | 34 | 26 | 12 |
| P     | 21                         | 17 | 48 | 20 |
| T     | 44                         | 25 | 15 | 54 |
| W     | 10                         | 15 | 4  | 4  |

Again, there are obvious differences in brand shares between the segments when the segments which differ only in terms of the relative importance placed upon the values of **A WORLD AT PEACE** or **FREEDOM** are compared.

### CART Analysis - Female Aerosol Deodorants

CART was unable to create market segments based upon the data.

### CART Analysis - Roll-on Deodorants

Segment 1 (8.2% of the sample) - Black, Coloured and Asian respondents.

Segment 2 (6.8% of the sample) - Whites to whom **POLITE** is relatively important.

Segment 3 (17.4% of the sample) - Whites to whom **POLITE** is relatively unimportant and **SELF-RESPECT** is relatively important.

Segment 4 (13.7% of the sample) - Whites to whom **POLITE** and **SELF-RESPECT** are relatively unimportant.

### Roll-on Deodorants - Shares by CART segment

| Brand | CART Market Segment Number |    |    |    |
|-------|----------------------------|----|----|----|
|       | 1                          | 2  | 3  | 4  |
| A     | 11                         | 5  | 4  | 3  |
| B     | 17                         | 15 | 12 | 35 |
| E     | 16                         | 35 | 18 | 28 |
| F     | 12                         | 0  | 41 | 15 |
| I     | 27                         | 40 | 2  | 8  |
| J     | 18                         | 5  | 24 | 13 |

The differentiating variable between segments 2, 3 and 4 are the relative importance placed upon the values **POLITE** and **SELF-RESPECT**. Again, there are distinct differences in the brand shares within these segments.

## Kruskal-Wallis One Way Analysis of Variance By Ranks - Deodorants

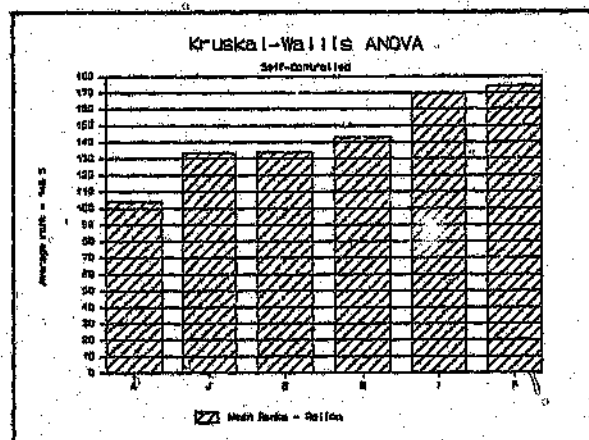
### **Total Deodorant Market Versus Traditional Segments**

The wide number of brands and delivery systems in the study also made it impossible for the CART programme to analyze the total market. However, this limitation is not a constraint in the Kruskal-Wallis test. To present more meaningful information, the Kruskal-Wallis analysis follows the breakdown of the market into traditional roll-on, male aerosol and female aerosol segments, as well as the total market and the total white market.

No value was significant at .0028 in the total market. Similarly no value was significant in either aerosol market.

The way that respondents who are most likely to use roll-on deodorants rank **SELF-CONTROLLED** is significant (.0026). This value was not often associated with brand images by respondents but was mentioned often by Coloureds and Asians who do not purchase any particular brand most often.

**SELF-CONTROLLED** is of great relative importance to users of Brand A and of great relative unimportance to users of Brands I and F.



### **SELF-CONTROLLED**

"Most Likely x Brand Matrix"

Lowest Scores are Most Important

### **Analysis by Age**

This value is relatively moderately important to most age groups. It is ranked at the middle of the scale by 18-24 year olds of all races except Blacks. Young Blacks rank **SELF-CONTROLLED** as a very important value. This value is generally very unimportant to Asians.

### **Analysis by Marital Status**

There is no developmental pattern related to marital status for this value.

### **Analysis by Household Income**

There is no developmental pattern related to household income for this value.

### **Analysis by Education and Father's Education**

There is no developmental pattern related to either variable.

### CART Analysis - Motor Cars

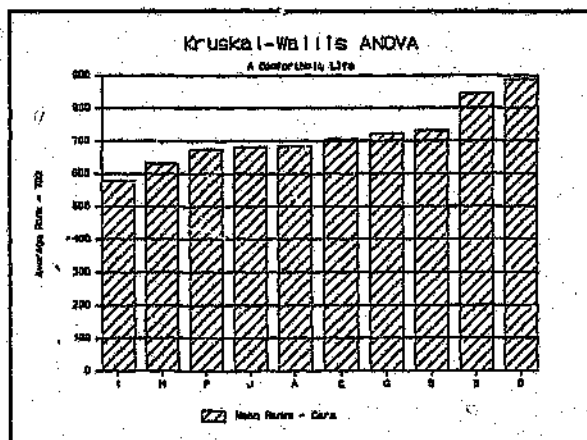
CART was unable to establish predictive rules for this product class.

### Kruskal-Wallis One Way Analysis of Variance By Ranks - Motor Cars

The Kruskal-Wallis test yielded four significant values in this product class: **A COMFORTABLE LIFE**, **INNER HARMONY**, **HONEST** and **RESPONSIBLE**.

The value of **A COMFORTABLE LIFE** is the most significant value and is significant at .0000. It is also the value most often associated with motor car brand image perceptions by Whites (19%), Blacks (25%) and Coloureds (16%). Asians associate it with their choice of most likely motor car third most often (16%).

This value is generally more important to respondents who would be most likely to purchase Brand I, Brand H or Brand F. It is generally less important to respondents who would be most likely to purchase Brand B or Brand D.



**A COMFORTABLE LIFE**  
 "Most Likely x Brand Matrix"  
 Lowest Scores are Most Important

### Analysis by Age

**A COMFORTABLE LIFE** is important to Blacks and Asians of all ages, 25-29 year old Whites and 30-34 year old Coloureds. It is relatively unimportant to 18-24 year old Whites and Coloureds.

### Analysis by Marital Status

**A COMFORTABLE LIFE** is important to Blacks regardless of marital status, to divorced and remarried Coloureds, and to married or divorced Asians.

### Analysis by Household Income

**A COMFORTABLE LIFE** is important to Whites earning R500-999 and R1750-2249. It is generally important to Blacks of all income levels, and middle income Asians. It is relatively unimportant to Coloureds earning R1750-R1999 household income.

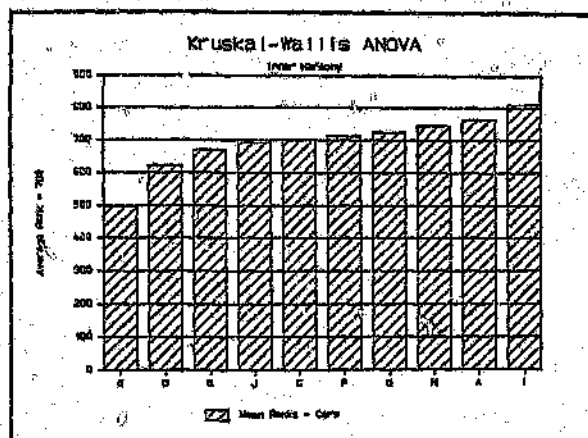
### Analysis by Education and Father's Education

This value is relatively important to Whites who have completed Standard 9 and 10 and to Blacks and Asians of all educational levels. It is unimportant to Whites when their fathers have graduated from university, Coloureds who have graduated from university or who had a father with a Standard 9 or 10 qualification and to Asians who's father matriculated.

The value of **INNER HARMONY** is an extremely significant segmentation variable and is significant at a level of .0005. **INNER HARMONY** is generally more important to those who would be most likely to purchase Brand B, Brand D or Brand E.

Respondents indicating they would be most likely to purchase Brand A or Brand I place relatively less importance on this value.

This value is ranked at the middle of the scale by most people and is not highly associated with brand image perceptions for this product class.



### **INNER HARMONY**

"Most Likely x Brand Matrix"

Lowest Scores are Most Important

#### **Analysis by Age**

This value is very important to 25-29 year old Coloureds and generally unimportant to Blacks below the age of 45.

#### **Analysis by Marital Status**

Marital status does not seem to be highly correlated with this value. Most respondents of all races find this value to be neither important nor unimportant.

**INNER HARMONY** is important to single and remarried Coloureds and divorced and remarried Asians. It is unimportant to single, married and divorced Asians but not to those who are remarried.

#### **Analysis by Household Income**

There is no clear income correlation pattern for this value. **INNER HARMONY** is important to Whites earning R1000-1249 and Coloureds earning R2000-2249. It is unimportant to Blacks with household incomes of R500-1249 and R1750-1999; Coloureds with household incomes of R500-999 and Asians earning R500-999 and R1500-1749.

#### **Analysis by Education and Father's Education**

Lower levels of education seem to be a factor in the development of a greater importance being placed on **INNER HARMONY**. It is unimportant to Whites with a Standard 8 education or less, Blacks who have either matriculated or achieved a lower standard or who's father achieved similar levels of education, Coloureds who have achieved a Standard 9 or 10 education and Asians who have matriculated.

**INNER HARMONY** is important to the better educated of all race groups.

The value of **HONEST** is generally more important to consumers most likely to purchase Brand D or Brand B and is generally less important to those who would purchase Brand F or Brand A.

**HONEST** is the most important instrumental value to South Africans in total. It is a significant segmentation variable and is significant at a level of .0071. It is not highly associated with motor car brand image perceptions.

#### Analysis by Age

**HONEST** is important to respondents of all race groups and all ages:

#### Analysis by Marital Status

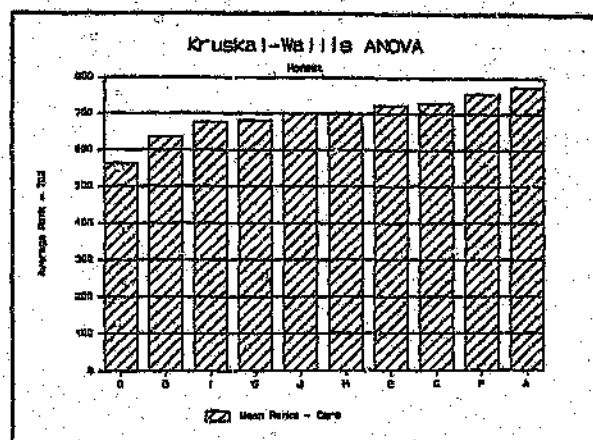
**HONEST** is important to respondents of all races except divorced and remarried Asians.

#### Analysis by Household Income

**HONEST** is generally important to all income levels of all races.

#### Analysis by Education and Father's Education

**HONEST** is important to respondents regardless of educational attainment.



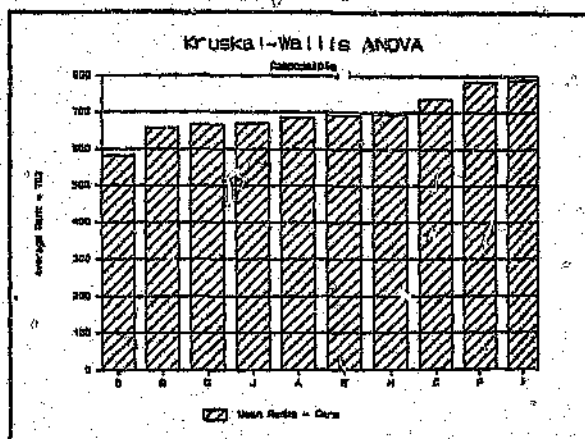
#### HONEST

"Most Likely x Brand Matrix"

Lowest Scores are Most Important

**RESPONSIBLE** is generally more important to respondents who indicated they would be most likely to purchase Brand D, Brand B, Brand G or Brand J. It is generally less important to those who would purchase Brand F or Brand I.

**RESPONSIBLE** is a very significant segmentation variable and is significant at a level of .0012. **RESPONSIBLE**, like **A COMFORTABLE LIFE**, is also strongly associated to brand image perceptions by respondents of all races: Whites (22%), Blacks (9%), Coloureds (20%) and Asians (16%).



### **RESPONSIBLE**

"Most Likely x Brand Matrix"  
Lowest Scores are Most Important

#### **Analysis by Age**

**RESPONSIBLE** generally declines in importance after the age of 45 or 55 among respondents of all races. It is a very important value to all.

#### **Analysis by Marital Status**

This value is important to all respondents regardless of marital status except for remarried Blacks and Asians. **RESPONSIBLE** is unimportant to remarried Asians.

#### **Analysis by Household Income**

**RESPONSIBLE** is generally important to all respondents.

#### **Analysis by Education and Father's Education**

- **RESPONSIBLE** is generally important to respondents of all races except Black and Asian university graduates, children of Black and Asian university graduates, the children of Black matriculants and Blacks who have not matriculated.

**CART Analysis - Petrol**

Segment 1 (42,8% of the sample) - Blacks and Asians

Segment 2 (57,2% of the sample) - Whites and Coloureds

**Petrol - Shares by CART segment**

| <u>Brand</u> | <u>CART Market Segment Number</u> |          |
|--------------|-----------------------------------|----------|
|              | <u>1</u>                          | <u>2</u> |
| A            | 7                                 | 13       |
| B            | 23                                | 19       |
| C            | 3                                 | 4        |
| D            | 14                                | 13       |
| E            | 14                                | 31       |
| F            | 37                                | 17       |
| G            | 2                                 | 2        |

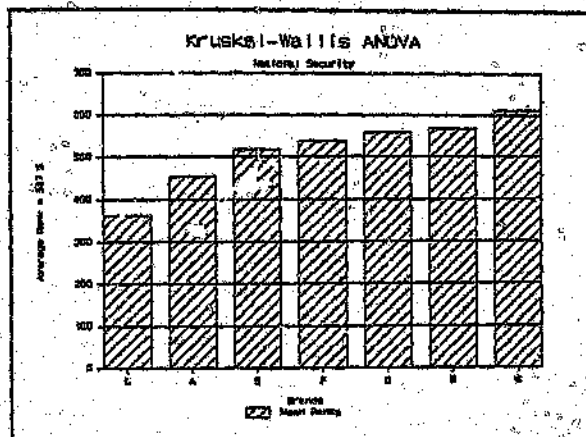
The CART segments are differentiated solely on race and no conclusions regarding values can be drawn.

### Kruskal Wallis One-Way Analysis of Variance - Petrol

The Kruskal-Wallis test yielded three values which were significant at .0028: **NATIONAL SECURITY, EQUALITY and SALVATION.**

**NATIONAL SECURITY** significantly differentiates brands in this market and is significant at .0002. This variable is ranked seventh on the CART variable importance list. It is not significantly associated with brand image perceptions in the petrol category.

**NATIONAL SECURITY** is relatively much more important to purchasers of Brand C and relatively more important to purchasers of Brand A. It is relatively unimportant to purchasers of B and G. This value is unimportant to most South Africans but grows in importance as people reach middle age.



### **NATIONAL SECURITY**

"Most Likely x Brand Matrix"  
Lowest Scores are Most Important

### Analysis by Age

This value is relatively unimportant to all South Africans but attains a position at the middle of the scale in all race groups after the age of 35.

### Analysis by Marital Status

There is no developmental pattern related to marital status for this value.

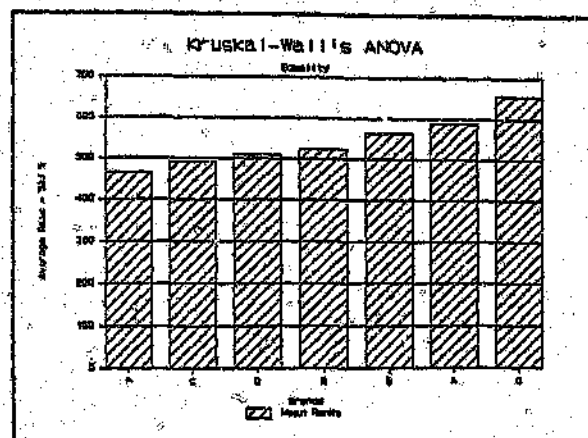
### Analysis by Household Income

**NATIONAL SECURITY** is slightly more important to the lower economic groups but it is still unimportant to them.

### Analysis by Education and Father's Education

There is no developmental pattern related to either variable.

**EQUALITY** significantly differentiates brand users in this market and is significant at .0005. This value is the fifth most often associated to the product class by Black consumers (8-9%). It should be remembered that only very few Blacks actually drive a motor car and have an opportunity to purchase petrol. 46% of the sample answered "none" when asked which brand they purchase most often and AMPS 87/88 results indicate that only 0.1% of Blacks hold a petrol bank debit card.



**EQUALITY** is relatively more important to Brand F users and relatively unimportant to Brand G users.

**EQUALITY**  
"Most Likely x Brand Matrix"  
Lowest Scores are Most Important

This value most differentiates all other races from their counterparts in South Africa. It is relatively of moderate importance to all races but Whites. It is very unimportant to Whites.

#### Analysis by Age

This value is unimportant to Whites of all ages. It is somewhat more important to consumers of other races in the 30-44 year old age group.

#### Analysis by Marital Status

**EQUALITY** is generally more important to people who have divorced or remarried.

#### Analysis by Household Income

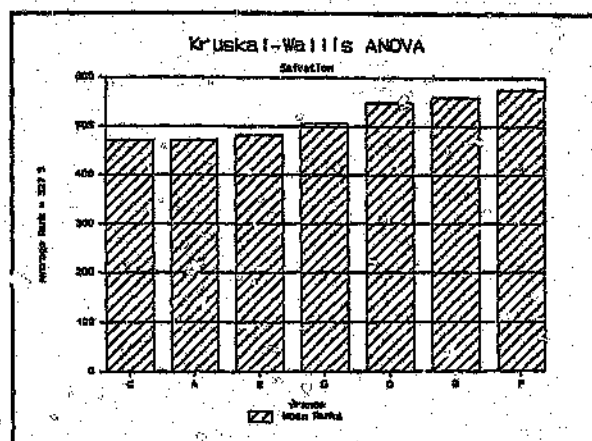
This value shows no clear developmental pattern related to household income.

#### Analysis by Education and Father's Education

There is no clear developmental pattern for this value related to education or father's education.

**SALVATION** significantly differentiates the users in this market and is significant at the .0016 level. This value is very differently rated by the two market segments generated by the CART analysis.

Whites and Coloureds rate **SALVATION** as very important. More Whites (29%) rate this value as their most important value than any other value. **FAMILY SECURITY** is the value next most likely to be ranked as most important by Whites (14%). Coloureds show a similar pattern ranking **SALVATION** number one 26% of the time and **FAMILY SECURITY** number one 16% of the time.



**SALVATION**  
 "Most Likely x Brand Matrix"  
 Lowest Scores are Most Important

Blacks and Asians only rank **SALVATION** as their most important value 5% of the time.

**SALVATION** is relatively important to users of Brand C, Brand A and Brand E. Whites and Coloureds rank this value at the middle of the scale in the early years but at the top after the age of 35. Blacks and Asians attach very little relative importance to this value.

#### Analysis by Age

This value becomes more important as Whites and Coloureds age. It is unimportant to Blacks and Asians of all ages.

#### Analysis by Marital Status

**SALVATION** is generally more important to married people, except Blacks. It is unimportant to Blacks regardless of marital status.

#### Analysis by Household Income

There is no developmental pattern related to household income for this brand.

#### Analysis by Education and Father's Education

There is no developmental pattern related to education or father's education for this brand.

### CART Analysis - Soft Drinks

The CART analysis was unable to generate a tree for this product class.

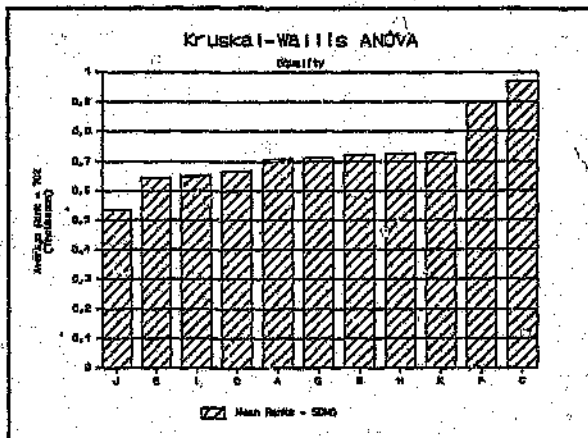
### Kruskal Wallis One-Way Analysis of Variance - Soft Drinks

The Kruskal-Wallis test yielded six brands which were significant at .0028: **EQUALITY**, **FAMILY SECURITY**, **FREEDOM**, **INNER HARMONY**, **PLEASURE** and **WISDOM**.

**EQUALITY** is ranked in a significantly different way by soft drink users. This value is generally important to all South Africans with the exception of Whites who place very low relative importance on it. It is significant at .0018.

**EQUALITY** was not often associated with brand image perceptions by any race group and was not an important variable in the CART analysis.

This value is relatively much more important to users of Brand J, relatively more important to users of Brands E, I and D and relatively much less important to users of Brands F and C.



### **EQUALITY**

"Most Likely x Brand Matrix"

Lowest Scores are Most Important

### Analysis by Age

This value is generally unimportant to Whites, regardless of age. It is generally most important to all other South Africans during the 30-44 year old period.

### Analysis by Marital Status

There is no pattern of development associated with marital status evident.

### Analysis by Household Income

There is no pattern of development associated with household income. Again, **EQUALITY** is unimportant to Whites regardless of household income.

### Analysis by Education and Father's Education

There is no pattern of development associated with education or father's education.

**FAMILY SECURITY** is important to South Africans of all races. It was not important in the CART analysis and is not often associated with the product class brand image perceptions. It is significant at .0007.

**FAMILY SECURITY** is relatively much more important to users of Brand F, relatively more important to users of Brands H and E, relatively less important to users of Brands A and D and relatively much less important to users of Brand J.

#### Analysis by Age

This value is important to everyone regardless of age.

#### Analysis by Marital Status

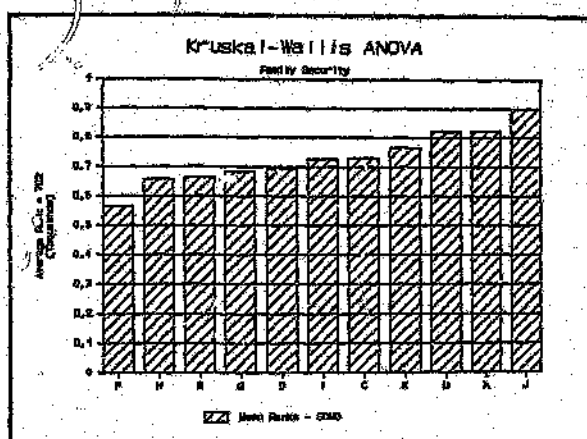
**FAMILY SECURITY** is relatively less important to the divorced.

#### Analysis by Household Income

There is no developmental pattern associated with household income.

#### Analysis by Education and Father's Education

There is no developmental pattern associated with education or father's education.



#### **FAMILY SECURITY**

"Most Likely x Brand Matrix"

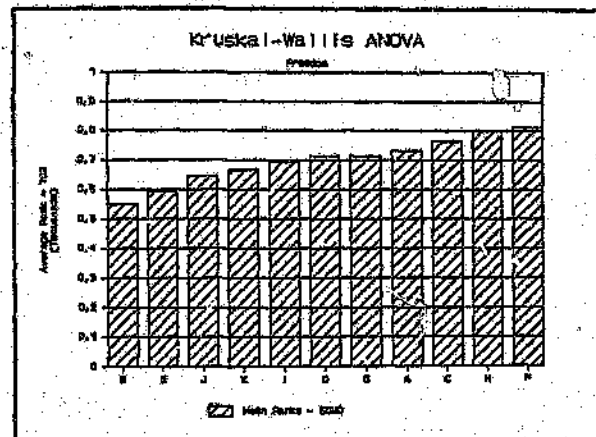
Lowest Scores are Most Important

**FREEDOM** is an important value and is significant at .0019. It is not often associated with product class brand images and is of minor importance as a variable underlying the CART analysis.

This value is relatively much more important to those who buy Brands B and E most often and relatively much less important to those who buy Brands H and F most often.

#### Analysis by Age

This value is relatively more important to the young and less important to the old.



**FREEDOM**  
 "Most Likely x Brand Matrix"  
 Lowest Scores are Most Important

#### Analysis by Marital Status

There is no developmental pattern associated with marital status.

#### Analysis by Household Income

There is no developmental pattern associated with household income.

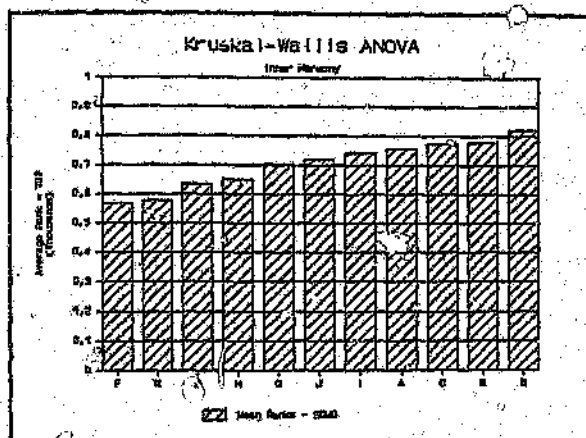
#### Analysis by Education and Father's Education

**FREEDOM** is generally less important to the least educated of all races.

The value of **INNER HARMONY** is a significant segmentation variable and is significant at a level of .0015. **INNER HARMONY** is generally more important to those who would be most likely to purchase Brands F, K, D and H.

Respondents indicating they would be most likely to purchase Brands C, B and E place relatively less importance on this value.

This value is ranked at the middle of the scale by most people and is not highly associated with brand image perceptions for this product class.



### **INNER HARMONY**

"Most Likely x Brand Matrix"

Lowest Scores are Most Important

#### Analysis by Age

This value is very important to 25-29 year old Coloureds and generally unimportant to Blacks below the age of 45.

#### Analysis by Marital Status

Marital status does not seem to be highly correlated with this value. Most respondents of all races find this value to be neither Important nor unimportant.

**INNER HARMONY** is important to single and remarried Coloureds and divorced and remarried Asians. It is unimportant to single, married and divorced Asians but not to those who are remarried.

#### Analysis by Household Income

There is no clear income correlation pattern for this value. **INNER HARMONY** is important to Whites earning R1000-1249 and Coloureds earning R2000-2249. It is unimportant to Blacks with household incomes of R500-1249 and R1750-1999, Coloureds with household incomes of R500-999 and Asians earning R500-999 and R1500-1749.

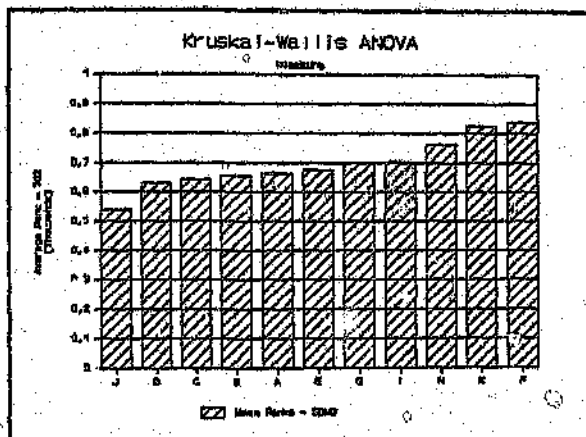
#### Analysis by Education and Father's Education

Lower levels of education seem to be a factor in the development of a greater importance being placed on **INNER HARMONY**. It is unimportant to Whites with a Standard 8 education or less, Blacks who have either matriculated or achieved a lower standard or who's father achieved similar levels of education, Coloureds who have achieved a Standard 9 or 10 education and Asians who have matriculated.

**INNER HARMONY** is important to the better educated of all race groups.

**PLEASURE** is significant at .0017. It was not often associated with brand images and was only moderately important in the CART analysis.

The ranking of **PLEASURE** highlights distinct differences between brand users and the importance or unimportance of the brand is relatively much more marked. It is relatively much more important to respondents most likely to choose Brands J, A, D, C, E, or B and much less important to those most likely to choose Brands K or F.



#### **PLEASURE**

"Most Likely x Brand Matrix"

Lowest Scores are Most Important

#### Analysis by Age

**PLEASURE** generally becomes relatively less important with age.

#### Analysis by Marital Status

There is no developmental pattern related to marital status.

#### Analysis by Household Income

There is no developmental pattern related to household income.

#### Analysis by Education and Father's Education

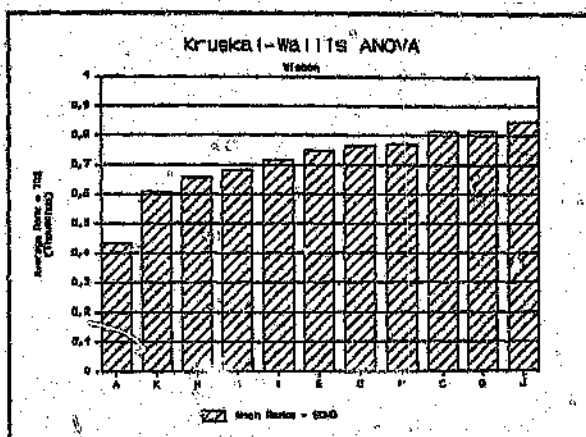
There is no developmental pattern related to education or father's education.

**WISDOM** is the most significant value and is significant at the .0004 level. It is of only moderate importance as a variable underlying the CART analysis and is not often associated with brand image perceptions.

**WISDOM** is relatively more important to respondents who chose Brands A, K and H. It is relatively much less important to those who chose Brands D, C, and J.

#### Analysis by Age

This value shows markedly different patterns by race. It is relatively important to Whites and Coloureds of all ages. It is ranked at the middle of the scale by Asians of all ages except 30-44 year olds, who find this value to be important. The pattern among Blacks is highly erratic. **WISDOM** is ranked toward the bottom of the scale by the young and rises to the middle of the scale until the 45-54 year old period. During the 45-54 year old period, this value becomes the most important value. It then falls to the bottom of the list among those over 55!



#### WISDOM

"Most Likely x Brand Matrix"

Lowest Scores are Most Important

#### Analysis by Marital Status

Divorced people of all races find this to be a relatively important value but there does not appear to be any developmental pattern related to marital status.

#### Analysis by Household Income

There is no developmental pattern related to household income.

#### Analysis by Education and Father's Education

The more educated a respondent and the more educated a respondent's father, the more likely the respondent placed a high value on **WISDOM**. This pattern has some minor exceptions but is relatively consistent for all races.

**CART Analysis - Food Stores**

Segment 1 (42,8% of the sample) - Asians and Blacks

Segment 2 (57,2% of the sample) - Whites and Coloureds

**Food Stores - Shares by CART Segment**

| Brand | CART Market Segment Number |    |
|-------|----------------------------|----|
|       | 1                          | 2  |
| B     | 3                          | 3  |
| E     | 28                         | 24 |
| F/I   | 44                         | 21 |
| J/K   | 25                         | 52 |

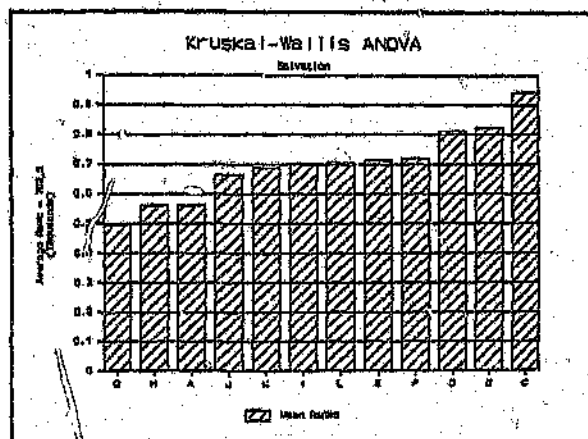
Again, there is evidence of massive share difference in the CART segments. It is unfortunate that the segments are based solely upon race and no conclusions about values can be drawn.

### Kruskal-Wallis One-Way Analysis of Variance - Food Stores

Two values were significant at .0028 in this product class: **SALVATION** and **WISDOM**.

**SALVATION** significantly differentiates the users in this market and is significant at the .0015 level. It is only infrequently associated with food stores by respondents and is of moderate importance in the CART variable importance list.

It is relatively much more important to respondents who chose Brands G, H and A and relatively much less important to those who chose Brand C. It is relatively less important to those who chose Brands B and D.



Whites and Coloureds rate **SALVATION** as very important. More Whites (29%) rate this value as their most important value than any other value. **FAMILY SECURITY** is the value ranked by Whites (14%). Coloureds show a 26% of the time and **FAMILY SECU**

**SALVATION**  
"Most Likely x Brand Matrix"  
Lowest Scores are Most Important

likely to be ranked as most important  
ranking **SALVATION** number one  
16% of the time.

Blacks and Asians only rank **SALVA** as their most important value 5% of the time.

### Analysis by Age

Whites and Coloureds rank this value at the middle of the scale in the early years but at the top after the age of 35. Blacks and Asians attach very little relative importance to this value.

### Analysis by Marital Status

**SALVATION** is generally more important to married people, except Blacks. It is unimportant to Blacks regardless of marital status.

### Analysis by Household Income

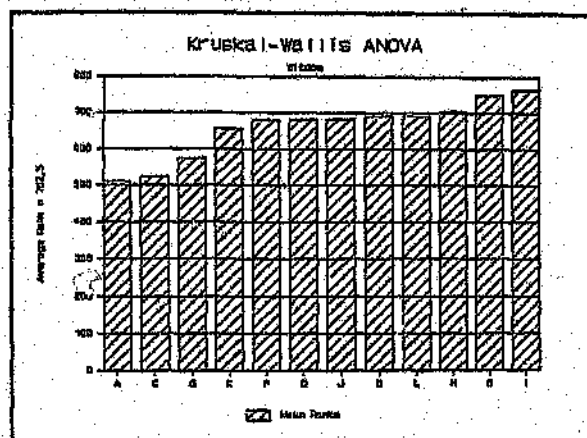
There is no developmental pattern related to household income for this brand.

### Analysis by Education and Father's Education

There is no developmental pattern related to education or father's education for this brand.

**WISDOM** is significant at the .0022 level. Although 8% of Blacks associate this value with the food store they shop at most often, most respondents do not associate this value to their usual food store. It is of moderate importance in the CART variable importance list.

**WISDOM** is relatively much more important to respondents who chose Brands A, C and G. It is relatively less important to those who chose Brands E and I.



#### Analysis by Age

This value shows markedly different patterns by race. It is relatively important to Whites and Coloureds of all ages. It is ranked at the middle of the scale by Asians of all ages except 30-44 year olds, who find this value to be important. The pattern among Blacks is highly erratic. **WISDOM** is ranked toward the bottom of the scale by the young and rises to the middle of the scale until the 45-54 year old period. During the 45-54 year old period, this value becomes the most important value. It then falls to the bottom of the list among those over 55!

#### WISDOM

"Most Likely x Brand Matrix"

Lowest Scores are Most Important

#### Analysis by Marital Status

Divorced people of all races find this to be a relatively important value but there does not appear to be any developmental pattern related to marital status.

#### Analysis by Household Income

There is no developmental pattern related to household income.

#### Analysis by Education and Father's Education

The more educated a respondent and the more educated a respondent's father, the more likely the respondent placed a high value on **WISDOM**. This pattern has some minor exceptions but is relatively consistent for all races.

## Appendix 6

### Terminal and Instrumental Value Associations Pearson's $X^2$ and Cramer's V by Racial Group

# Terminal Value Associations to Brand Images - $X^2$ and Cramer's V

| Product Class       | Test  | Whites | Blacks | Coloureds | Asians |
|---------------------|-------|--------|--------|-----------|--------|
| Shampoo             | $X^2$ | .001   | .516   | .642      | .468   |
|                     | V     | .220   | .180   | .172      | .262   |
| Banks               | $X^2$ | .063   | .808   | .124      | .681   |
|                     | V     | .138   | .135   | .183      | .101   |
| Building Soc        | $X^2$ | .257   | .281   | .665      | .694   |
|                     | V     | .138   | .158   | .137      | .129   |
| Petrol              | $X^2$ | .254   | *      | .799      | .817   |
|                     | V     | .148   | *      | .142      | .103   |
| Deo Males           | $X^2$ | .254   | .178   |           |        |
|                     | V     | .148   | .219   |           |        |
| Deo Females         | $X^2$ | .068   | .986   |           |        |
|                     | V     | .203   | .213   |           |        |
| Deo Male and Female | $X^2$ |        |        | .285      | *      |
|                     | V     |        |        | .212      | *      |
| Food Stores         | $X^2$ | .328   | .341   | .390      | .601   |
|                     | V     | .123   | .172   | .227      | .163   |
| Soft Drink          | $X^2$ | .219   | .228   | .539      | .112   |
|                     | V     | .106   | .163   | .112      | .194   |
| Motor Cars          | $X^2$ | .063   | .808   | .124      | .681   |
|                     | V     | .138   | .135   | .183      | .101   |

Instrumental Value Associations to Brand Images -  $\chi^2$  and Cramer's V

| Product Class         | Test     | Whites | Blacks | Coloureds | Asians |
|-----------------------|----------|--------|--------|-----------|--------|
| Shampoo               | $\chi^2$ | .049   | .455   | .653      | .782   |
|                       | V        | .222   | .123   | .061      | .042   |
| Banks                 | $\chi^2$ | .223   | .622   | .794      | .285   |
|                       | V        | .118   | .119   | .093      | .183   |
| Building Soc          | $\chi^2$ | .401   | .990   | .917      | .298   |
|                       | V        | .120   | .082   | .117      | .151   |
| Petrol                | $\chi^2$ | .105   | .409   | .335      | .044   |
|                       | V        | .152   | .283   | .142      | .285   |
| Deo Males             | $\chi^2$ | .284   | .069   |           |        |
|                       | V        | .199   | .261   |           |        |
| Deo Females           | $\chi^2$ | .909   | .714   |           |        |
|                       | V        | .142   | .208   |           |        |
| Deo Males and Females | $\chi^2$ |        |        | .285      | .036   |
|                       | V        |        |        | .212      | .377   |
| Food Stores           | $\chi^2$ | .060   | .255   | .087      | .318   |
|                       | V        | .138   | .180   | .279      | .165   |
| Soft Drink            | $\chi^2$ | .010   | .733   | .499      | *      |
|                       | V        | .154   | .132   | .076      | *      |
| Motor Cars            | $\chi^2$ | .223   | .622   | .794      | .285   |
|                       | V        | .118   | .119   | .093      | .183   |

## **Appendix 7**

### **Terminal and Instrumental Value Associations**

**Value as a Percentage of Total Associations to  
Brands in Each Product Class**

# Product Class Value Associations - Whites

## Terminal Values

### Product

#### Class    Most Often

**Shampoo** A World of Beauty (27%)  
Pleasure (11%)  
A Sense of Accomplish (9%)  
Happiness (9%)  
Family Security (8%)

#### Most Likely

A World of Beauty (22%)  
Family Security (14%)  
An Exciting Life (8%)  
A Sense of Accomplish (8%)  
Freedom (8%)  
Happiness (8%)

#### Ideal

A World of Beauty (20%)  
Happiness (11%)  
A Sense of Accomplish (10%)  
Freedom (9%)  
Pleasure (8%)

### Banks

#### Most Likely

Family Security (31%)  
A Comfortable Life (15%)  
A Sense of Accomplish (10%)  
National Security (7%)  
Freedom (7%)

#### Ideal

Family Security (24%)  
A Comfortable Life (13%)  
A Sense of Accomplish (11%)  
Wisdom (7%)  
National Security (7%)

### Building Societies

#### Most Likely

Family Security (28%)  
A Sense of Accomplish (14%)  
A Comfortable Life (11%)  
Equality (7%)  
Freedom (7%)

#### Ideal

Family Security (24%)  
A Sense of Accomplish (14%)  
A Comfortable Life (12%)

### Petrol

#### Most Often

Pleasure (15%)  
Freedom (14%)  
A Sense of Accomplish (13%)  
A Comfortable Life (10%)  
An Exciting Life (8%)  
Happiness (8%)

#### Ideal

A Sense of Accomplish (15%)  
Freedom (14%)  
Happiness (11%)  
Pleasure (10%)  
A Comfortable Life (9%)  
An Exciting Life (8%)

#### Most Likely

A Comfortable Life (19%)  
Freedom (17%)  
An Exciting Life (9%)  
A Sense of Accomplish (9%)  
Pleasure (9%)

**Deo****Most Often**

A World of Beauty (19%)  
 An Exciting Life (12%)  
 Happiness (11%)  
 Pleasure (11%)  
 Self-Respect (9%)  
 A Sense of Accomplish (8%)  
 Freedom (8%)

**Most Likely**

A World of Beauty (22%)  
 An Exciting Life (13%)  
 Pleasure (13%)  
 Happiness (9%)  
 Self-Respect (9%)

**Ideal**

A World of Beauty (13%)  
 Pleasure (12%)  
 An Exciting Life (12%)  
 Freedom (10%)  
 A Sense of Accomplish (10%)  
 Happiness (8%)  
 Self-Respect (8%)

**Food****Most Often**

A Comfortable Life (19%)  
 Pleasure (14%)  
 Freedom (12%)  
 A Sense of Accomplish (12%)  
 Family Security (10%)  
 Happiness (8%)

**Most Likely**

Pleasure (24%)  
 Freedom (19%)  
 Family Security (14%)  
 A Comfortable Life (10%)  
 A Sense of Accomplish (10%)  
 True Friendship (10%)

**Ideal**

A Comfortable Life (13%)  
 Freedom (13%)  
 A Sense of Accomplish (12%)  
 Family Security (11%)  
 Equality (10%)  
 Happiness (9%)  
 Pleasure (9%)

**Cars****Most Likely**

A Comfortable Life (19%)  
 Pleasure (18%)  
 An Exciting Life (11%)  
 A Sense of Accomplish (11%)  
 Family Security (10%)  
 Happiness (8%)  
 Freedom (8%)

**Ideal**

Pleasure (15%)  
 A Comfortable Life (13%)  
 An Exciting Life (11%)  
 A Sense of Accomplish (11%)  
 Freedom (9%)  
 Happiness (9%)  
 Family Security (8%)

**S/Drinks Most Often**

Pleasure (37%)  
 An Exciting Life (18%)  
 Happiness (13%)  
 A Sense of Accomplish (8%)

**Most Likely**

Pleasure (35%)  
 An Exciting Life (17%)  
 Happiness (13%)  
 Inner Harmony (8%)

**Ideal**

Pleasure (26%)  
 Happiness (16%)  
 An Exciting Life (15%)  
 A Sense of Accomplish (12%)

# Product Class Value Associations - Whites

## Instrumental Values

### Product

**Class** **Most Often**  
**Shampoo** Clean (64%)  
 Cheerful (6%)  
 Capable (5%)

**Most Likely**  
 Clean (64%)  
 Cheerful (7%)  
 Helpful (7%)

**Banks** **Most Likely**  
 Helpful (24%)  
 Capable (17%)  
 Responsible (13%)  
 Honest (11%)

**Building Societies** **Most Likely**  
 Helpful (23%)  
 Capable (15%)  
 Honest (13%)  
 Responsible (12%)  
 Independent (8%)

**Petrol** **Most Often**  
 Capable (14%)  
 Helpful (14%)  
 Responsible (14%)  
 Clean (12%)  
 Cheerful (8%)  
 Independent (8%)  
 Logical (8%)

**Most Likely**  
 Clean (21%)  
 Capable (15%)  
 Independent (15%)  
 Cheerful (9%)  
 Polite (8%)  
 Responsible (8%)

**Deo** **Most Often**  
 Clean (48%)  
 Cheerful (11%)

**Most Likely**  
 Clean (52%)  
 Cheerful (9%)

### Ideal

Clean (41%)  
 Cheerful (11%)  
 Imaginative (7%)

### Ideal

Honest (18%)  
 Helpful (17%)  
 Capable (15%)  
 Responsible (13%)

### Ideal

Capable (18%)  
 Helpful (15%)  
 Honest (15%)  
 Responsible (12%)  
 Independent (8%)

### Ideal

Capable (16%)  
 Responsible (12%)  
 Helpful (11%)  
 Clean (9%)  
 Independent (8%)

### Ideal

Clean (36%)  
 Cheerful (15%)

**Food****Most Often**

Helpful (24%)  
Clean (15%)  
Capable (11%)  
Honest (9%)

**Most Likely**

Helpful (33%)  
Capable (19%)  
Logical (14%)  
Honest (10%)

**Cars****Most Likely**

Responsible (22%)  
Capable (22%)  
Independent (13%)  
Ambitious (8%)

**S/Drinks****Most Often**

Cheerful (47%)  
Imaginative (10%)

**Most Likely**

Cheerful (54%)  
Imaginative (13%)

**Ideal**

Helpful (19%)  
Clean (13%)  
Honest (13%)  
Capable (9%)  
Responsible (8%)

**Ideal**

Responsible (21%)  
Capable (17%)  
Independent (12%)  
Ambitious (9%)  
Imaginative (8%)

**Ideal**

Cheerful (36%)  
Imaginative (14%)

# Product Class Value Associations - Blacks

## Terminal Values

### Product

#### Class Most Often

**Shampoo** A World of Beauty (11%)  
Family Security (9%)  
Pleasure (9%)  
A Comfortable Life (8%)

#### Most Likely

A World of Beauty (20%)  
Pleasure (9%)  
A Comfortable Life (8%)  
Freedom (8%)

#### Ideal

A World of Beauty (15%)  
Happiness (10%)  
Freedom (9%)  
Family Security (9%)

### Banks

#### Most Likely

Family Security (25%)  
National Security (11%)  
Equality (9%)  
A Comfortable Life (8%)

#### Ideal

Family Security (16%)  
Equality (10%)  
National Security (9%)

### Building Societies

#### Most Likely

Family Security (17%)  
Equality (13%)  
A Comfortable Life (11%)  
Happiness (9%)

#### Ideal

Family Security (14%)  
Equality (12%)  
A Comfortable Life (9%)  
Freedom (8%)

### Petrol

#### Most Often

A Sense of Accomplish (11%)  
A Comfortable Life (10%)  
Pleasure (10%)  
An Exciting Life (8%)  
A World at Peace (8%)  
Equality (8%)

#### Ideal

A Sense of Accomplish (10%)  
Pleasure (9%)  
Equality (8%)  
Freedom (8%)

#### Most Likely

A Sense of Accomplish (13%)  
Pleasure (10%)  
An Exciting Life (9%)  
Equality (9%)  
True Friendship (8%)  
Freedom (8%)  
Happiness (8%)  
National Security (8%)

**Deo**

**Most Often**

- Pleasure (10%)
- Happiness (9%)
- An Exciting Life (9%)
- Mature Love (9%)
- A World of Beauty (9%)
- A Comfortable Life (8%)

**Most Likely**

- A Comfortable Life (15%)
- Pleasure (15%)
- A Sense of Accomplishment (10%)
- Freedom (10%)
- Mature Love (10%)
- Self Respect (10%)

**Ideal**

- Freedom (10%)
- Pleasure (10%)
- An Exciting Life (10%)
- Happiness (9%)
- Mature Love (8%)
- Inner Harmony (8%)

**Food**

**Most Often**

- Equality (19%)
- Freedom (11%)
- Happiness (9%)
- Family Security (8%)

**Most Likely**

- Pleasure (23%)
- True Friendship (23%)
- Freedom (15%)
- A Comfortable Life (8%)
- A World at Peace (8%)
- Family Security (8%)
- Happiness (8%)
- Wisdom (8%)

**Ideal**

- True Friendship (12%)
- Equality (11%)
- Pleasure (8%)

**Cars**

**Most Likely**

- A Comfortable Life (25%)
- An Exciting Life (10%)
- Family Security (8%)

**Ideal**

- Pleasure (10%)
- A Comfortable Life (9%)
- An Exciting Life (9%)
- Social Recognition (8%)

**S/Drinks Most Often**

- Pleasure (30%)
- Happiness (16%)
- An Exciting Life (10%)

**Most Likely**

- Pleasure (36%)
- A Comfortable Life (9%)
- An Exciting Life (9%)
- A Sense of Accomplish (9%)
- A World at Peace (9%)
- Happiness (9%)
- Mature Love (9%)
- Salvation (9%)

**Ideal**

- Pleasure (22%)
- Happiness (19%)
- An Exciting Life (9%)

# Product Class Value Associations - Blacks

## Instrumental Values

### Product

**Class**    **Most Often**  
**Shampoo** Clean (39%)  
               Helpful (9%)

### Most Likely

Clean (44%)  
 Helpful (9%)  
 Loving (9%)

### Ideal

Clean (23%)  
 Loving (9%)  
 Cheerful (8%)  
 Helpful (8%)

### Banks

**Most Likely**  
 Helpful (24%)  
 Honest (14%)  
 Courageous (10%)  
 Responsible (10%)

### Ideal

Helpful (16%)  
 Honest (14%)  
 Responsible (9%)  
 Capable (8%)

### Building Societies

**Most Likely**  
 Helpful (20%)  
 Honest (11%)  
 Responsible (9%)  
 Courageous (8%)

### Ideal

Helpful (16%)  
 Honest (15%)  
 Courageous (8%)  
 Responsible (8%)

### Petrol

**Most Often**  
 Clean (12%)  
 Capable (11%)  
 Honest (9%)  
 Independent (9%)

### Ideal

Clean (15%)  
 Helpful (12%)  
 Capable (8%)

### Most Likely

Clean (16%)  
 Helpful (12%)  
 Capable (11%)  
 Logical (8%)  
 Responsible (8%)

### Deo

**Most Often**  
 Clean (23%)  
 Loving (15%)  
 Cheerful (9%)  
 Capable (8%)

### Ideal

Clean (14%)  
 Cheerful (12%)  
 Loving (11%)  
 Independent (8%)

### Most Likely

Clean (23%)  
 Capable (15%)  
 Loving (13%)  
 Helpful (10%)

**Food****Most Often**

Helpful (19%)  
 Clean (13%)  
 Honest (12%)  
 Capable (8%)

**Ideal**

Helpful (13%)  
 Honest (13%)  
 Clean (9%)

**Most Likely**

Helpful (38%)  
 Honest (15%)  
 Cheerful (8%)  
 Clean (8%)  
 Courageous (8%)  
 Forgiving (8%)  
 Responsible (8%)  
 Self-controlled (8%)

**Cars****Most Likely**

Capable (13%)  
 Helpful (10%)  
 Responsible (9%)  
 Cheerful (8%)

**Ideal**

Helpful (10%)  
 Courageous (9%)  
 Capable (8%)  
 Independent (8%)

**S/Drinks Most Often**

Cheerful (21%)  
 Loving (11%)

**Ideal**

Cheerful (14%)  
 Loving (13%)  
 Honest (8%)

**Most Likely**

Pleasure (36%)  
 A Comfortable Life (9%)  
 An Exciting Life (9%)  
 A Sense of Accomplish (9%)  
 A World at Peace (9%)  
 Happiness (9%)  
 Mature Love (9%)  
 Salvation (9%)

## Product Class Value Associations - Coloureds

### Terminal Values

#### Product

#### Class    Most Often

**Shampoo** A World of Beauty (22%)  
A Sense of Accomplish (12%)  
Happiness (11%)

#### Ideal

A World of Beauty (16%)  
A Sense of Accomplish (16%)  
Happiness (12%)  
Freedom (9%)  
Pleasure (8%)  
Inner Harmony (8%)

#### Most Likely

Pleasure (31%)  
Happiness (23%)  
A Sense of Accomplish (15%)  
Equality (8%)  
Freedom (8%)  
Self Respect (8%)  
Social Recognition (8%)

#### **Banks**

#### Most Likely

Family Security (30%)  
A Comfortable Life (14%)  
National Security (12%)  
A Sense of Accomplish (11%)  
Equality (9%)

#### Ideal

Family Security (21%)  
Equality (12%)  
A Sense of Accomplish (12%)  
A Comfortable Life (10%)  
National Security (10%)

#### **Building Societies**

#### Most Likely

Family Security (30%)  
A Comfortable Life (16%)  
A Sense of Accomplish (12%)  
National Security (9%)  
Equality (8%)

#### Ideal

Family Security (20%)  
A Sense of Accomplish (14%)  
Equality (10%)  
A Comfortable Life (9%)

#### **Petrol**

#### Most Often

A Sense of Accomplish (18%)  
Pleasure (16%)  
Happiness (11%)  
A Comfortable Life (8%)  
Freedom (8%)

#### Ideal

A Sense of Accomplish (18%)  
Freedom (10%)  
Happiness (10%)  
Pleasure (10%)  
Family Security (8%)

#### Most Likely

A Sense of Accomplish (27%)  
Happiness (18%)  
Pleasure (12%)  
A Comfortable Life (9%)  
Equality (9%)

**Deo****Most Often**

A World of Beauty (17%)  
 Pleasure (13%)  
 Happiness (12%)  
 An Exciting Life (10%)  
 Freedom (10%)  
 A Comfortable Life (8%)

**Most Likely**

A Comfortable Life (23%)  
 An Exciting Life (15%)  
 A World of Beauty (15%)  
 Happiness (15%)  
 Inner Harmony (15%)  
 National Security (8%)  
 Social Recognition (8%)

**Ideal**

A World of Beauty (21%)  
 Pleasure (12%)  
 Happiness (10%)  
 A Sense of Accomplish (9%)  
 Inner Harmony (9%)

**Food****Most Often**

Pleasure (14%)  
 Equality (13%)  
 A Sense of Accomplish (11%)  
 A Comfortable Life (11%)  
 Family Security (10%)  
 Freedom (8%)

**Most Likely**

True Friendship (25%)  
 Happiness (20%)  
 Family Security (15%)  
 Equality (10%)

**Ideal**

Pleasure (14%)  
 A Comfortable Life (13%)  
 Happiness (13%)  
 Equality (12%)  
 Family Security (11%)  
 A Sense of Accomplish (9%)  
 Freedom (8%)

**Cars****Most Likely**

A Sense of Accomplish (16%)  
 A Comfortable Life (16%)  
 Pleasure (14%)  
 An Exciting Life (12%)  
 Family Security (9%)

**Ideal**

Pleasure (18%)  
 A Sense of Accomplish (15%)  
 Family Security (10%)  
 Happiness (10%)  
 A Comfortable Life (10%)  
 An Exciting Life (9%)

**S/Drinks Most Often**

Pleasure (41%)  
 An Exciting Life (17%)  
 Happiness (11%)

**Ideal**

Pleasure (24%)  
 Happiness (20%)  
 An Exciting Life (18%)  
 A Sense of Accomplish (8%)

**Most Likely**

Pleasure (47%)  
 An Exciting Life (13%)

## Product Class Value Associations - Coloureds

### Instrumental Values

#### Product

Class Most Often  
Shampoo Clean (68%)

#### Ideal

Clean (28%)  
Cheerful (15%)  
Imaginative (11%)  
Capable (11%)

#### Most Likely

Clean (52%)  
Helpful (8%)  
Independent (8%)  
Intellectual (8%)  
Logical (8%)  
Loving (8%)

#### Banks

#### Most Likely

Helpful (24%)  
Responsible (19%)  
Independent (18%)  
Capable (10%)

#### Ideal

Helpful (23%)  
Responsible (17%)  
Honest (15%)  
Independent (11%)

#### Building Societies

#### Most Likely

Helpful (25%)  
Independent (17%)  
Capable (14%)  
Responsible (12%)  
Honest (10%)

#### Ideal

Helpful (17%)  
Capable (14%)  
Responsible (14%)  
Independent (12%)  
Honest (10%)

#### Petrol

#### Most Often

Capable (21%)  
Clean (17%)  
Helpful (14%)  
Independent (10%)  
Responsible (10%)

#### Ideal

Responsible (17%)  
Capable (15%)  
Helpful (12%)  
Independent (10%)  
Clean (8%)  
Logical (8%)

#### Most Likely

Helpful (21%)  
Responsible (21%)  
Capable (15%)  
Clean (9%)  
Logical (9%)

**Deo****Most Often**

Clean (56%)  
 Cheerful (10%)  
 Loving (8%)

**Most Likely**

Clean (46%)  
 Loving (23%)  
 Ambitious (8%)  
 Intellectual (8%)  
 Self-Controlled (8%)

**Ideal**

Clean (37%)  
 Imaginative (15%)  
 Cheerful (13%)  
 Loving (8%)

**Food****Most Often**

Helpful (22%)  
 Clean (11%)  
 Responsible (11%)  
 Logical (8%)  
 Polite (8%)

**Most Likely**

Helpful (45%)  
 Responsible (20%)  
 Cheerful (10%)

**Ideal**

Helpful (17%)  
 Honest (17%)  
 Polite (12%)  
 Responsible (9%)  
 Clean (8%)

**Cars****Most Likely**

Capable (20%)  
 Responsible (20%)  
 Independent (16%)  
 Ambitious (8%)

**Ideal**

Capable (20%)  
 Responsible (17%)  
 Independent (14%)  
 Imaginative (11%)  
 Ambitious (8%)

**S/Drinks Most Often**

Cheerful (48%)  
 Imaginative (10%)  
 Logical (9%)

**Most Likely**

Cheerful (47%)  
 Capable (13%)  
 Independent (13%)  
 Polite (13%)

**Ideal**

Cheerful (44%)  
 Imaginative (13%)

# Product Class Value Associations - Asians

## Terminal Values

### Product

#### Class Most Often

**Shampoo** A World of Beauty (22%)  
Happiness (12%)  
Pleasure (12%)  
Freedom (10%)

#### Most Likely

A World of Beauty (38%)  
Pleasure (15%)

### Banks

#### Most Likely

Family Security (31%)  
A Comfortable Life (15%)  
National Security (15%)  
Equality (9%)  
A Sense of Accomplishment (8%)

### Building Societies

#### Most Likely

Family Security (36%)  
A Comfortable Life (12%)  
National Security (11%)  
Equality (9%)

### Petrol

#### Most Often

Pleasure (15%)  
A Comfortable Life (14%)  
A Sense of Accomplishment (13%)  
Freedom (11%)  
Happiness (9%)  
An Exciting Life (8%)  
Family Security (7%)

#### Most Likely

Pleasure (25%)  
A Sense of Accomplish (15%)  
Freedom (10%)  
Happiness (8%)

#### Ideal

A World of Beauty (21%)  
Pleasure (14%)  
Happiness (13%)  
A Sense of Accomplish (10%)  
Freedom (9%)

#### Ideal

Family Security (26%)  
A Comfortable Life (16%)  
Equality (10%)  
National Security (10%)

#### Ideal

Family Security (27%)  
A Comfortable Life (12%)  
National Security (11%)  
A Sense of Accomplish (9%)  
Equality (8%)

#### Ideal

Happiness (13%)  
A Sense of Accomplish (13%)  
Pleasure (13%)  
Freedom (12%)  
An Exciting Life (9%)  
A Comfortable Life (8%)

**Deo****Most Often**

Pleasure (18%)  
 A World of Beauty (17%)  
 An Exciting Life (10%)  
 Happiness (10%)  
 Freedom (9%)  
 Inner Harmony (8%)

**Most Likely**

An Exciting Life (28%)  
 A World of Beauty (16%)  
 Mature Love (12%)  
 Pleasure (12%)

**Ideal**

A World of Beauty (20%)  
 An Exciting Life (14%)  
 Pleasure (14%)  
 Freedom (10%)  
 Happiness (9%)  
 A Sense of Accomplish (9%)

**Food****Most Often**

Equality (41%)  
 A Comfortable Life (17%)  
 Freedom (14%)  
 Pleasure (10%)  
 Family Security (8%)

**Most Likely**

Happiness (29%)  
 A Comfortable Life (14%)  
 A Sense of Accomplish (14%)  
 Equality (14%)  
 Freedom (14%)  
 Pleasure (14%)

**Ideal**

Equality (34%)  
 A Comfortable Life (12%)  
 Pleasure (12%)  
 Freedom (11%)  
 Happiness (11%)  
 A Sense of Accomplish (10%)

**Cars****Most Likely**

Pleasure (20%)  
 An Exciting Life (17%)  
 A Comfortable Life (16%)  
 A Sense of Accomplish (12%)

**Ideal**

Pleasure (19%)  
 An Exciting Life (13%)  
 A Comfortable Life (11%)  
 A Sense of Accomplish (11%)  
 Happiness (8%)  
 Social Recognition (8%)

**S/Drinks****Most Often**

Pleasure (53%)  
 An Exciting Life (16%)  
 Happiness (10%)  
 Freedom (8%)

**Most Likely**

Pleasure (67%)  
 Happiness (17%)  
 Self-Respect (17%)

**Ideal**

Pleasure (41%)  
 Happiness (17%)  
 An Exciting Life (14%)  
 Freedom (12%)

## Product Class Value Associations - Asians

### Instrumental Values

#### Product

Class Most Often  
Shampoo Clean (61%)

Most Likely  
Clean (60%)  
Cheerful (13%)

Ideal  
Clean (40%)  
Imaginative (9%)

**Banks** Most Likely  
Helpful (21%)  
Independent (17%)  
Responsible (16%)  
Honest (13%)  
Capable (9%)

Ideal  
Helpful (21%)  
Independent (17%)  
Responsible (16%)  
Honest (13%)  
Capable (9%)

**Building Societies** Most Likely  
Helpful (29%)  
Responsible (21%)  
Independent (13%)  
Capable (12%)  
Honest (8%)

Ideal  
Helpful (22%)  
Responsible (16%)  
Independent (14%)  
Capable (14%)  
Honest (10%)

**Petrol** Most Often  
Responsible (18%)  
Clean (18%)  
Capable (18%)  
Independent (13%)  
Helpful (13%)

Ideal  
Responsible (18%)  
Clean (15%)  
Capable (14%)  
Independent (10%)  
Helpful (8%)

Most Likely  
Capable (19%)  
Clean (15%)  
Responsible (13%)  
Cheerful (8%)  
Helpful (8%)  
Honest (8%)

**Deo** Most Often  
Clean (39%)  
Cheerful (17%)  
Loving (11%)  
Imaginative (8%)

Ideal  
Clean (32%)  
Cheerful (15%)  
Imaginative (12%)  
Loving (12%)

Most Likely  
Clean (33%)  
Loving (12%)  
Cheerful (9%), Imaginative (9%), Self-Controlled (9%)

**Food****Most Often**

Helpful (33%)  
Responsible (15%)  
Clean (12%)

**Ideal**

Helpful (28%)  
Clean (13%)  
Responsible (13%)  
Honest (11%)

**Most Likely**

Helpful (43%)  
Broadminded (14%)  
Clean (14%)  
Courageous (14%)  
Honest (14%)

**Cars****Most Likely**

Responsible (24%)  
Independent (21%)  
Capable (17%)  
Ambitious (9%)

**Ideal**

Responsible (29%)  
Independent (18%)  
Capable (17%)  
Imaginative (11%)

**S/Drinks****Most Often**

Cheerful (66%)

**Ideal**

Cheerful (60%)

**Most Likely**

Cheerful (33%)  
Imaginative (17%)  
Independent (17%)  
Logical (17%)  
Self-Controlled (17%)

## **Appendix 8**

### **Information Regarding Correspondence Analysis Maps**

Correspondence Analysis Maps were generated for each of the matrices noted in Appendix 6. The reports generated over 400 pages of printout which are reproduced in unbranded format in a volume titled **"Personal Values, Consumer Behaviour and Brand Image Perceptions: Proactive Statistical Software Correspondence Analysis of Value Associations to Brands"**. This volume contains no analysis and the information is produced in an unbranded format for proprietary reasons due to previous agreements with category sponsors.

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Steve Burgess  
Department of Business Economics  
University of the Witwatersrand  
P.O. Wits  
2050  
South Africa

## **Appendix 9**

**Importance of Values Associated to Brands in Respondent  
Value System - Wilcoxon Rank Sum Test Results**

## Wilcoxon Rank Sum Test

Rank of Value Matched to Brand Image Perception Versus

Rank of Same Value to Non-Selectors

SAS Proc NPAR1WAY (Continuity Correction of .5)

| Brand chosen most often/Brand most likely to be chosen |         |         |          |         |         |         |         |          |
|--------------------------------------------------------|---------|---------|----------|---------|---------|---------|---------|----------|
| Value                                                  | Shampoo | Bank    | Bids Soc | Petrol  | Deo     | Food    | Car     | Soft Drk |
| T 1                                                    | 0.0203* | 0.4207  | 0.2503   | 0.0368* | 0.2259  | 0.0097* | 0.4551  | 0.0860   |
| T 2                                                    | 0.1284  | 0.0002* | 0.0118*  | 0.0549  | 0.9090  | 0.0027* | 0.0059* | 0.3185   |
| T 3                                                    | 0.0706  | 0.0070* | 0.0042*  | 0.7443  | 0.3866  | 0.0990  | 0.0878  | 0.4692   |
| T 4                                                    | 0.7956  | 0.7470  | 0.8925   | 0.1397  | 0.1701  | 0.6064  | 0.4142  | 0.1061   |
| T 5                                                    | 0.1046  | 0.9473  | 0.0174*  | 0.2221  | 0.9780  | 0.1320  | 0.4745  | 0.2366   |
| T 6                                                    | 0.0007* | 0.0005* | 0.0002*  | 0.0060* | 0.0519  | 0.0690* | 0.0275* | 0.2552   |
| T 7                                                    | 0.0007* | 0.0000* | 0.0056*  | 0.7084  | 0.7068  | 0.1999  | 0.0417* | 0.0173*  |
| T 8                                                    | 0.0182* | 0.0745  | 0.3262   | 0.6521  | 0.5768  | 0.9556  | 0.5768  | 0.7976   |
| T 9                                                    | 0.9870  | 0.4937  | 0.2280   | 0.2760  | 0.7729  | 0.3486  | 0.3095  | 0.3560   |
| T 10                                                   | 0.1916  | 0.4351  | 0.6405   | 0.5549  | 0.6641  | 0.5690  | 0.5991  | 0.6321   |
| T 11                                                   | 0.0002* | 0.4136  | 0.3073   | 0.9651  | 0.3815  | 0.1976  | 0.5584  | 0.0124*  |
| T 12                                                   | 0.6657  | 0.1530  | 0.1770   | 0.1557  | 0.5906  | 0.0229* | 0.0324* | 0.4335   |
| T 13                                                   | 0.7834  | 0.2800  | 0.2376   | 0.4930  | 0.7410  | 0.2931  | 0.2464  | 0.0142*  |
| T 14                                                   | 0.3306  | 0.7769  | 0.2800   | 0.3020  | 0.2363  | 0.6755  | 0.6842  | 0.3651   |
| T 15                                                   | 0.1238  | 0.8604  | 0.1632   | 0.7069  | 0.7398  | 0.0283* | 0.0266  | 0.4615   |
| T 16                                                   | 0.1792  | 0.0088* | 0.2427   | 0.2571  | 0.4800  | 0.0912  | 0.8462  | 0.4306   |
| T 17                                                   | 0.0160* | 0.9475  | 0.6082   | 0.2102  | 0.6975  | 0.0843  | 0.6869  | 0.7043   |
| T 18                                                   | 0.0110* | 0.0720  | 0.4762   | 0.8294  | 0.0131* | 0.7253  | 0.7599  | 0.1330   |

Number

p &gt; .05

|      | 7       | 5       | 5       | 2       | 1      | 5       | 4       | 3      |
|------|---------|---------|---------|---------|--------|---------|---------|--------|
| I 1  | 0.7508  | 0.6070  | 0.6381  | 0.3981  | 0.5976 | 0.0899  | 0.7073  | 0.2983 |
| I 2  | 0.0551  | 0.1901  | 0.3942  | 0.6887  | 0.4605 | 0.5737  | 0.5621  | 0.6185 |
| I 3  | 0.1054  | 0.0722  | 0.9231  | 0.0128* | 0.5620 | 0.1814  | 0.7491  | 0.7814 |
| I 4  | 0.7808  | 0.4191  | 0.2593  | 0.3900  | 0.1828 | 0.2482  | 0.6785  | 0.5368 |
| I 5  | 0.0016* | 0.7895  | 0.6841  | 0.8607  | 0.3992 | 0.8430  | 0.6071  | 0.7741 |
| I 6  | 0.0799  | 0.7693  | 0.0403* | 0.2269  | 0.1027 | 0.4479  | 0.1635  | 0.9173 |
| I 7  | 0.4405  | 0.3016  | 0.0343* | 0.1234  | 0.4451 | 0.4516  | 0.0348* | 0.8975 |
| I 8  | 0.3321  | 0.0164* | 0.6625  | 0.8533  | 0.0512 | 0.0537  | 0.1396  | 0.2808 |
| I 9  | 0.9817  | 0.4229  | 0.4018  | 0.8135  | 0.2098 | 0.1007  | 0.4153  | 0.3251 |
| I 10 | 0.7269  | 0.3322  | 0.3516  | 0.8434  | 0.9305 | 0.4376  | 0.3968  | 0.7384 |
| I 11 | 0.0573  | 0.3793  | 0.3686  | 0.9678  | 0.9281 | 0.5042  | 0.2901  | 0.2432 |
| I 12 | 0.0347* | 0.0030* | 0.6301  | 0.4802  | 0.4995 | 0.6511  | 0.4845  | 0.0858 |
| I 13 | 0.3587  | 0.2864  | 0.0154* | 0.5244  | 0.1363 | 0.4437  | 0.2553  | 0.2910 |
| I 14 | 0.2252  | 0.0990  | 0.0425* | 0.0948  | 0.6933 | 0.3044  | 0.9990  | 0.6062 |
| I 15 | 0.0169* | 0.7951  | 0.6713  | 0.5353  | 0.1797 | 0.5399  | 0.8208  | 0.1089 |
| I 16 | 0.1436  | 0.1186  | 0.2901  | 0.1791  | 0.1590 | 0.7071  | 0.5041  | 0.5274 |
| I 17 | 0.7695  | 0.2658  | 0.0282* | 0.4597  | 0.9881 | 0.3673  | 0.0026* | 0.7788 |
| I 18 | 0.0587  | 0.3114  | 0.6335  | 0.1001  | 0.1022 | 0.0285* | 0.3993  | 0.9559 |

Number

p &gt; .05

|  | 3 | 5 | 1 | 0 | 1 | 2 | 0 |
|--|---|---|---|---|---|---|---|
|--|---|---|---|---|---|---|---|

## Wilcoxon Rank Sum Test

Rank of Value Matched to Brand Image Perception Versus  
Rank of Same Value to Non-Selectors

SAS Proc NPAR1WAY (Continuity Correction of .5)

| Value | Ideal Brand |         |          |         |         |         |         |          |
|-------|-------------|---------|----------|---------|---------|---------|---------|----------|
|       | Shampoo     | Bank    | Bldg Soc | Petrol  | Deo     | Food    | Car     | Soft Drk |
| T 1   | 0.4490      | 0.4555  | 0.9735   | 0.1296  | 0.5700  | 0.0323* | 0.3483  | 0.2439   |
| T 2   | 0.0515      | 0.0019* | 0.0198*  | 0.0405* | 0.8921  | 0.1493  | 0.0357* | 0.9696   |
| T 3   | 0.0098*     | 0.1635  | 0.0355*  | 0.0284* | 0.0710  | 0.0188* | 0.0921  | 0.1847   |
| T 4   | 0.4567      | 0.1969  | 0.4266   | 0.9484  | 0.8246  | 0.8512  | 0.4441  | 0.7368   |
| T 5   | 0.4626      | 0.0979  | 0.0164*  | 0.2650  | 0.4491  | 0.6613  | 0.5134  | 0.8421   |
| T 6   | 0.0606      | 0.0000* | 0.0478*  | 0.0062* | 0.1282  | 0.0001* | 0.0013* | 0.6641   |
| T 7   | 0.0126*     | 0.0014* | 0.0009*  | 0.2407  | 0.7836  | 0.2605  | 0.0447* | 0.1207   |
| T 8   | 0.1583      | 0.1014  | 0.3413   | 0.4443  | 0.8361  | 0.1987  | 0.9642  | 0.1702   |
| T 9   | 0.1718      | 0.5190  | 0.5293   | 0.3126  | 0.6149  | 0.9463  | 0.7505  | 0.5736   |
| T 10  | 0.0037*     | 0.5997  | 0.3052   | 0.2675  | 0.0083* | 0.6917  | 0.8920  | 0.6106   |
| T 11  | 0.2063      | 0.0806  | 0.6718   | 0.9610  | 0.0004* | 0.5200  | 0.7768  | 0.0096*  |
| T 12  | 0.1844      | 0.5245  | 0.1361   | 0.2193  | 0.9750  | 0.0863  | 0.8138  | 0.0961   |
| T 13  | 0.9877      | 0.0835  | 0.0005*  | 0.7525  | 0.8323  | 0.0333* | 0.9626  | 0.8630   |
| T 14  | 0.4245      | 0.7791  | 0.2572   | 0.6633  | 0.8113  | 0.5871  | 0.1717  | 0.9433   |
| T 15  | 0.4671      | 0.1180  | 0.7877   | 0.6431  | 0.0223* | 0.0369* | 0.8177  | 0.6329   |
| T 16  | 0.0082*     | 0.2253  | 0.2459   | 0.0401* | 0.9270  | 0.0003* | 0.0006* | 0.7752   |
| T 17  | 0.0122*     | 0.0530  | 0.5951   | 0.9342  | 0.3368  | 0.1770  | 0.9392  | 0.3701   |
| T 18  | 0.0808      | 0.0004* | 0.0401*  | 0.4469  | 0.3317  | 0.5861  | 0.0065* | 0.9866   |

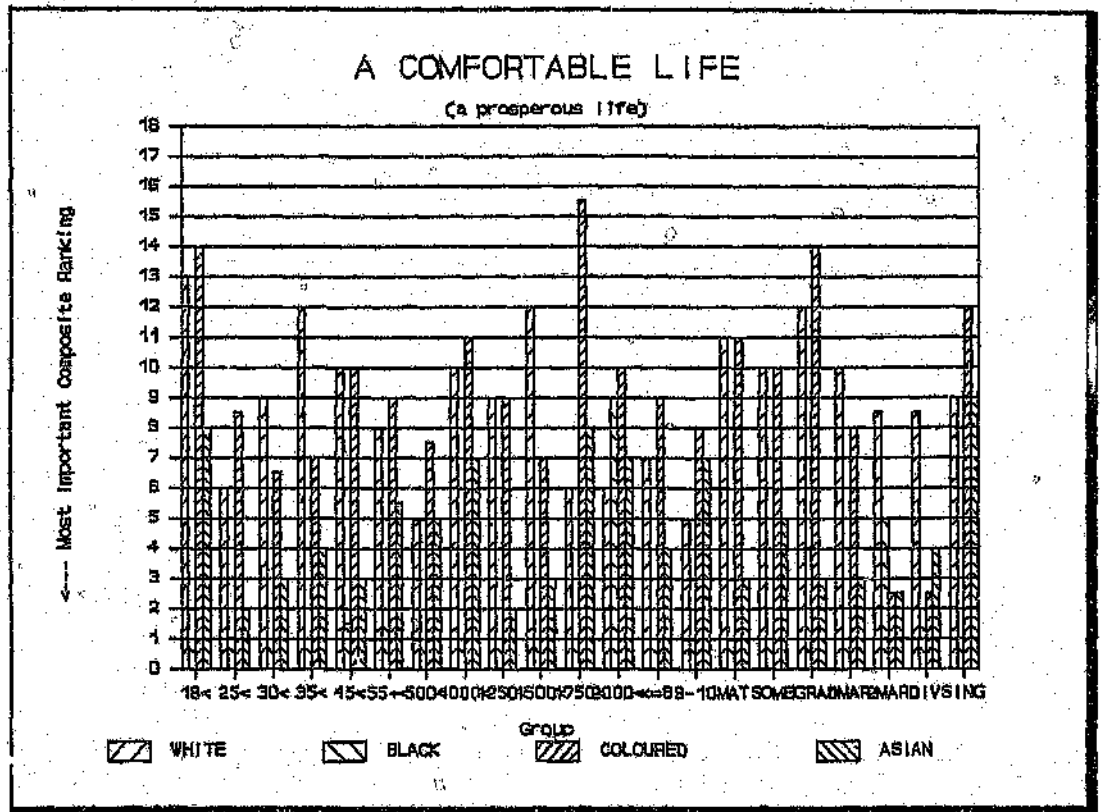
Number  
p > .05      5      4      7      4      3      6      5      1

|      |         |         |         |         |         |         |         |         |
|------|---------|---------|---------|---------|---------|---------|---------|---------|
| I 1  | 0.5051  | 0.1545  | 0.9367  | 0.3161  | 0.4564  | 0.0337* | 0.7273  | 0.7338  |
| I 2  | 0.0110* | 0.0033* | 0.0462* | 0.0206  | 0.9984  | 0.2902  | 0.2438  | 0.4803  |
| I 3  | 0.7401  | 0.4442  | 0.9675  | 0.8028  | 0.2836  | 0.1480  | 0.0790  | 0.6921  |
| I 4  | 0.1251  | 0.9780  | 0.1658  | 0.6553  | 0.1424  | 0.9998  | 0.1423  | 0.1385  |
| I 5  | 0.5207  | 0.4096  | 0.2159  | 0.4683  | 0.6610  | 0.3175  | 0.1409  | 0.3663  |
| I 6  | 0.4916  | 0.8868  | 0.6815  | 0.0598  | 0.0672  | 0.6525  | 0.0104* | 0.5857  |
| I 7  | 0.0585  | 0.1502  | 0.7552  | 0.2111  | 0.6453  | 0.6782  | 0.4205  | 0.9299  |
| I 8  | 0.8230  | 0.3314  | 0.9769  | 0.9821  | 0.7227  | 0.8589  | 0.9289  | 0.3401  |
| I 9  | 0.5800  | 0.0912  | 0.3761  | 0.4516  | 0.8211  | 0.9258  | 0.3020  | 0.0072* |
| I 10 | 0.4282  | 0.1070  | 0.5167  | 0.1672  | 0.7157  | 0.1983  | 0.3620  | 0.8866  |
| I 11 | 0.0402* | 0.2272  | 0.8070  | 0.5096  | 0.1398  | 0.4787  | 0.5431  | 0.9693  |
| I 12 | 0.0654  | 0.9940  | 0.0063* | 0.0909  | 0.9911  | 0.2050  | 0.0538  | 0.6979  |
| I 13 | 0.0000* | 0.0242* | 0.7383  | 0.2692  | 0.4971  | 0.1827  | 0.2401  | 0.6008  |
| I 14 | 0.0294* | 0.3977  | 0.0569  | 0.3724  | 0.0915  | 0.1034  | 0.0591  | 0.6634  |
| I 15 | 0.0344* | 0.0939  | 0.6413  | 0.3546  | 0.4841  | 0.2563  | 0.0153* | 0.5930  |
| I 16 | 0.3193  | 0.1376  | 0.1331  | 0.0829  | 0.0623  | 0.8719  | 0.9630  | 0.6393  |
| I 17 | 0.0041* | 0.1518  | 0.0475* | 0.0028* | 0.0225* | 0.2802  | 0.0025* | 0.6470  |
| I 18 | 0.0921  | 0.3550  | 0.7894  | 0.7702  | 0.1113  | 0.8901  | 0.7449  | 0.7473  |

Number  
p > .05      6      2      3      1      1      1      3      1

## **Appendix 10**

### **Values Analysis by Major Demographics**



#### A COMFORTABLE LIFE

The value of **A COMFORTABLE LIFE** is marginally unimportant to 18-24 year old Whites and achieves moderate importance during the 25-29 year old period, after which it is ranked toward the middle of the scale for the balance of life, this pattern is similar to the pattern for Coloureds but differs dramatically from that of Blacks and Asians who rank this value much higher on their scales.

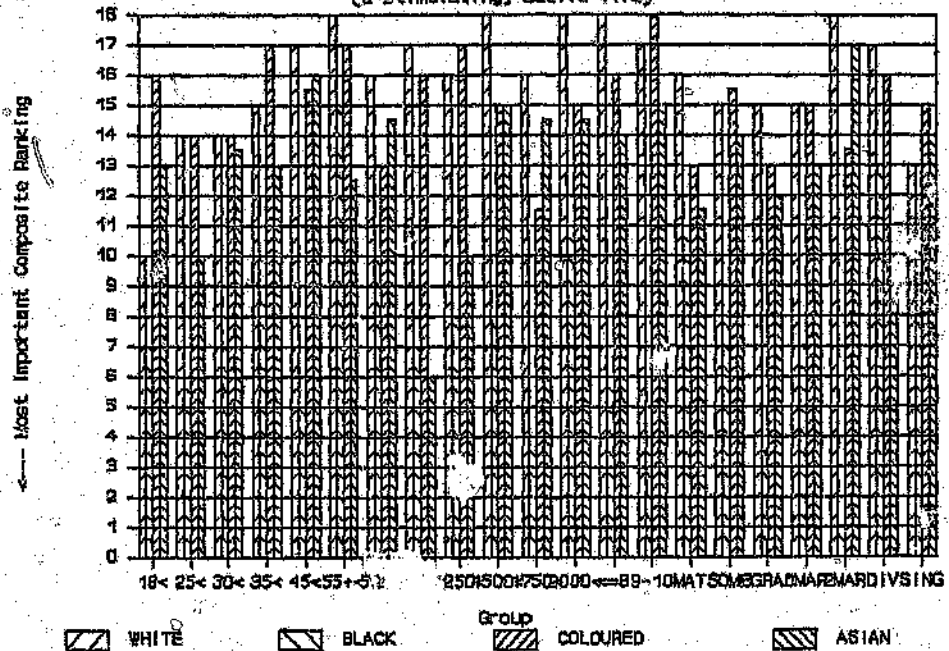
Asians rank **A COMFORTABLE LIFE** toward the middle of the scale between the ages of 18-24 but the value becomes very important for the balance of life except for two periods when it dips to moderate importance.

**A COMFORTABLE LIFE** is, however, the number one value to Blacks, probably as a result of aspirational drives fueled by the economic disparity of apartheid.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single

(a stimulating, active life)



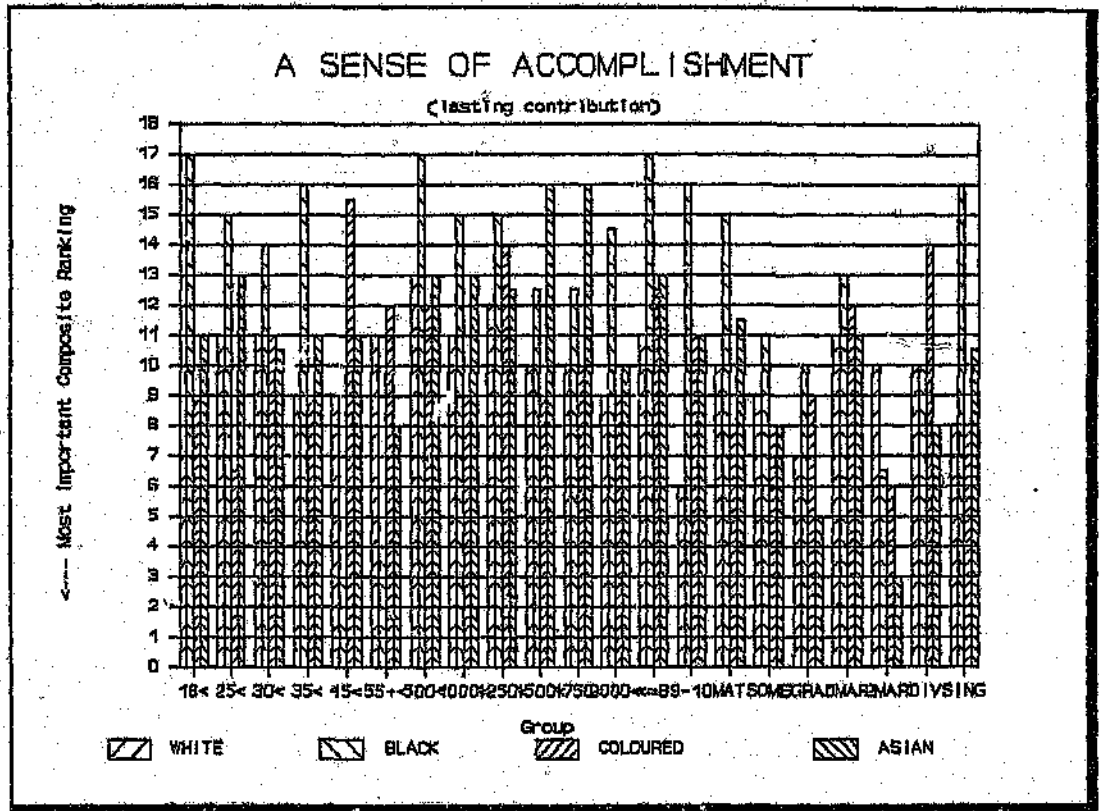
## AN EXCITING LIFE

**AN EXCITING LIFE** is a fairly unimportant value to all population groups with the exception of Blacks. It is near the middle of the scale by Whites during the 14-24 age period moving to moderate importance for the next three age periods and becoming very unimportant from 45 onwards. This pattern is similar to that of Coloureds who find the value to be very unimportant or moderately unimportant for all ages of their life, and that of Asians who rank it near the middle of the scale for the 25-29 year old period and the over-55 year old period but either as marginally unimportant or very unimportant for all other periods.

Blacks, however, rank **AN EXCITING LIFE** toward the middle of the scale during the 18-24 year old, 30-34 year old and 35-44 year old periods and as moderately important for the 25-29 and 45-54 year old periods. The value, however, becomes moderately unimportant in the over-55 period.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44,  
45-54, 55+, 500-999, 1000-  
1249, 1250-1499, 1500-  
1749, 1750-1999, 2000-  
2249, < Standard 8,  
Standard 9-10, Matriculant,  
Some University, University  
Grad, 1st Marriage, 2nd+  
Marriage, Divorced, Single



#### A SENSE OF ACCOMPLISHMENT

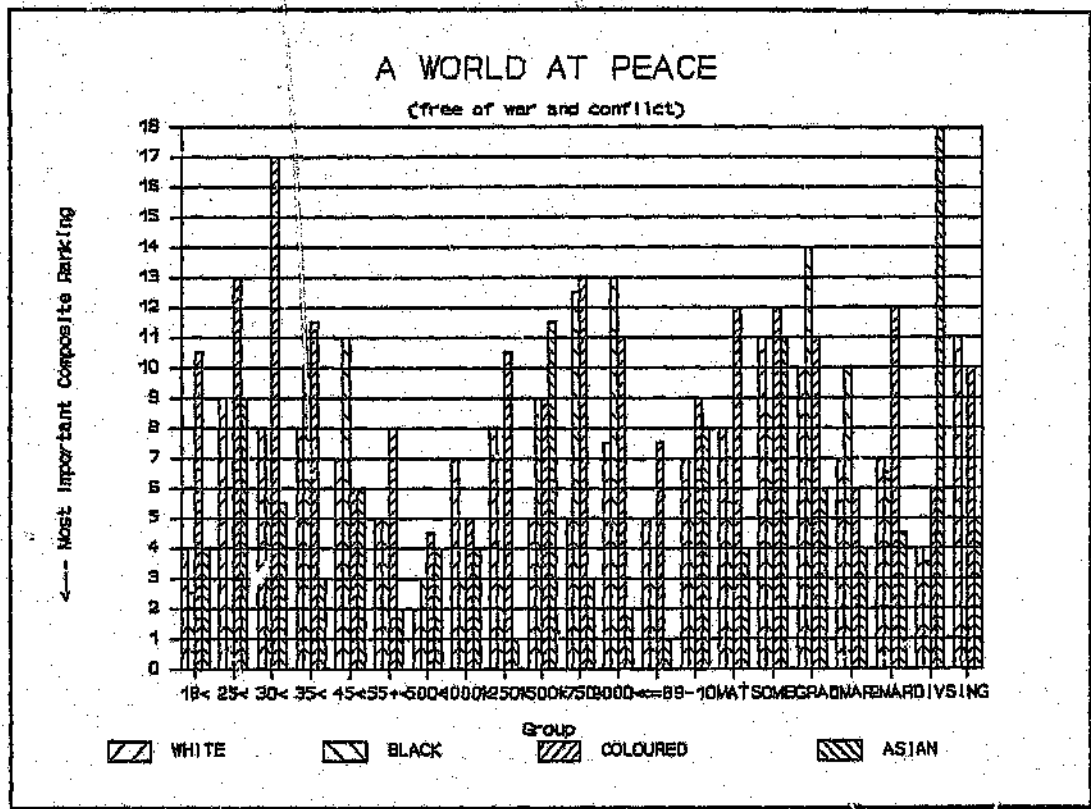
**A SENSE OF ACCOMPLISHMENT** is ranked near the middle of the scale by Whites of all age groups, but is rated quite differently by Blacks.

Blacks rate this value as very important in the 18-24 year old age group and as moderately important in the 25-29 and 30-34 year old age groups. It briefly dips to being very unimportant in the 35-44 year old age group before becoming very important in the 45-54 year old age groups and moderately important in the over-55 age group.

**A SENSE OF ACCOMPLISHMENT** is rated near the middle of the scale by Coloureds and Asians of all age groups with the exception of the 25-29 year old age Coloureds who rank it as moderately important and the 45-54 year old Coloureds who rank it as moderately unimportant. 25-29 year old Asians rank this value as moderately unimportant.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44,  
45-54, 55+, 500-999, 1000-  
1249, 1250-1499, 1500-1749,  
1750-1999, 2000-2249,  
<Standard 8, Standard 9-  
10, Matriculant, Some  
University, University Grad,  
1st Marriage, 2nd+  
Marriage, Divorced, Single



### A WORLD AT PEACE

**A WORLD AT PEACE** is a moderately important value to all race groups. Among Whites, it is of moderate importance to 18-24 year olds and declines to the middle of the scale until the age of 55 when again it assumes moderate importance.

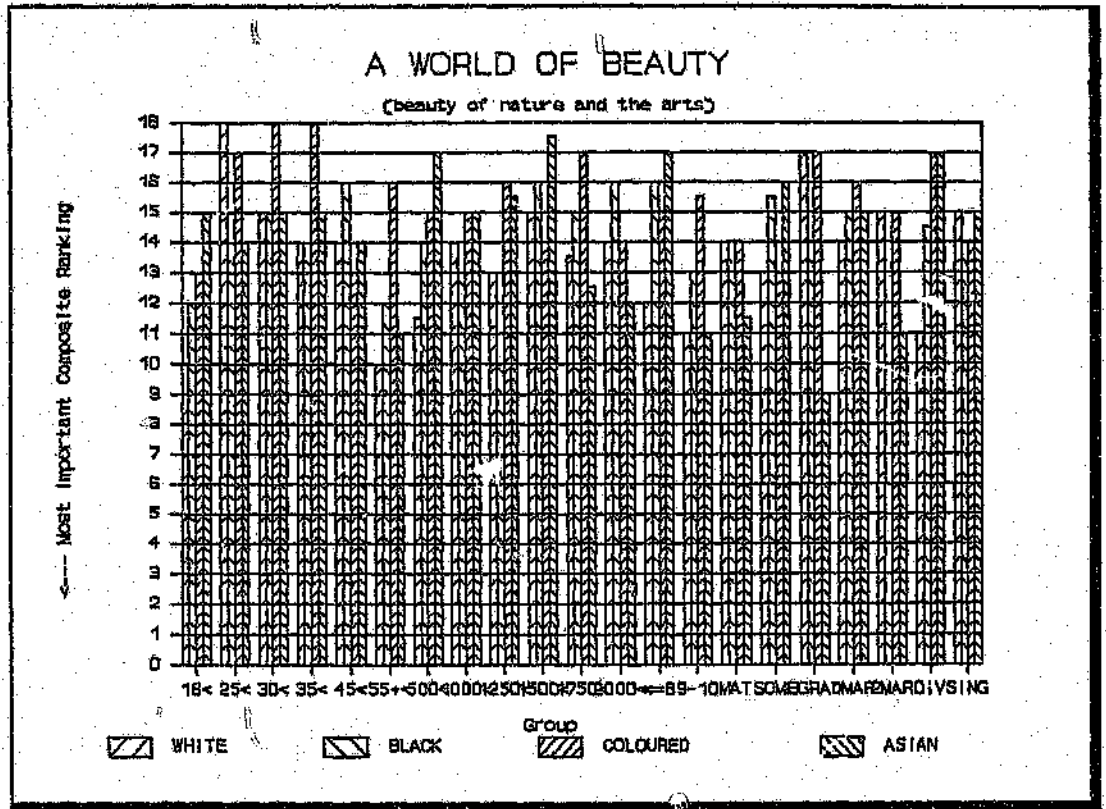
18-24 year old and 25-29 year old Blacks find **A WORLD AT PEACE** to be very important, it declines to moderate importance for 30-34 year olds and then further declines to the middle of the scale until again assuming moderate importance in the twilight years.

Coloureds show a different pattern with **A WORLD AT PEACE** being of neutral importance to 18-24 year olds. It then drops to moderate unimportance in the 25-29 year old age group and further yet to the bottom of the scale for 30-34 year olds. **A WORLD AT PEACE** then rises to the middle of the scale for 35-44 year olds then becomes moderately important to 45-54 year olds before again declining to middle of the scale for those older than 55.

**A WORLD AT PEACE** is moderately important to 18-24 year old Asians and declines to the middle of the scale for 25-29 year olds before again assuming moderate importance at the age of 30 and becoming very important at the age of 35. It declines to moderate importance in the 45-54 year old age group before again becoming very important to the over-55 age group.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single



### A WORLD OF BEAUTY

The developmental pattern for **A WORLD OF BEAUTY** is one of the most similar patterns observed among the four race groups and is basically moderately unimportant to all of them.

Whites rank this value near the middle of the scale in the 18-24 year old age group and as very unimportant to 25-29 year old age group. **A WORLD OF BEAUTY** then assumes moderate unimportance until the age of 55 when it returns to where it started, at the middle of the scale.

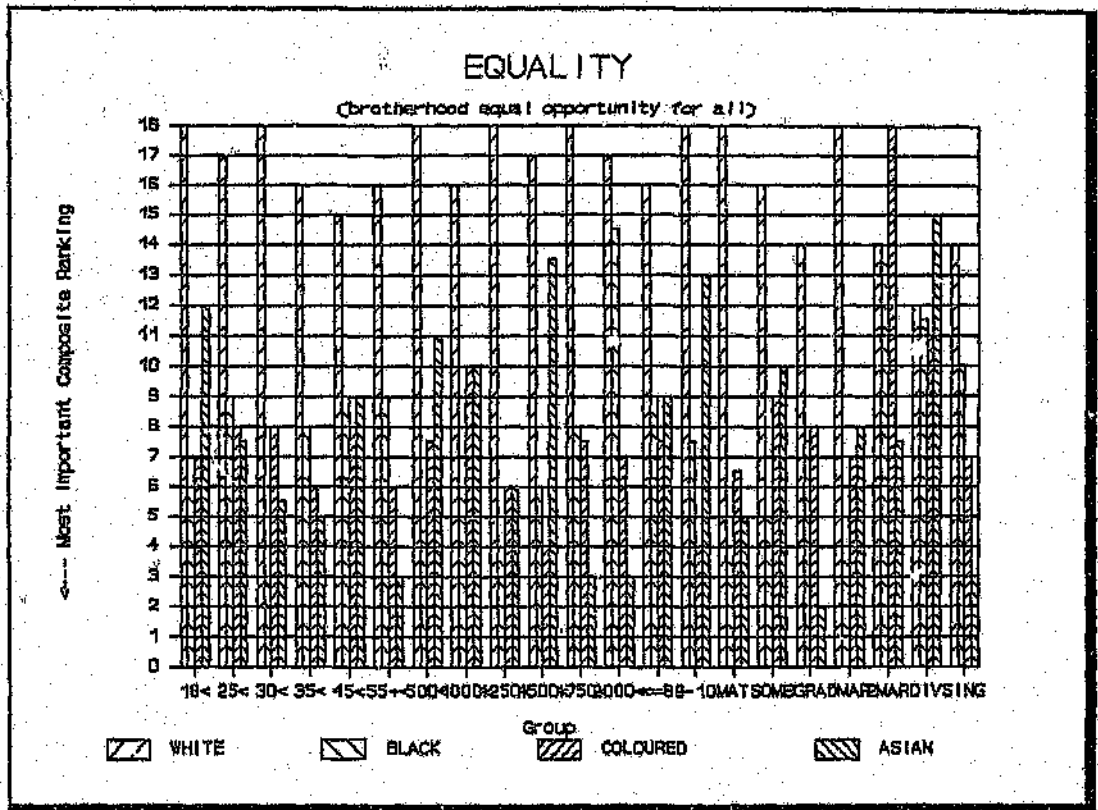
Like their White counterparts, 18-24 year old Blacks rank **A WORLD OF BEAUTY** at the middle of the scale. 25-29 year olds rank it as moderately unimportant where it stays until the age of 45 when it declines to being very unimportant before again assuming a position where it started at the age of 55 in the middle of the scale.

**A WORLD OF BEAUTY** is moderately unimportant to 18-24 year old Coloureds but slides to the bottom of the scale for the 25-29 year old age group where it stays until the end of life with the exception of a rise to moderate unimportance in the 45-54 year old age group.

**A WORLD OF BEAUTY** is moderately unimportant to Asians of all age groups with the exception of the over-55 age group who rank it at the middle of the scale.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single



### EQUALITY

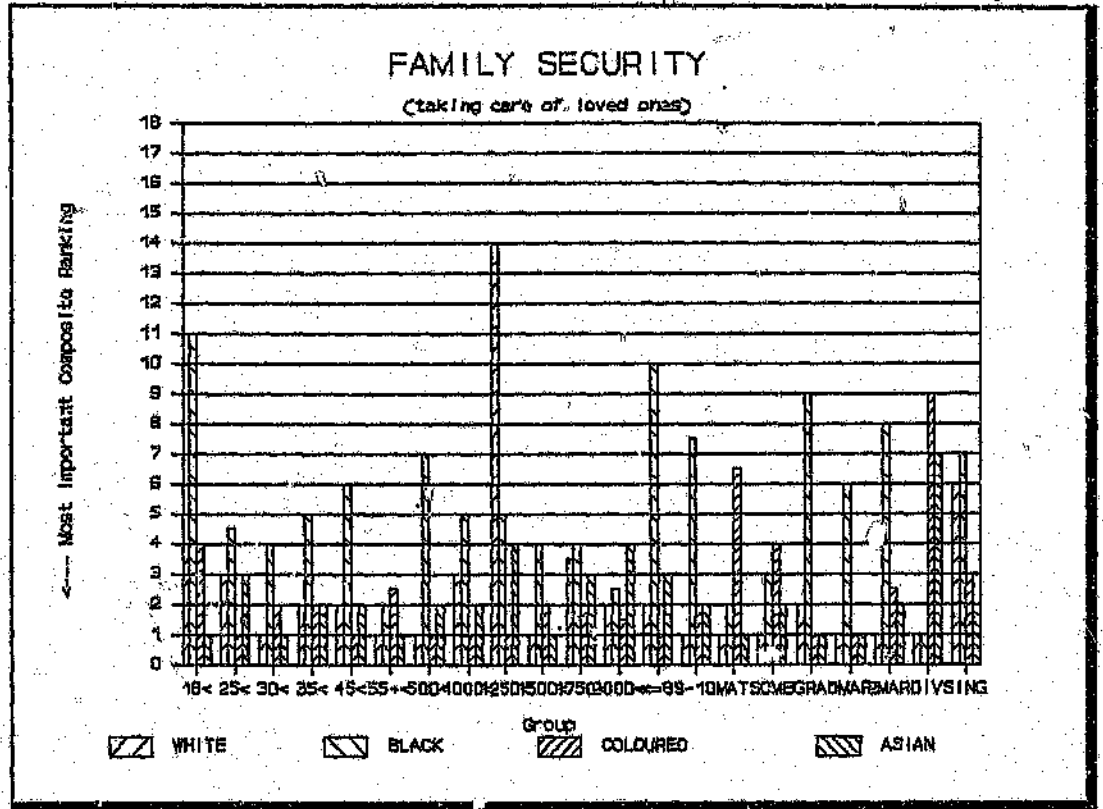
**EQUALITY** is the value ranked most differently by Whites and other race groups. As might be expected in South Africa after forty years of Apartheid and the social engineering of the Verwoerdian era, Whites rank **EQUALITY** as their least important value and the value is very unimportant to all age groups with the exception of the 45-54 year olds who rank it in a position of moderate unimportance.

Surprisingly though, **EQUALITY** is not ranked at the top of the scale by the other race groups. Blacks show an erratic developmental pattern. It is moderately important for 18-24 year old Blacks, after which time it declines to the middle of the scale for 25-29 year olds, rising to the top of the scale for 30-34 year olds before declining to the middle of the scale for the balance of life.

**EQUALITY** is ranked near the middle of the scale by Coloureds of all age groups with the exception of 35-44 year olds and over-55's who rank it at a level of moderate importance. Similarly, **EQUALITY** is ranked at the middle of the scale by Asians of all age groups with the exception of 30-34 year olds and 35-44 year olds who rank it as moderately important and the over-55's who rank it as very important.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single

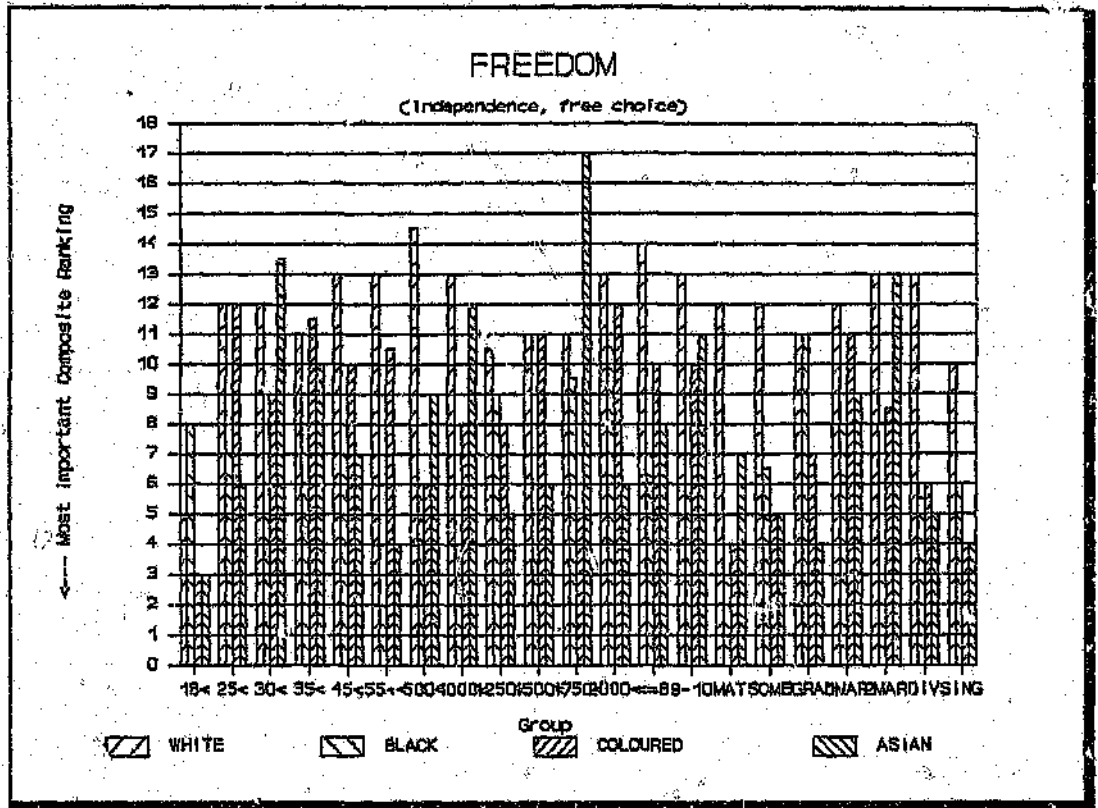


#### FAMILY SECURITY

**FAMILY SECURITY** is another value which shows very similar developmental patterns regardless of race. It is very important to Whites of all ages except 18-24's who rank it as moderately important. It is moderately important to Blacks of all age groups except 18-24 year olds who rank it at the middle of the scale and the 55 year old plus category which ranks it as very important. Coloureds of all age groups rank **FAMILY SECURITY** at the exact same level of importance as Whites of the same age groups. **FAMILY SECURITY** is ranked as very important by all age groups of Asians.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single



### FREEDOM

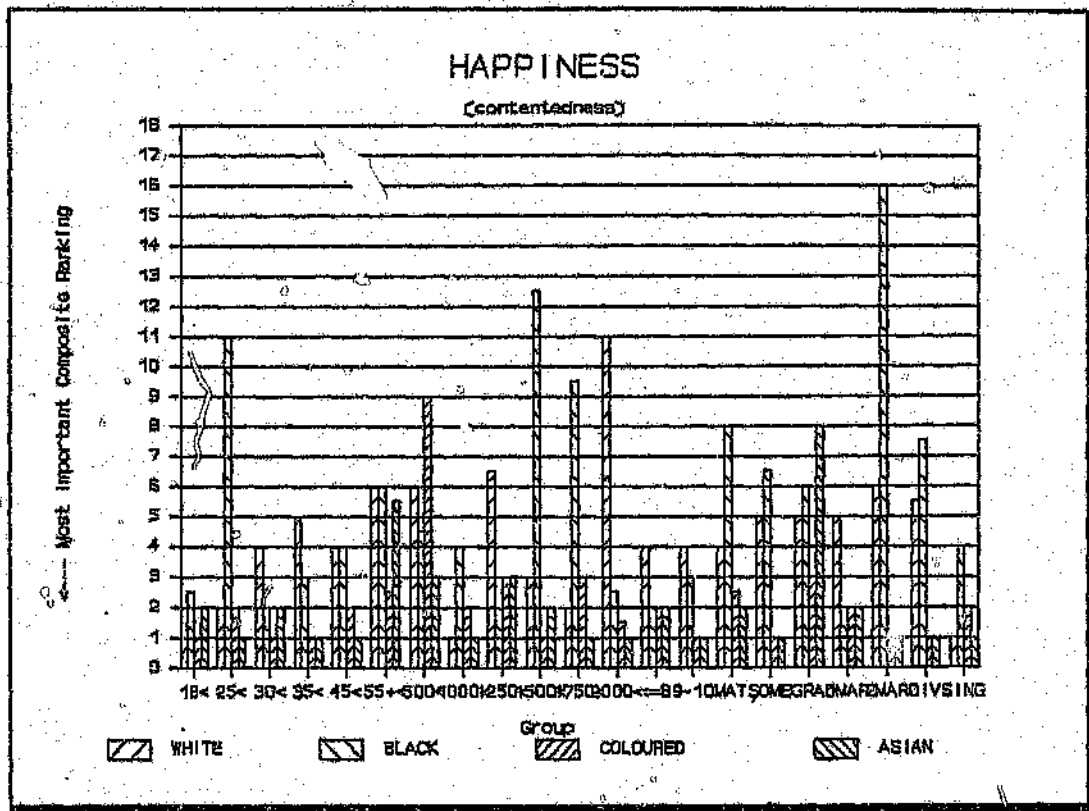
**FREEDOM** shows an almost linear developmental pattern among Whites. It is moderately important to 18-24 year olds, and then declines to neutral importance during middle age and finally declines to moderate unimportance among 44-54 year olds and the over-55s.

While it could be expected intuitively that other race groups would rank freedom as their most important value, like **EQUALITY**, **FREEDOM** is surprising not ranked near the top of the scale by other race groups. It is ranked near the middle of the scale by Blacks in younger age groups, rising to moderate importance in the 30-34 year old and 35-44 year old age groups before again declining to be ranked at the middle of the scale by 45-54 year olds. Black over-55s, however, rank **FREEDOM** as being very important.

18-24 year old Coloureds rank **FREEDOM** as very important but it is ranked near the middle of the scale by Coloureds of all other age groups. **FREEDOM** is ranked as very important by 18-24 year old Asians as well, but the value declines to moderate importance in the 25-29 year old age group and actually declines to a position of moderate unimportance among 30-34 year olds. The value again rises to a position near the middle of the scale among 35-44 year olds and then eventually assumes moderate importance among over-55s.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1999, 1250-1499, 1500-1749, 1750-1999, 2000-2249, 2250-2499, 2500-2749, 2750-2999, 3000-3249, 3250-3499, 3500-3749, 3750-3999, 4000-4249, 4250-4499, 4500-4749, 4750-4999, 5000-5249, 5250-5499, 5500-5749, 5750-5999, 6000-6249, 6250-6499, 6500-6749, 6750-6999, 7000-7249, 7250-7499, 7500-7749, 7750-7999, 8000-8249, 8250-8499, 8500-8749, 8750-8999, 9000-9249, 9250-9499, 9500-9749, 9750-9999.



### HAPPINESS

**HAPPINESS** is an important value to South Africans of all race groups and is generally most important in younger years.

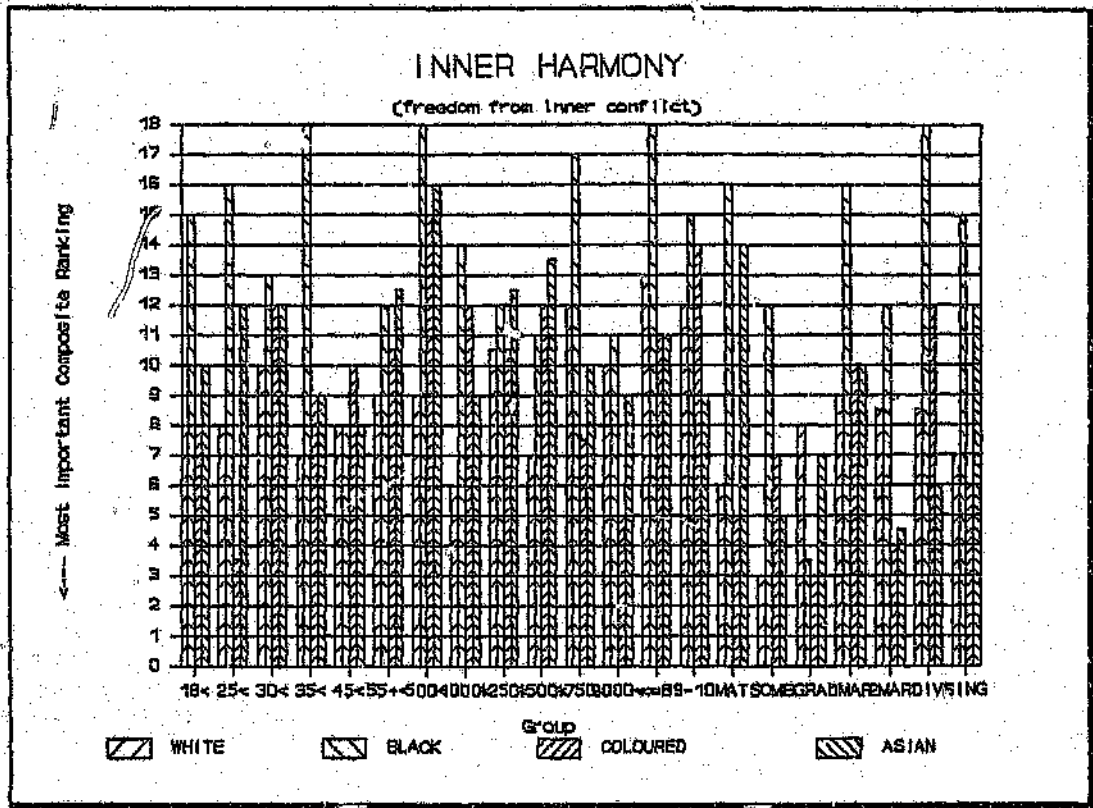
**HAPPINESS** is very important to 18-24 year olds and 25-29 year old Whites and moderately important to all other age groups.

The developmental pattern among Blacks is more erratic. It is ranked as very important to 18-24 year olds, at the middle of the scale by 25-29 year olds, as very important by 30-34 year olds, and as moderately important after the age of 45.

**HAPPINESS** is very important to Coloureds of all age groups and to Asians of all age groups with the exception of Asian over-55s who rank **HAPPINESS** as being only of moderate importance.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single



### INNER HARMONY

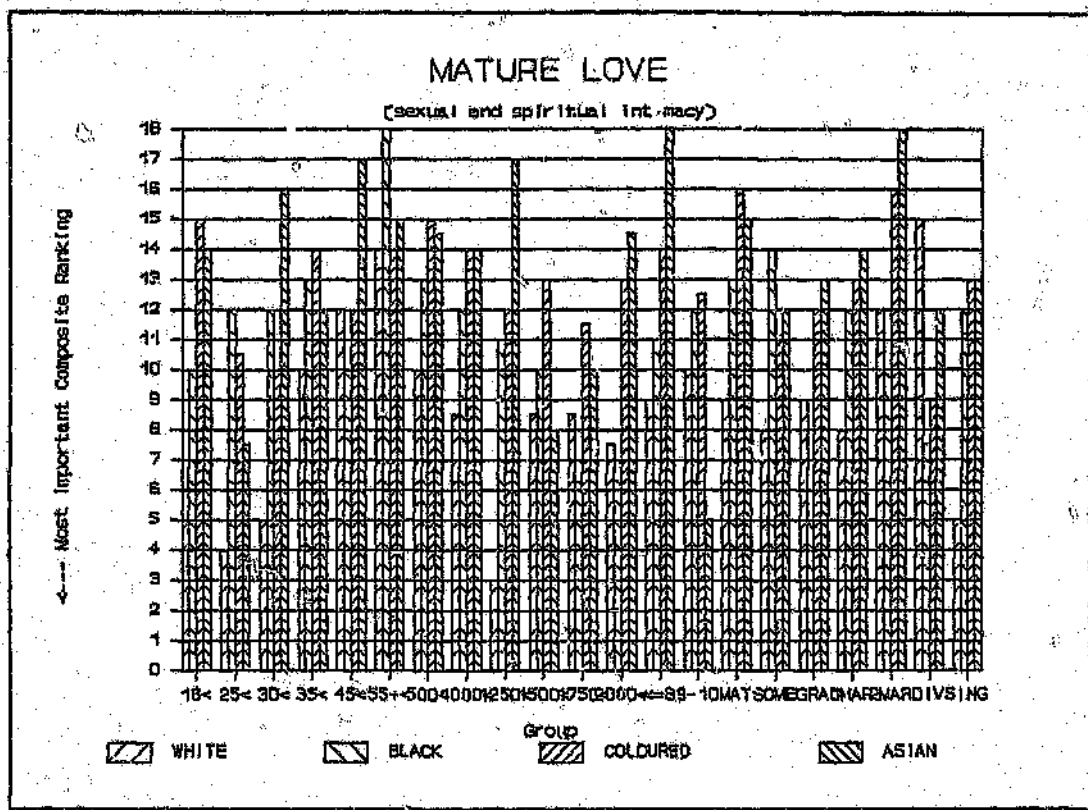
**INNER HARMONY** is generally ranked near the middle of the scale by all race groups.

It is ranked in the middle of the scale by all age groups of Whites, Coloureds and Asians, with the exception of 25-29 year old Coloureds, who rank it at the top of their scale.

Blacks show a much different developmental pattern ranking the value as moderately unimportant or very unimportant for most age groups until the age of 45. After 45 the value rises to assume a position near the middle of the scale as with other race groups.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+ 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9 10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single



### MATURE LOVE

**MATURE LOVE** is basically a moderately important value to Whites, and a moderately unimportant value to all other race groups.

18-24, 25-29 and 30-34 Whites rank **MATURE LOVE** as moderately important, after which time it declines to the middle of the scale for the 35-44 and 45-54 year old age groups. **MATURE LOVE** again becomes moderately important to over-55s.

**MATURE LOVE** is ranked near the middle of the scale for all age groups of Blacks with the exception of 35-44 year old Blacks who rank it as moderately unimportant and over-55s who rank it as very unimportant.

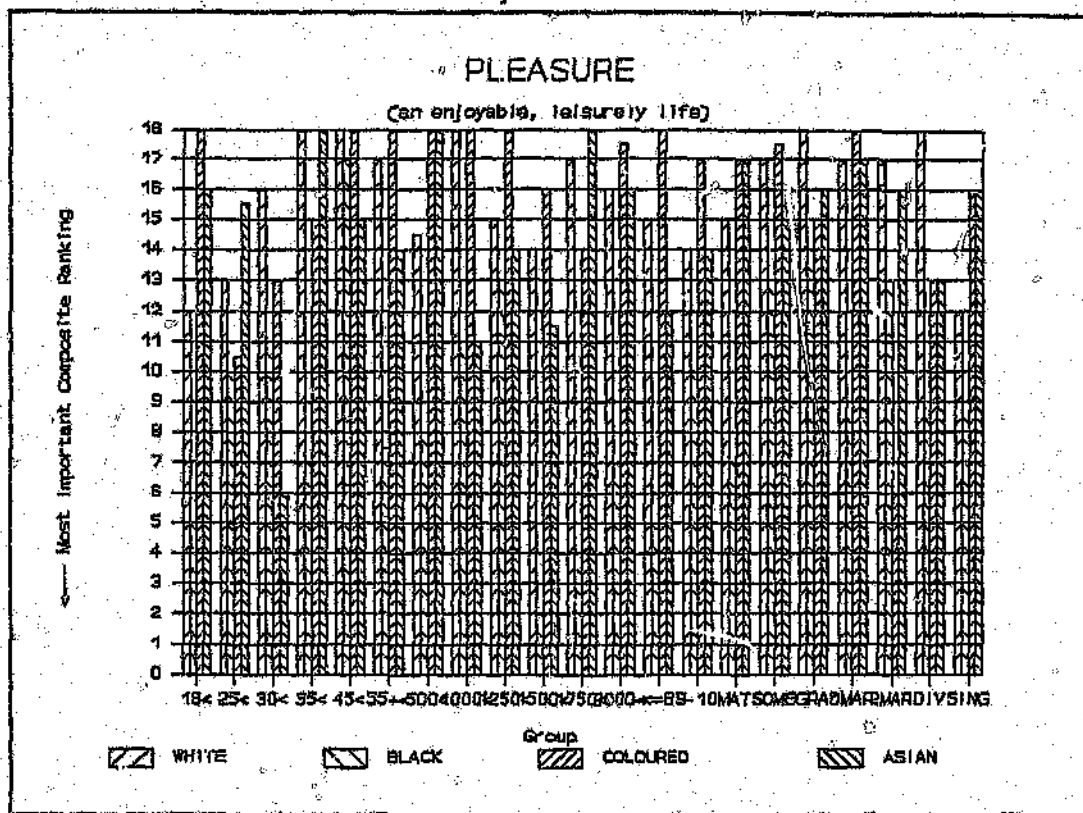
18-24 year old Coloureds rank **MATURE LOVE** as moderately unimportant before ranking it at the middle of the scale for the 25-29 year old age group and 30-34 year olds. **MATURE LOVE** again declines to moderate unimportance for the 35-44 year olds and over-55s, although it rises to neutral importance in the 45-54 year old age group.

Asians show a similar pattern to that of Coloureds. Most age groups rank the value as moderately unimportant or at the middle of the scale. 30-34 year olds and 45-54 year olds rank it at the bottom of their scale.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single





### PLEASURE

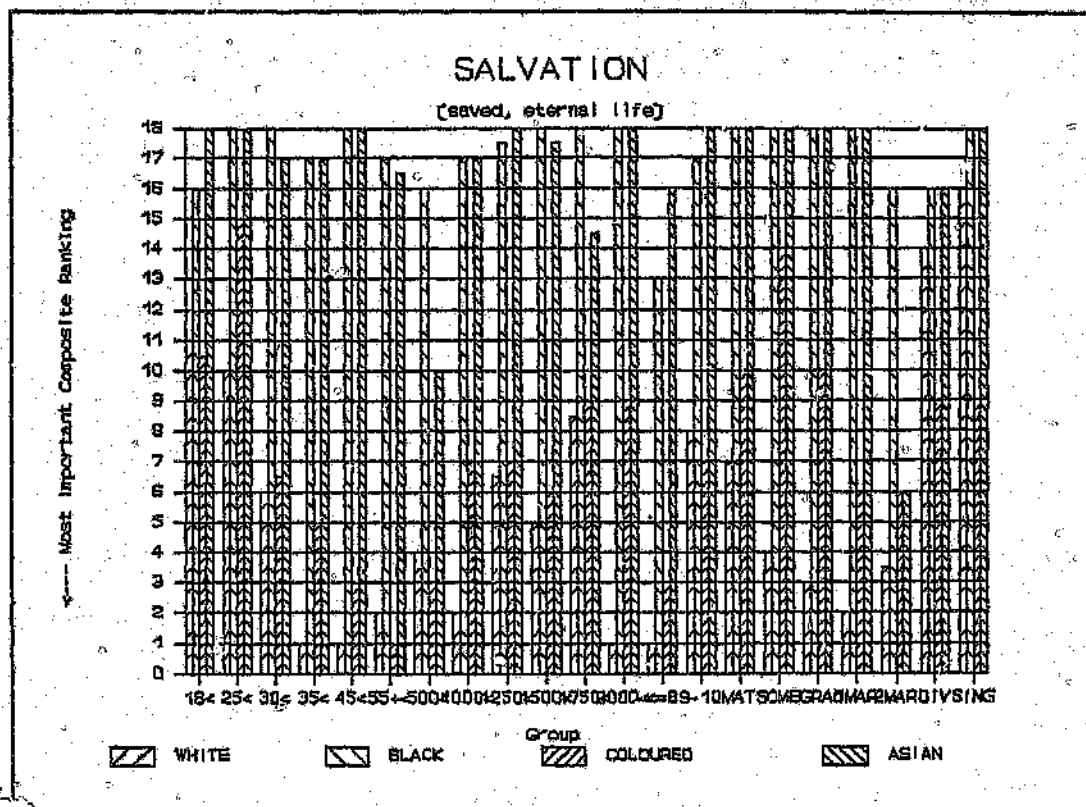
**PLEASURE** is ranked at the middle of the scale by 18-24 year old Whites, and then quickly declines to the bottom of the scale at the age of 30 where it stays.

**PLEASURE** is moderately important to 18-24 year old Blacks and declines to the middle of the scale where it stays with the exception of the 45-55 year olds who rank it as very unimportant. 18-24 year old Coloureds rank **PLEASURE** as being very unimportant. The value is ranked at the middle of the scale by 25-29 year olds and then begins a linear decline to reach the bottom of the scale by the age of 45 where it stays.

Asians show a different developmental pattern ranking **PLEASURE** as very unimportant in the 18-24 year old age group, rising through moderate unimportance to moderate importance in the 30-34 year old age group, after which point it declines to being either very unimportant or moderately unimportant for the balance of life.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249,  
 Standard 8,  
 Standard 9-10,  
 Matriculant, Some University,  
 University Grad,  
 1st Marriage, 2nd+ Marriage, Divorced, Single



### SALVATION

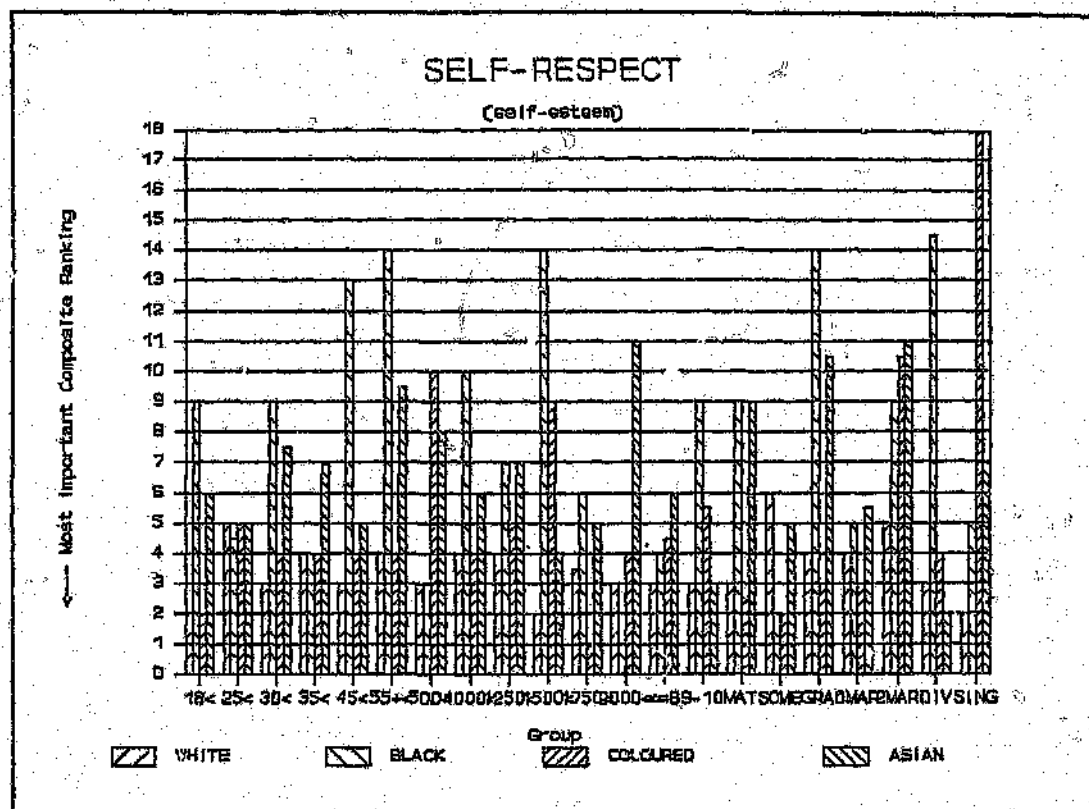
The developmental pattern shown by **SALVATION** is one of the most interesting on the list.

Blacks and Asians rank **SALVATION** as very unimportant in all age groups.

Whites and Coloureds, on the other hand, rank **SALVATION** at the level of neutral importance in younger years. It rises to be ranked at the top of the scale by 35-44 year olds where it stays consistently thereafter.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd Marriage, Divorced, Single



### SELF RESPECT

**SELF RESPECT** is generally an important value to all South Africans.

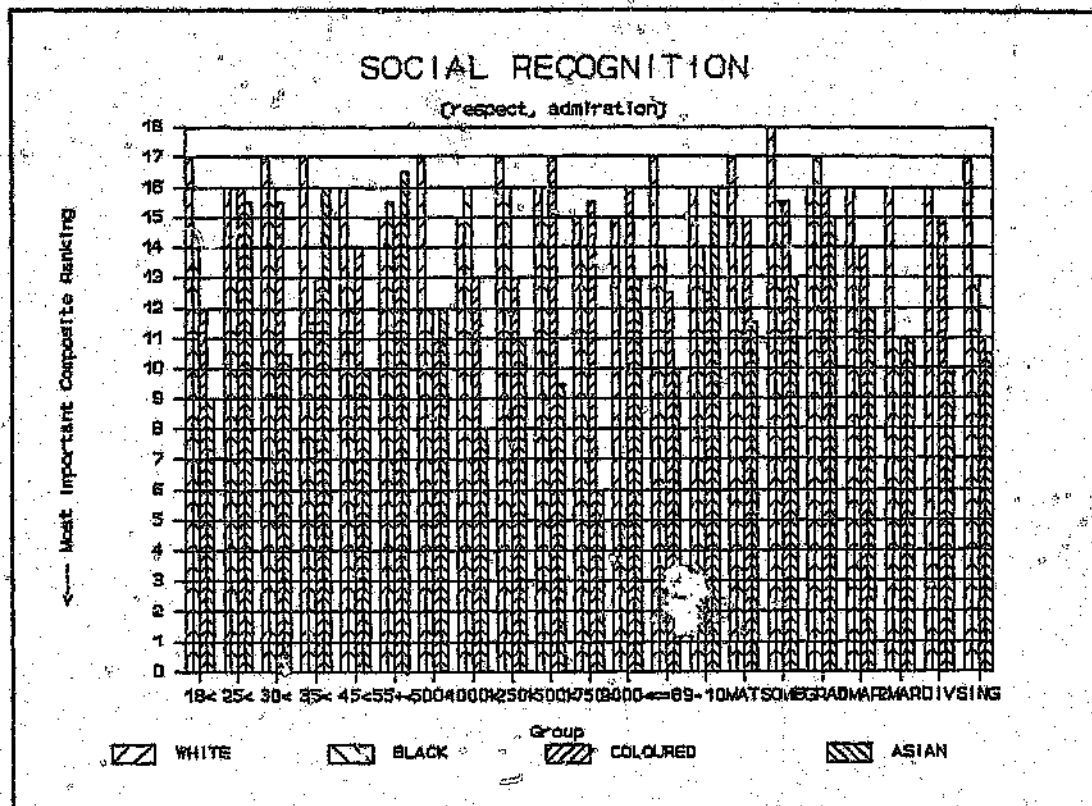
It is ranked as very important to the 18-24 year old, 30-34 year old and 45-54 year old age groups of Whites, and ranked as moderately important by all other age groups.

**SELF RESPECT** is ranked at the middle of the scale by 18-24 year old and 30-34 year old Blacks and rises to moderate importance among 25-29 year old and 35-44 year old Blacks. This value, however, declines to moderate unimportance among 45-54 year olds and stays that way.

18-24 year old Coloureds rank **SELF RESPECT** as very important but the value is moderately important to all other age groups in a pattern similar to that of Whites. Asians on the other hand rank **SELF RESPECT** as being moderately important at all ages groups with the exception of the 30-34, 35-44 and 55 year old plus age groups which rank it at the middle of the scale.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard/ 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single



### SOCIAL RECOGNITION

**SOCIAL RECOGNITION** is not a very important value in South Africa.

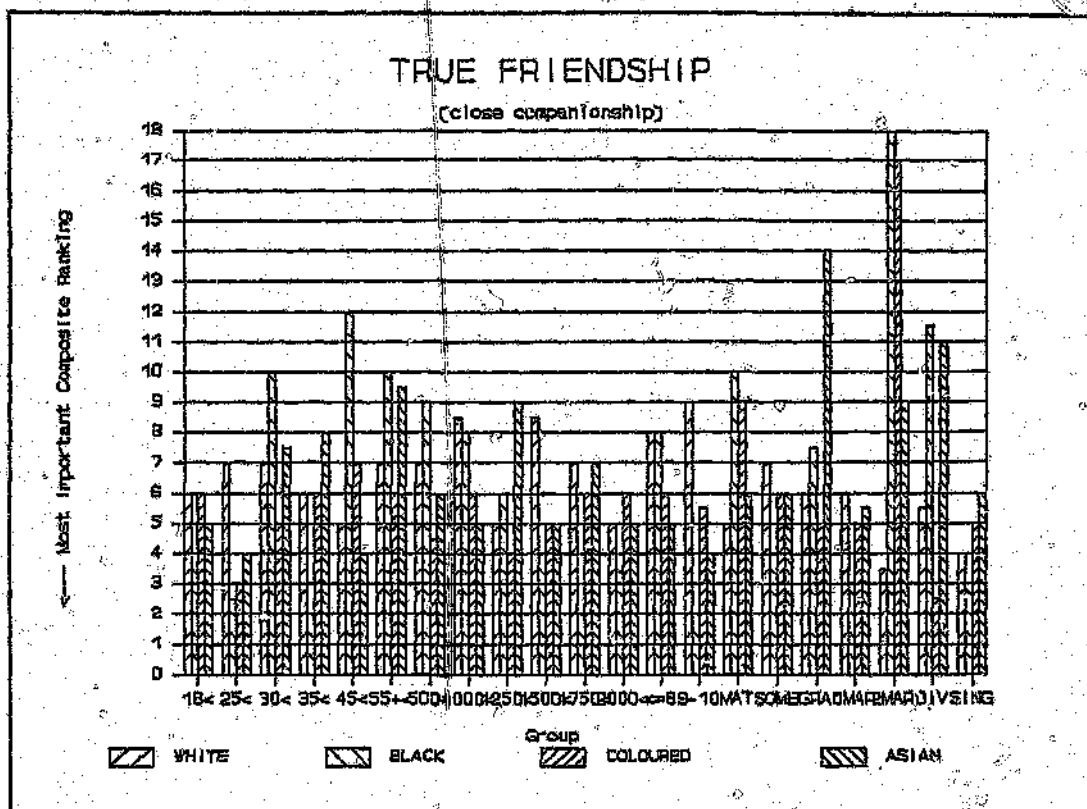
Whites of all age groups rank **SOCIAL RECOGNITION** at the bottom of the scale except over-55s, who rank it as moderately unimportant.

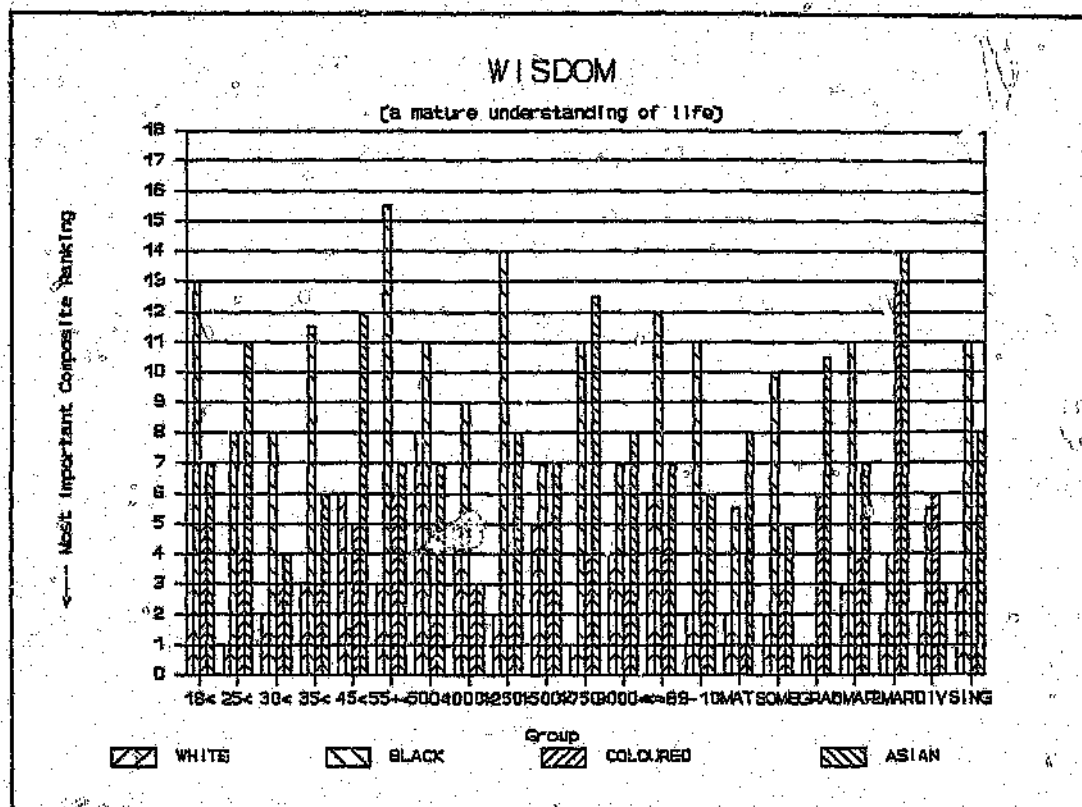
Among Blacks, this value starts out as moderately unimportant and declines to the bottom of the scale for 30-34 year olds. After a brief rise to the middle of the scale among 35-44 year olds, it assumes a position of moderate unimportance for all other age groups.

**SOCIAL RECOGNITION** is ranked in the middle of the scale by 18-24 year old Coloureds and then declines to the bottom of the scale among 25-29 year olds. It is moderately unimportant to all other age groups of Coloureds. This value is ranked at the middle of the scale by Asians with the exception of 25-29 year olds who rank it as moderately unimportant and 35-44 year old and over-55 year old Asians who rank it as very unimportant.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single





### WISDOM

**WISDOM** is another value which shows strong correlations between the ranks given by Whites and Coloureds and those given by Blacks and Asians.

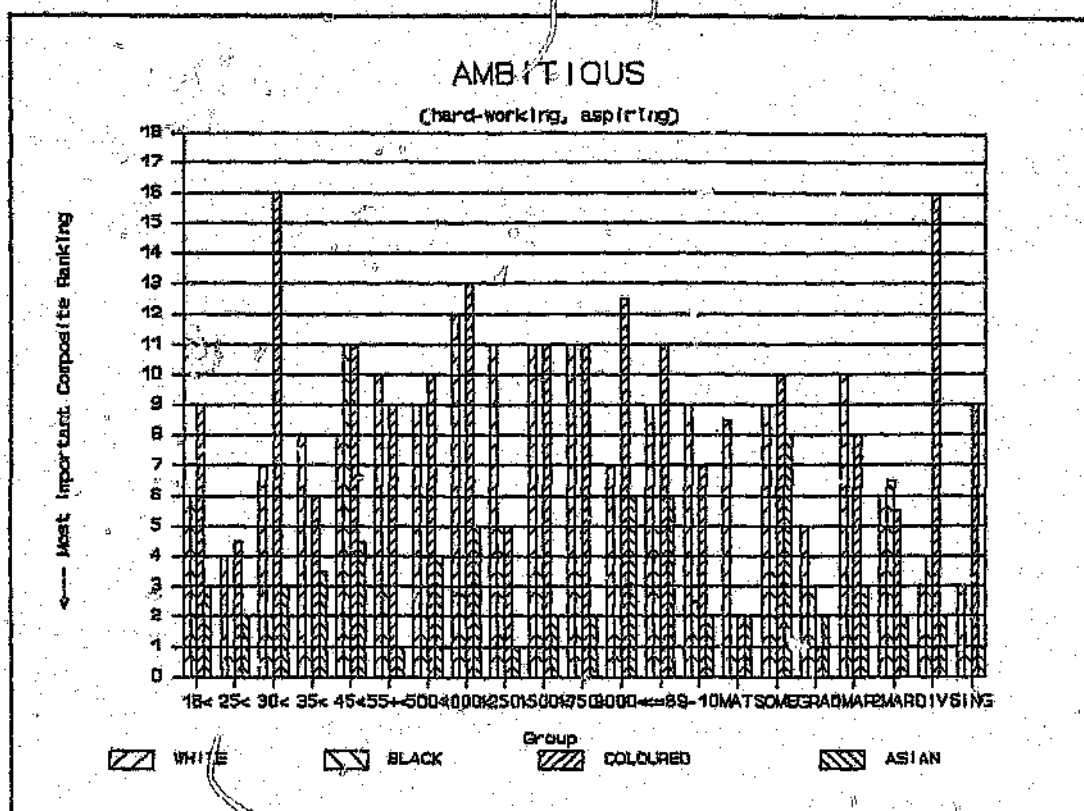
Whites rank the value as very important at all age groups with the exception of 45-54 year olds who rank it as moderately important. Coloureds rank it as moderately important at all age groups with the exception of 30-34 and 35-44 year olds who rank it as very important.

Blacks on the other hand rank **WISDOM** as moderately unimportant in the 18-24 year old and over-55 year old categories while ranking it near the middle of the scale for all other age groups with the exception of 45-54 year olds who rank it as very important.

Asians rank **WISDOM** near the middle of the scale in all age groups with the exception of 30-34 and 35-44 year old age groups who rank it as moderately important.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd Marriage, Divorced, Single



### **AMBITIOUS**

**AMBITIOUS** is another value which shows a similar development pattern among Whites and Coloureds and among Blacks and Asians.

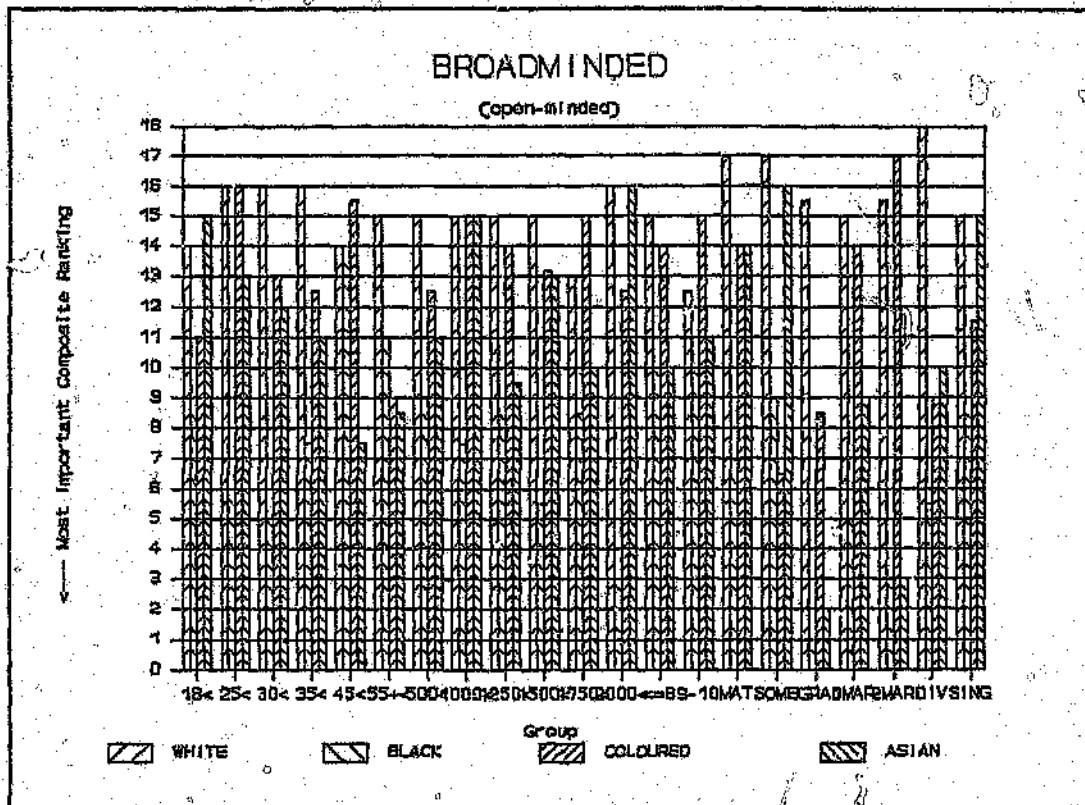
**AMBITIOUS** is moderately important to 18-24 year old and 25-29 year old Whites and of neutral importance to all other age groups. Similarly it is of neutral importance to 18-24 year old Coloureds achieving moderate importance at 25-29 before becoming very unimportant to 30-34 year olds, rising again to moderately important among 35-44 year olds and being ranked near the middle of the scale for periods thereafter.

This value is very important to Blacks and Asians. It is ranked as moderately important to 18-24 year old Blacks and as very important to Blacks of all other age groups with the exception of the 45-54 year old age group. During the latter period this value briefly declines to the middle of the scale.

**AMBITIOUS** is ranked as very important to all age groups of Asians with the exception of 45-54 year olds who rank this value as moderately important.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single



### BROADMINDED

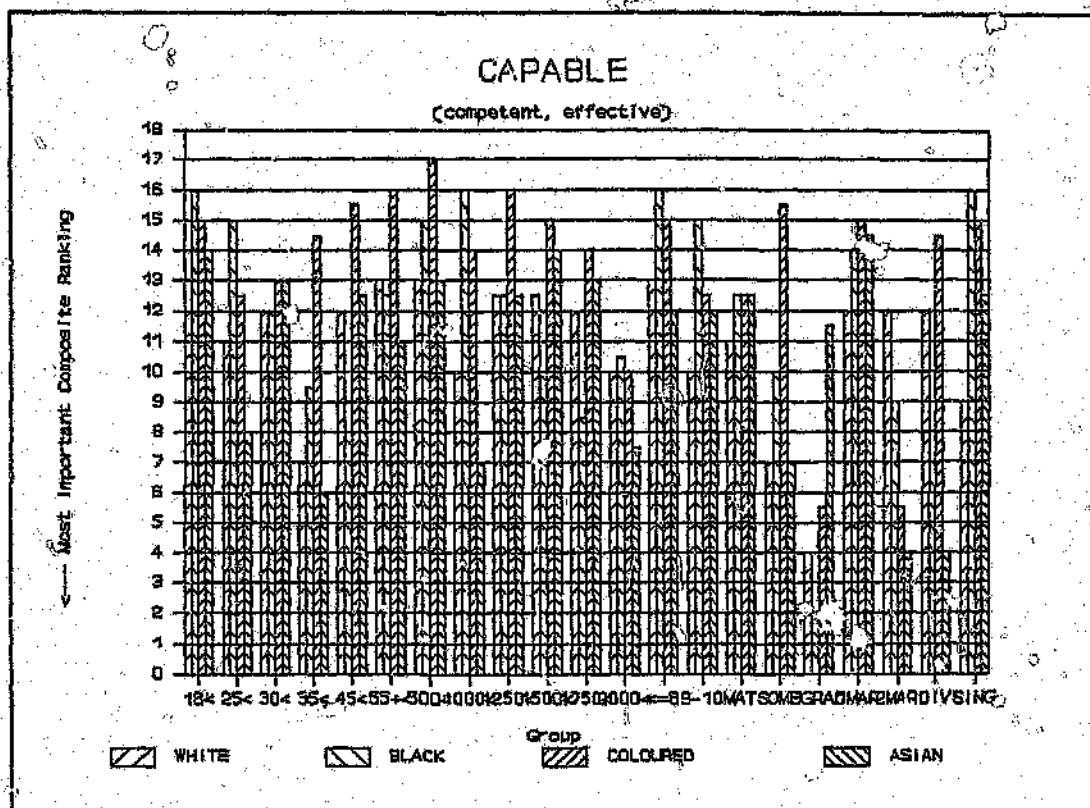
**BROADMINDED** is not a very important value to most South Africans.

The highest ranking achieved by **BROADMINDED** among Whites is that of moderate unimportance among 18-24 year olds and those over the age of 45. This value slumps to the bottom of the scale for the period in between these two periods.

**BROADMINDED** is somewhat more important to Blacks and assumes a position at the middle of the scale among 18-24 year olds before becoming moderately important to 25-29 and 30-34 year old age groups. The value then enters a period of decline, declining to the middle of the scale for 35-44 year olds and further yet to a position of moderate unimportance for 45-54 year old age group before finally rising to the middle of the scale among over-55s.

**BROADMINDED** is ranked in the middle of the scale by Coloureds before declining to being very unimportant at the age of 25. It then alternates between moderate unimportance and being ranked near the middle of the scale for all other age groups. It is ranked as moderately unimportant by younger Asians and rises to the middle of the scale at the age of 30 where it remains for all subsequent age groups.

Graph should be read as follows:  
 18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single



### **CAPABLE**

**CAPABLE** is generally not a very important value and is ranked near the middle of the scale or slightly lower by most race groups.

Whites of all ages rank **CAPABLE** near the middle of the scale with the exception of the over-55s who rank it as moderately unimportant. It is ranked as very unimportant by 18-24 year old Blacks and rises to moderate unimportance to 25-29 year olds before being ranked near the middle of the scale after the age of 30.

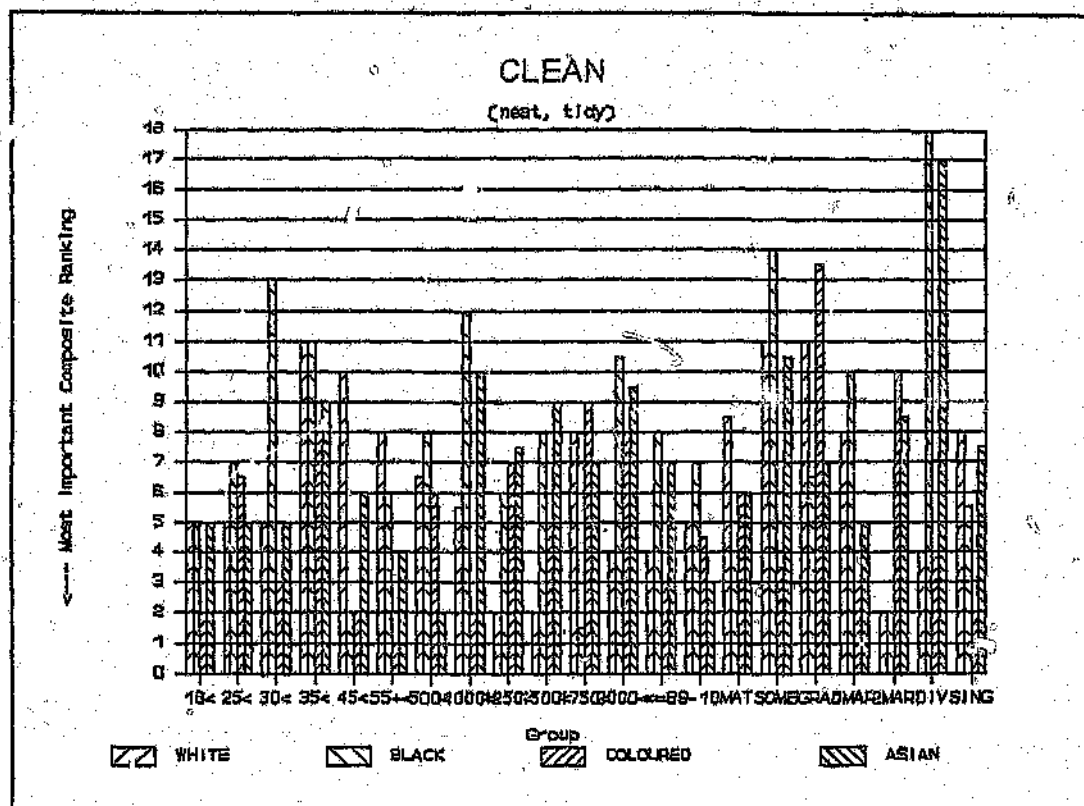
Coloureds rank **CAPABLE** as being moderately unimportant by 18-24 year olds, it rises to the middle of the scale briefly for the 25-29 year old period, before declining to moderate unimportance for the balance of life with the exception of those over the age of 55. Over-55's find this value to be very unimportant.

Asians rank **CAPABLE** as being moderately unimportant at 18-24 years of age, near the middle of the scale for the 25-29 year old age group, before it again declines briefly to moderate unimportance in the 30-34 year old age group. It rises briefly to moderate importance in the 35-44 year old age group before declining to the middle of the scale for the balance of life.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single





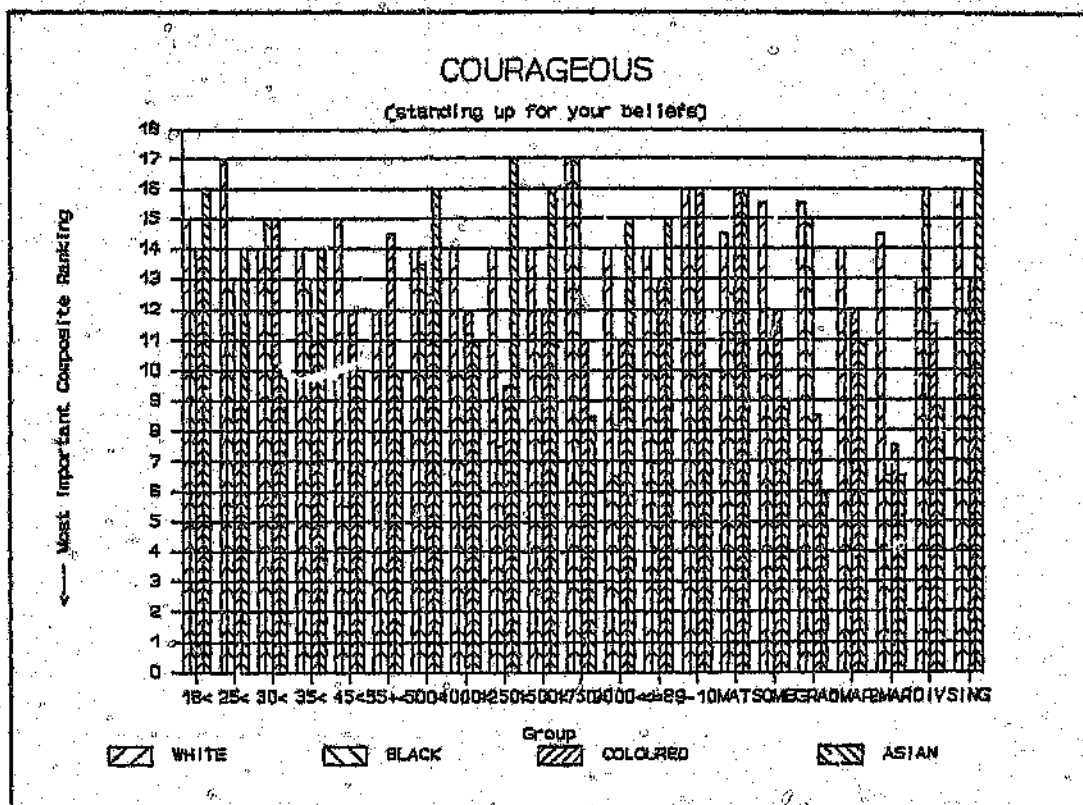
### CLEAN

**CLEAN** is a moderately important value to Whites until the age of 35 at which point it declines to the middle of the scale for the balance of life. It is ranked as moderately important by 18-24 year old Blacks but declines to the middle of the scale for 25-29 year olds before declining again to moderate unimportance 30-34 year old age group. **CLEAN** then rises to the middle of the scale for 35-44 year age group and further rises to the top of the scale for 45-50 year olds before declining to a position of moderate importance among over-55s.

**CLEAN** is very important to Coloureds of all ages with the exception of 25-29 year olds when it briefly declines to moderate unimportance and 35-44 year olds when it again briefly declines to the middle of the scale. **CLEAN** is moderately important to Asians of all age groups with the exception of the 35-44 year old age group when it declines temporarily to the middle of the scale.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single



### COURAGEOUS

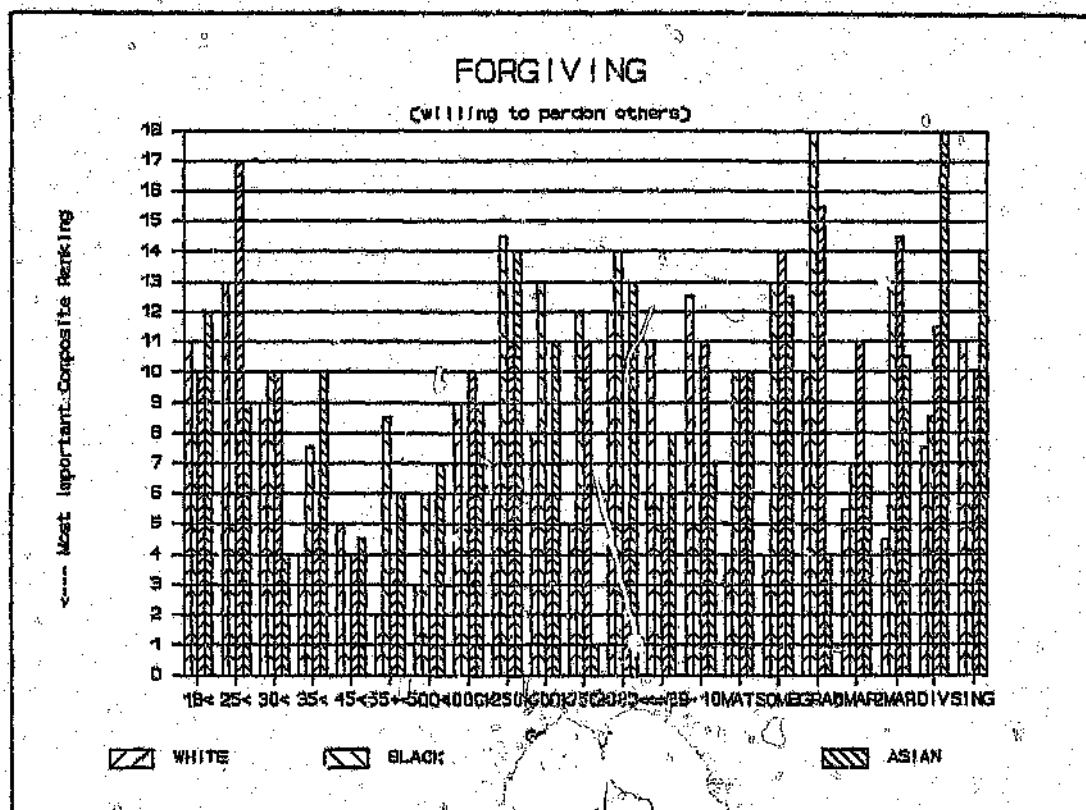
South Africans do not place high value on being **COURAGEOUS**.

It is moderately unimportant to Whites of all age groups with the exception of 25-29 year olds who find it as being very unimportant and over-55s, who rank it near the middle of the scale.

**COURAGEOUS** is ranked near the middle of the scale by 18-24 year old Blacks and then as moderately unimportant until it rises to moderate importance at the age of 45 and thereafter. **COURAGEOUS** alternates between moderate unimportance and being ranked near the middle of the scale by Coloureds of all age groups as it does with Asians of all age groups with exception of the 18-24 year old age groups who rank it as being very unimportant.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single



### FORGIVING

**FORGIVING** generally is ranked near the middle of the scale but becomes more important as life goes on.

Among Whites, **FORGIVING** is ranked in the middle of the scale for 18-24 year olds. It declines to moderate unimportance in the 25-29 year old age group before again rising to the middle of the scale for 30-34 year olds. It is moderately important the age of 35 and stays there until the age of 55 when it becomes very important.

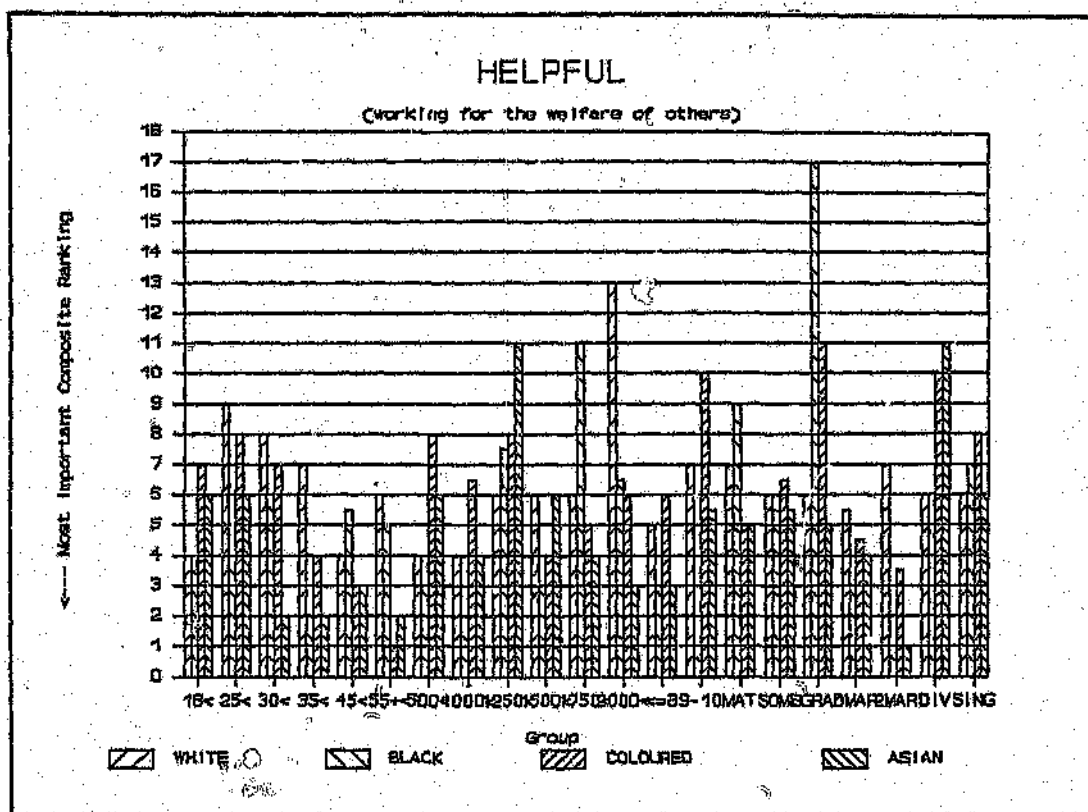
Blacks of all ages rank **FORGIVING** near the middle of the scale except during the 25-29 year old period when it briefly rises to moderate importance and among those 45-54 years old when it briefly rises to being very important.

18-24 year old Coloureds rank **FORGIVING** near the middle of the scale but it is very unimportant among 25-29 year olds. It rises to the middle of the scale during the 30-34 year old period and rises again to moderate importance at the age of 35 and remains so until the age of 55 when it again assumes a position in the middle of the scale.

Asians rank **FORGIVING** near the middle of the scale with the exception of the 30-34 year old, 45-54 year old and over-55s, all of whom rank it as being moderately important.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single



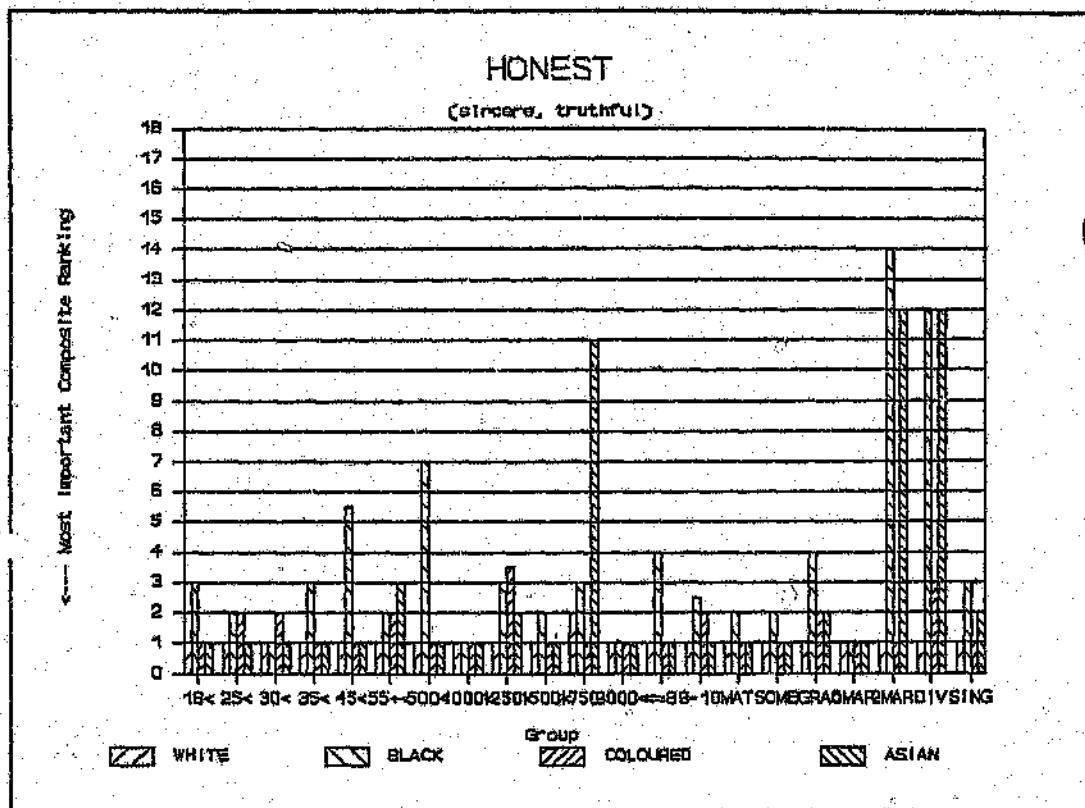
#### HELPFUL

**HELPFUL** is a relatively important South African value. It is ranked as moderately important by Whites early and late in life but is ranked in the middle of the scale by all age groups from the age of 25 until the age of 44. It is ranked as moderately important by all age groups of Blacks with the exception of 35-44 year olds who rank it as very important.

**HELPFUL** is ranked near the middle of the scale by Coloureds until the age of 35 when it assumes moderate importance becoming very important at the age of 45-54 before again assuming moderate importance for the balance of life. It is ranked as moderately important by Asians until the age of 30 after which point it is ranked as very important for the balance of life.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44,  
45-54, 55+, 500-999, 1000-  
1249, 1250-1499, 1500-1749,  
1750-1999, 2000-2249,  
<Standard 8, Standard 9-  
10, Matriculant, Some  
University, University Grad,  
1st Marriage, 2nd+  
Marriage, Divorced, Single



### HONEST

**HONEST** is the most important instrumental value to all race groups with the exception of Blacks who rank **AMBITIOUS** higher.

It is ranked as very important by all race groups at all ages with the exception of Blacks who rank it as moderately important in the 45-54 year old age group.

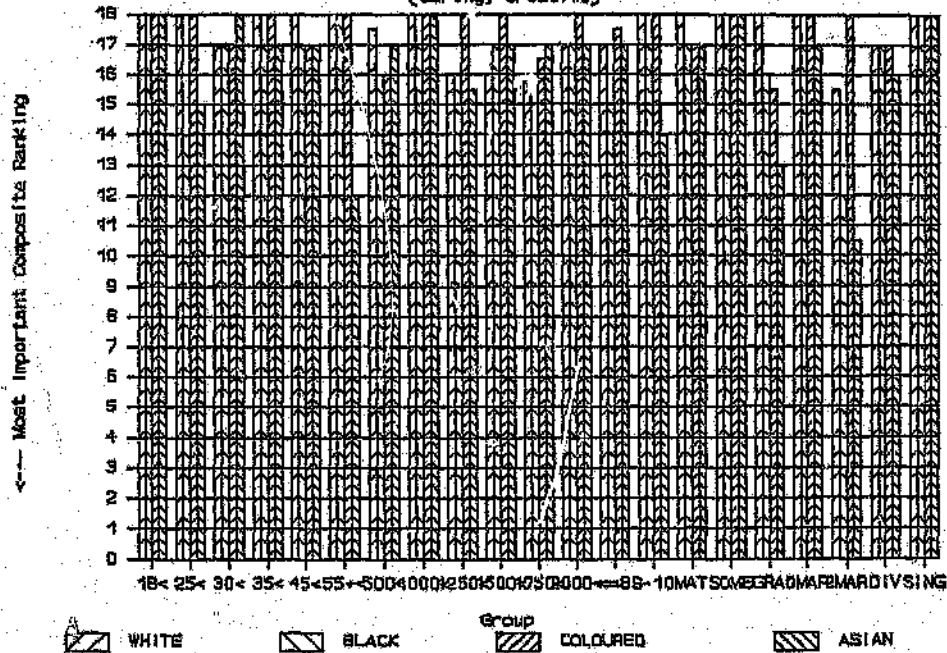
The implications of violating such a strongly held value are obvious and marketers will do so only at their own peril.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44,  
45-54, 55+, 500-999, 1000-  
1249, 1250-1499, 1500-1749,  
1750-1999, 2000-2249,  
<Standard 8, Standard 9-  
10, Matriculant, Some  
University, University Grad,  
1st Marriage, 2nd+  
Marriage, Divorced, Single

## IMAGINATIVE

(caring, creative)



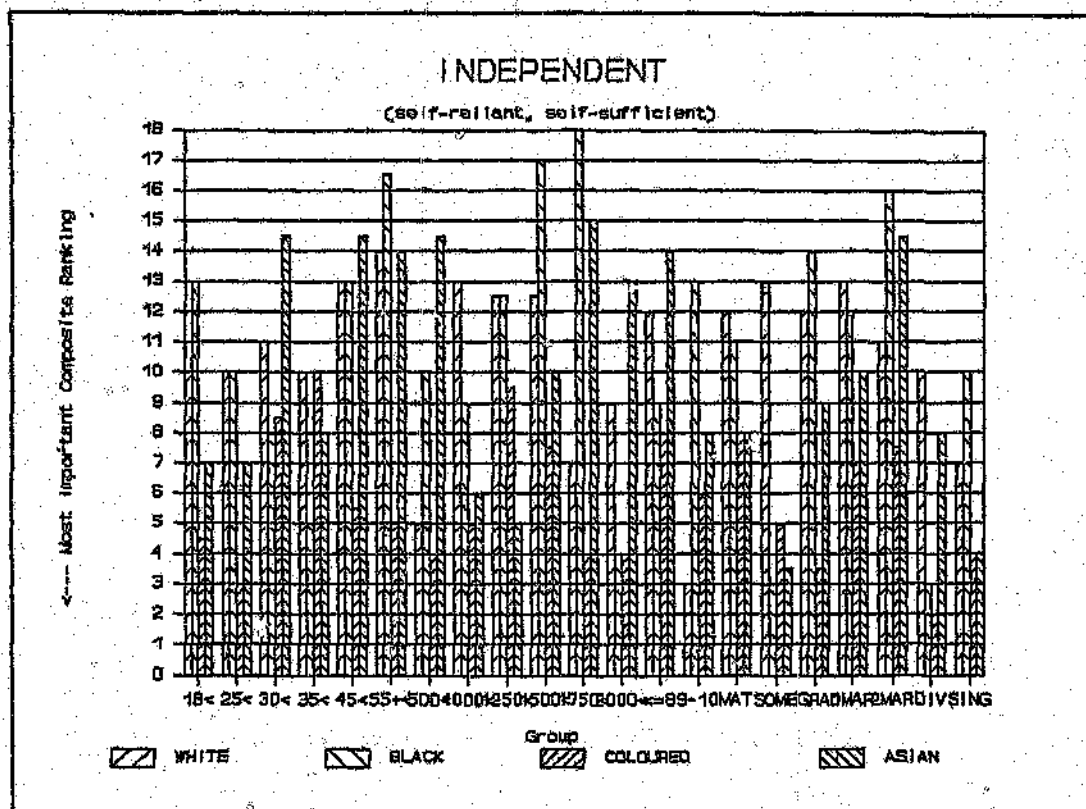
## IMAGINATIVE

**IMAGINATIVE** is a very unimportant value to South Africans of all race groups. It is ranked as very unimportant by Whites and Blacks of all age groups except 25-29 year old Blacks who rank it as moderately unimportant.

Similarly, **IMAGINATIVE** is ranked as very unimportant by Coloureds and Asians of all age groups except 25-29 year old Asians who rank it as moderately unimportant and Asian over-55s, who rank it at the middle of their scale.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44,  
45-54, 55+, 500-999, 1000  
1249, 1250-1499, 1500-1749,  
1750-1999, 2000-2249,  
<Standard 8, Standard 9-  
10, Matriculant, Some  
University, University Grad,  
1st Marriage, 2nd+  
Marriage, Divorced, Single



### INDEPENDENT

**INDEPENDENT** is ranked near the middle of the scale by Whites of all age groups until the age of 45, when it declines to moderate unimportance.

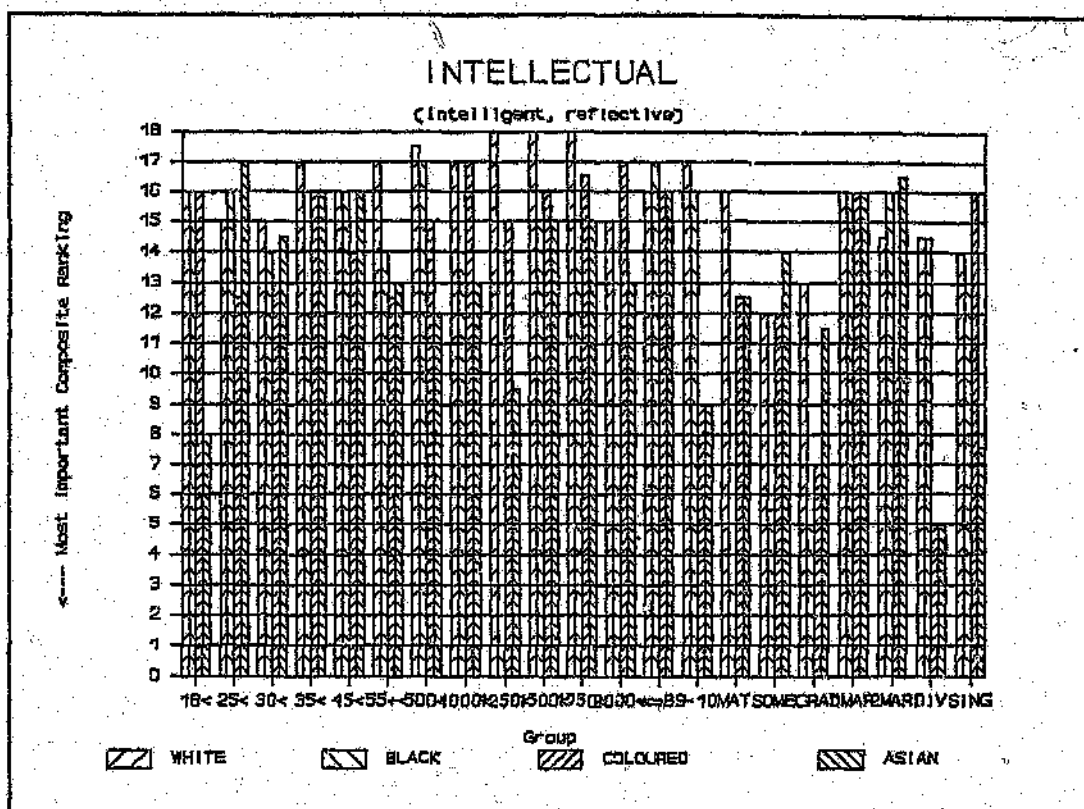
The Black developmental pattern is different. 18-24 year old Blacks find **INDEPENDENT** to be moderately unimportant. The value then rises to the middle of the scale until the age of 35, when it again rises to moderate importance. It then declines rapidly to moderate unimportance at the age of 45 and further to the bottom of the scale among over-55s.

**INDEPENDENT** is moderately important to 18-24 year old Coloureds and very important to 25-29 year olds. It then declines to the middle of the scale until rising to become moderately important at the age of 45 and for the period thereafter.

**INDEPENDENT** is ranked near the middle of the scale by Asians in the early age groups and then briefly declines to moderate unimportance in the 30-34 year old age group. After a brief return to the middle of the scale, **INDEPENDENT** declines for the balance of life to moderate unimportance at the age of 45.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44,  
45-54, 55+, 500-999, 1000-  
1249, 1250-1499, 1500-1749,  
1750-1999, 2000-2249,  
<Standard 8, Standard 9-  
10, Matriculant, Some  
University, University Grad,  
1st Marriage, 2nd+  
Marriage, Divorced, Single



### INTELLECTUAL

**INTELLECTUAL** is another value which is not important to any race group. It is very unimportant to Whites of all age groups except for a brief rise to moderate unimportance among 25-29 and 30-34 year olds.

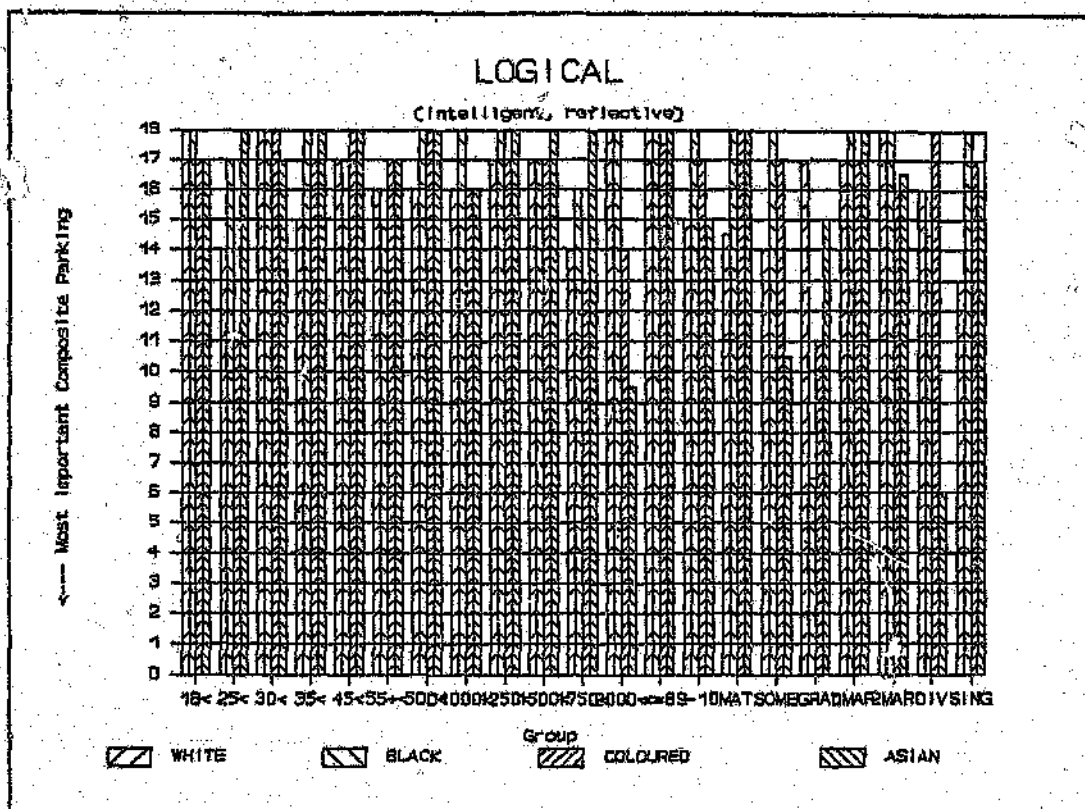
Among 18-24 year old Blacks, **INTELLECTUAL** is ranked as moderately unimportant before further declining to the bottom of the scale during the 25-29 year old period. **INTELLECTUAL** rises to the middle of the scale at the age of 35 and then briefly declines to the bottom of the scale at the age of 45. It finally rises to moderate importance, it's highest level, among over-55s.

**INTELLECTUAL** is very unimportant to 18-24 year old Coloureds but briefly rises to the middle of the scale among 25-29 year olds. It then declines to moderate unimportance at the age of 30 and further to the bottom of the scale at the age of 35. A return to the middle of the scale then begins with a rise to moderate unimportance at 45 and a return to the middle of the scale at the age of 55.

**INTELLECTUAL** is ranked as very unimportant by Asians of all age groups with the exception of 18-24 year olds who rank it at the middle of the scale and 30-34 year olds and over-55s, who rank it as being moderately unimportant.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single



### LOGICAL

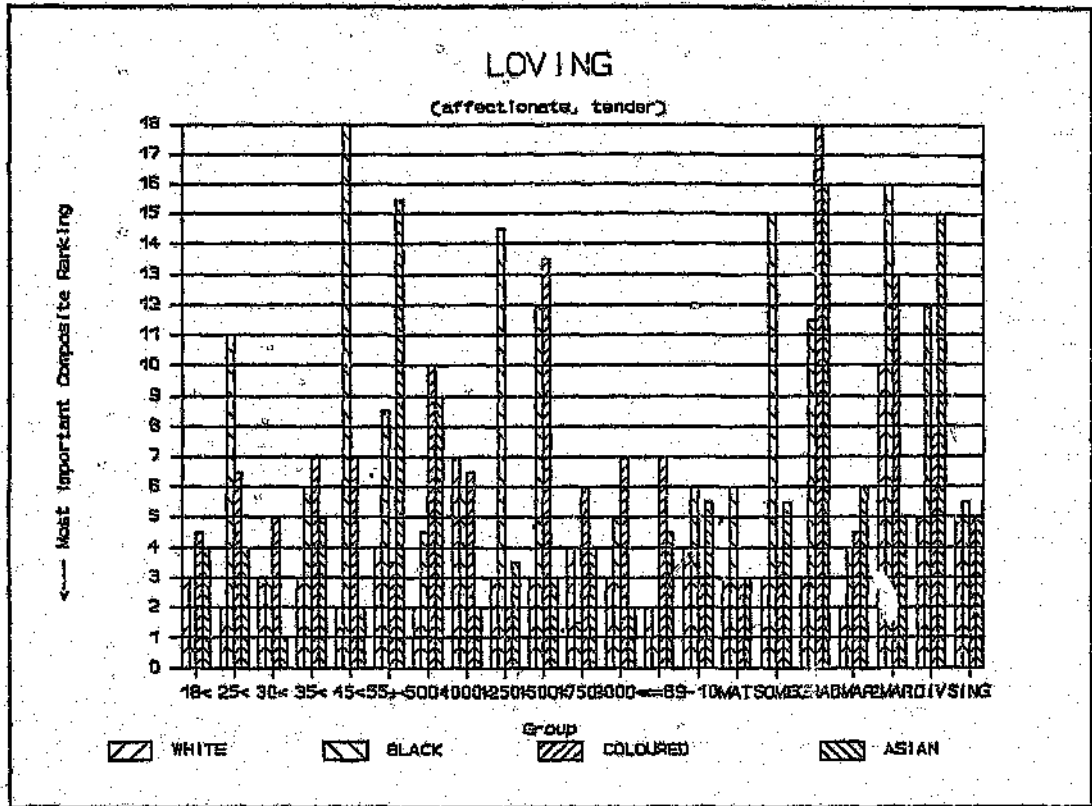
**LOGICAL** is another value which shows very little difference between the races. It is unimportant to all of them.

**LOGICAL** is very unimportant to Whites at the age of 18-24. It rises briefly to moderate unimportance before returning to the bottom of the scale at the age of 30. It then rises again briefly until the age of 45 when it again drops to the bottom of the scale and stays there.

Blacks rank **LOGICAL** as being very unimportant in all age groups until the age of 45. After 45, it rises to moderate importance for the balance of life. **LOGICAL** is very unimportant to all age groups of Coloureds except for a brief rise to the middle of the scale in the 25-29 year old age group. It is ranked as very unimportant by Asians of all age groups.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single



### LOVING

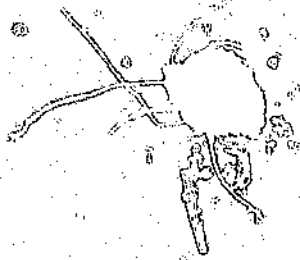
LOVING is an important value to all racial groups)

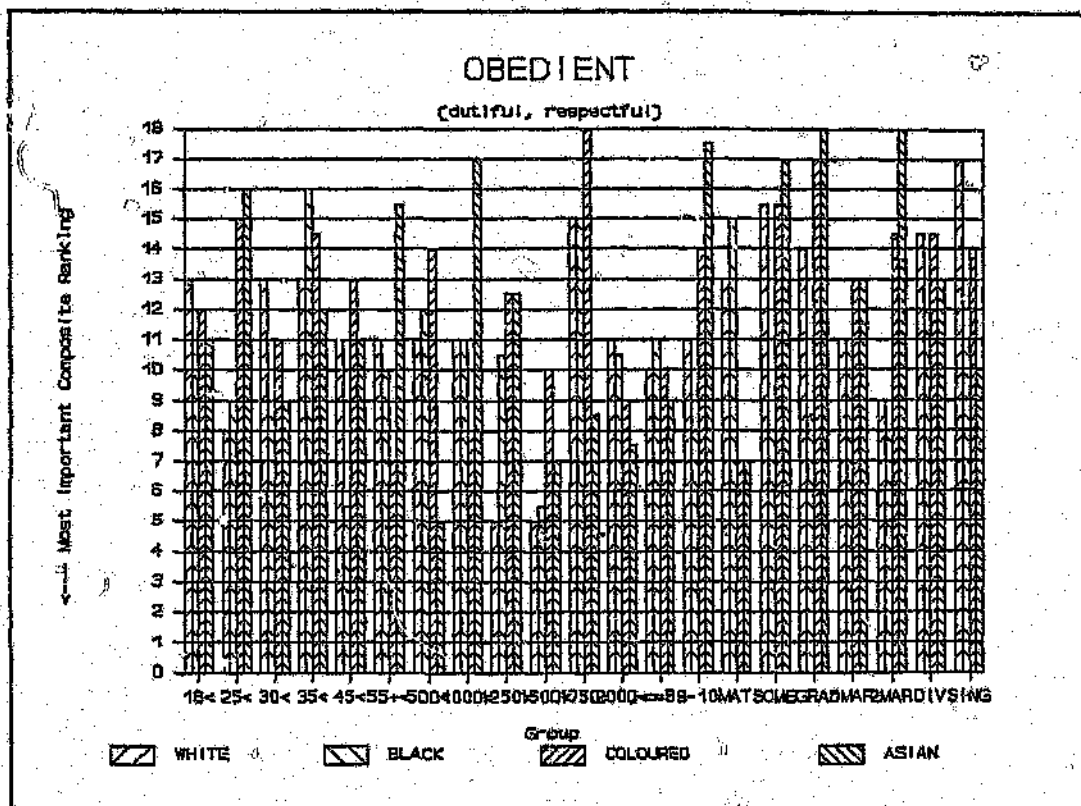
It is very important to Whites of all ages until it declines to moderate importance among over-55s. It is also very important to Blacks in the 18-24 and 30-34 year old age groups but is moderately important to the 35-44 year old age group and ranked only near the middle of the scale in the 25-29 and over-55 age groups.

LOVING is ranked as moderately important by Coloureds until age of 35 when it declines in importance to the middle of the scale. This value stays there until the age of 55 when it again rises sharply to the top of the scale. LOVING is moderately important to Asians until the age of 30 when it rises to the top of the scale. It briefly declines to moderate importance before again rising to the top of the scale in the 45-54 year old age group. It then rapidly declines, becoming moderately unimportant to Asians over 55 years of age.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single





### OBEDIENT

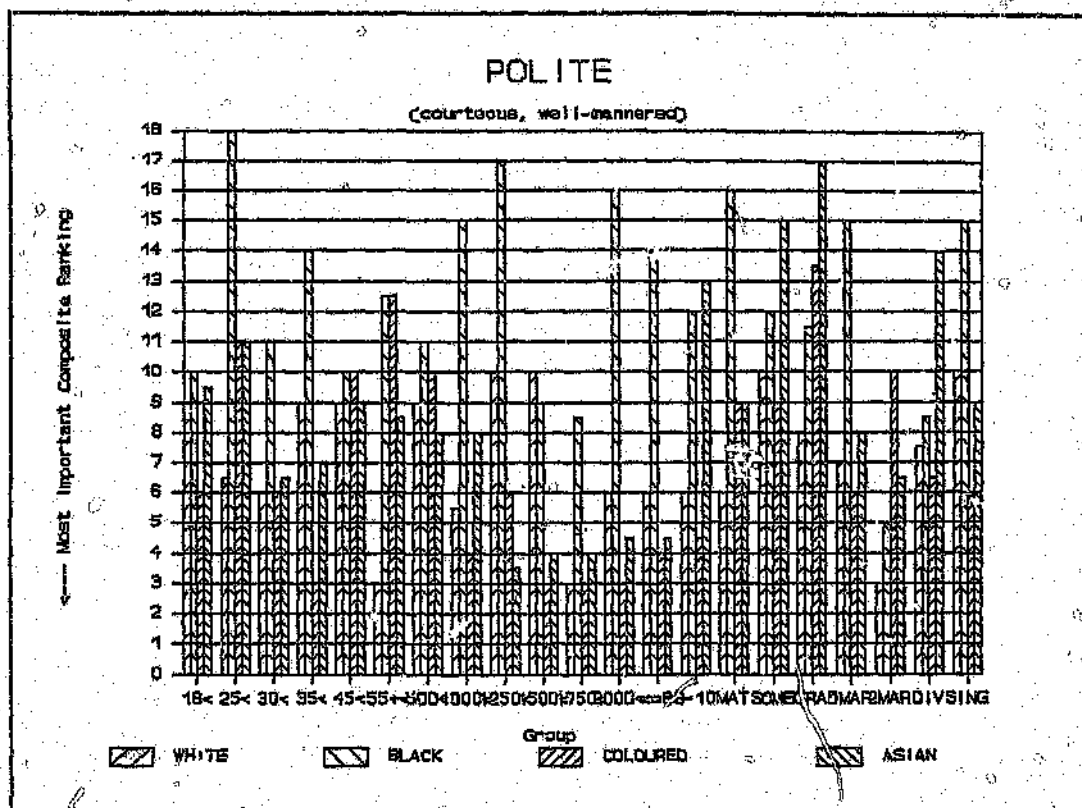
**OBEDIENT** is generally ranked as moderately unimportant by Whites until the age of 44, except for a brief rise to the middle of the scale during the 25-29 year old period. It rises to the middle of the scale at the age of 45 and remains stable for the period thereafter.

**OBEDIENT** is ranked at the middle of the scale by Blacks until the age of 35 when it declines to the bottom of the scale. **OBEDIENT** then rises sharply to moderate importance in the 45-54 year old age group before dropping to the middle of the scale among over-55s. **OBEDIENT** is ranked in the middle of the scale or as moderately unimportant by Coloureds of all age groups.

This value is ranked at the middle of the scale by Asians of all age groups except for a brief decline to the bottom of the scale in the 25-29 year old age group and a drop to moderate unimportance among over-55s.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44,  
45-54, 55+, 500-999, 1000-  
1249, 1250-1499, 1500-1749,  
1750-1999, 2000-2249,  
<Standard 8, Standard 9-  
10, Matriculant, Some  
University, University Grad,  
1st Marriage, 2nd+  
Marriage, Divorced, Single



### POLITE

**POLITE** is of moderate importance to all race groups with the exception of Blacks.

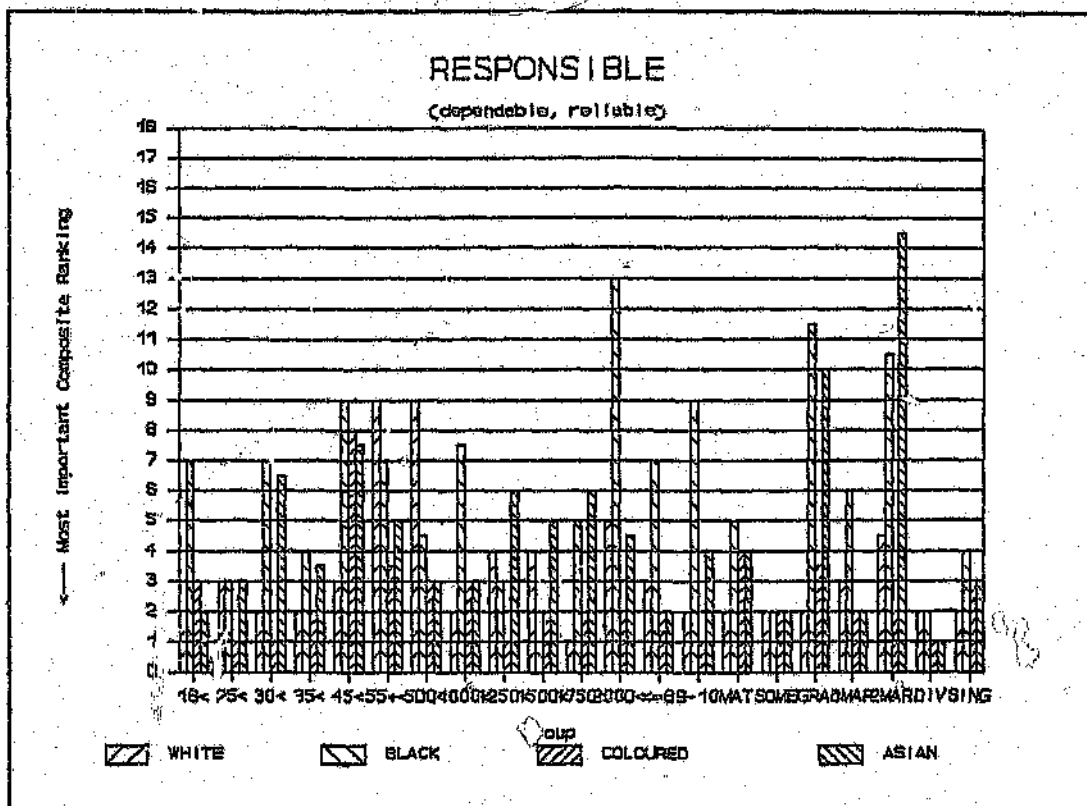
**POLITE** is ranked near the middle of the scale by 18-24 year old Whites and rises to moderate importance at the age of 25. A return to the middle of the scale occurs at the age of 35 where it remains until it sharply rises to become very important to over-55s.

**POLITE** is not ranked highly by Blacks and is ranked at the middle of the scale by all age groups. It is, however, a very unimportant value to the 25-29 year old age group and a moderately unimportant value to 35-44 year olds.

This value is moderately important to 18-24 year old Coloureds. It briefly declines to the middle of the scale before rising again at the age of 30 to moderate importance and rising further to the top of the scale for the 35-44 year old age group. **POLITE** then declines to the middle of the scale where it stays for the balance of life. It is ranked near the middle of the scale by Asians of all age groups except for a brief rise to moderate importance during the 30-34 year old age period.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44,  
45-54, 55+, 500-999, 1000-  
1249, 1250-1499, 1500-1749,  
1750-1999, 2000-2249,  
<Standard 8, Standard 9-  
10, Matriculant, Some  
University, University Grad,  
1st Marriage, 2nd+  
Marriage, Divorced, Single



### RESPONSIBLE

**RESPONSIBLE** is an important value to South Africans of all race groups.

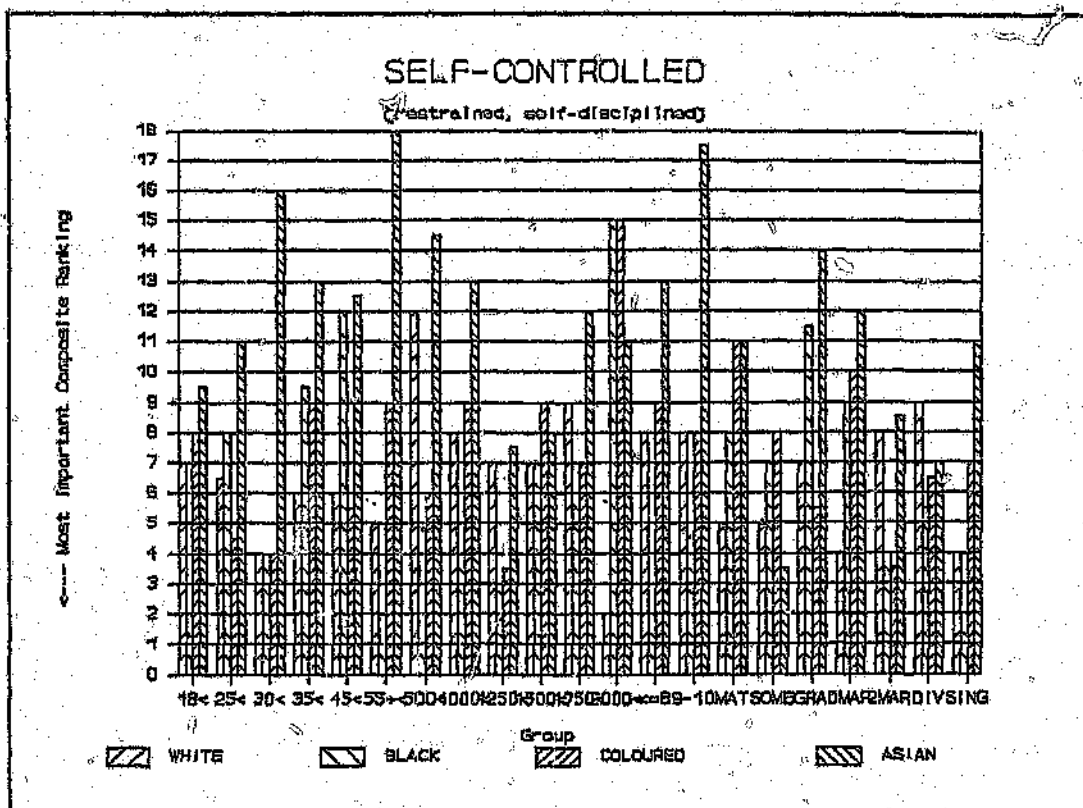
This value is very important to Whites of all age groups except for over-55s who rank it at the middle of the scale. 18-24 year old Blacks rank **RESPONSIBLE** at the middle of the scale. After a brief rise to the top of the scale for the 25-29 year old age group, this value declines to moderate importance among 35-44 year olds and then returns to the middle of the scale for the balance of life.

It is ranked as very important by Coloureds of all ages with exception of a brief drop to the middle of the scale in the 45-54 year old age group. **RESPONSIBLE** is ranked as very important by Asians of all age groups except for a brief drop to moderate importance in the 30-34 year old age group, a drop to the middle of the scale in 45-54 year old age group and a rise from that point to moderate importance for the balance of life at the age of 55.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44, 45-54, 55+, 500-999, 1000-1249, 1250-1499, 1500-1749, 1750-1999, 2000-2249, <Standard 8, Standard 9-10, Matriculant, Some University, University Grad, 1st Marriage, 2nd Marriage, Divorced, Single

Graph should be read as follows:



### SELF-CONTROLLED

**SELF-CONTROLLED** is an important value to all race groups except for Asians.

**SELF-CONTROLLED** is ranked in the middle of the scale by 18-24 year olds Whites but then assumes moderate importance for the balance of life.

This value is very important to 18-24 year old Blacks but sharply drops to the middle of the scale after that before rising at the age of 30 to moderate importance. It then declines again to the middle of the scale before a rise to the top of the scale among over-55s.

**SELF-CONTROLLED** starts out on the middle of the scale for Coloureds before rising to moderate importance at the age of 25, remaining there until the age of 55 except for a brief decline to the middle of the scale on the 35-44 year old age group. It then declines to the middle of the scale among over-55s.

**SELF-CONTROLLED** is not an important value to Asians, it starts out at the middle of the scale in the 18-24 and 25-29 age groups and then sharply declines to being very unimportant in the 30-34 year old age group, it then gradually rises to the middle of the scale for the 45-54 year old age group before again sharply declining to being very unimportant among over-55s.

Graph should be read as follows:

18-24, 25-29, 30-34, 35-44,  
45-54, 55+, 500-999, 1000-  
1249, 1250-1499, 1500-1749,  
1750-1999, 2000-2249,  
<Standard 3, Standard 9-  
10, Matriculant, Some  
University, University Grad,  
1st Marriage, 2nd  
Marriage, Divorced, Single

# **Appendix 11**

## **The Questionnaire**

### **The South African Values Association Study**

## PROJECT VALUE

JOB NO : 7NH675

RESPONDENT NO: .....

RESEARCH SURVEYS  
99 KLOOF STREET  
GARDENS  
CAPE TOWN

RESEARCH SURVEYS  
3RD FLOOR, PARK TERRAS  
PRINCESS OF WALES TERRACE  
PARKTOWN 2198

RESEARCH SURVEYS  
1502 GENERAL BUILDING  
47 FIELD STREET  
DURBAN 4001

PH : (021) 23-4116

PH: (011) 643-8226

PH: (031) 3017965

FIELD

CODING

| QUERY<br>(1) | OMISSION<br>(2) | CHECKBACK<br>(3) | DATE | INITIALS | F-T-F<br>(4) | T-PHONE |
|--------------|-----------------|------------------|------|----------|--------------|---------|
| -1           | -1              | -1 YES           |      |          | -1           | -2      |
| -2           | -2              | -2 NO            |      |          |              |         |

DEBRIEFED BY : ..... CODING CHECKED BY: .....

EDITED BY : ..... CONSISTENCY CHECKED BY : .....

CODED BY : ..... EDITING CHECKED BY : .....

NAME OF RESPONDENT/\*NAAM VAN RESPONDENT : .....

ADDRESS/\*ADRES : .....

TELEPHONE NUMBER/\*TELEFOONNOMMER: (H) ..... (N) .....

INTERVIEWER'S NAME/\*NAAM VAN ONDERHOUDVOERDER : ..... (5)

## SECTION A : INTRODUCTION

## • AFDELING A: INLEIDING

1. Hello. My name is ... I work for Research Surveys. We are conducting a survey and I wonder if I might ask you a few questions.

- 1 Hallo, my naam is...Ek werk vir Research Surveys. 'n is besig met 'n opname. Mag ek asseblief 'n paar vrae aan u stel?

Are you willing to participate?

Is u bereid om deel te neem?

IF NO OR IN DOUBT, CLOSE INTERVIEW

INDIEN NEE OF HUTHERIG, SLUIT ONDERHOUD

2. We are looking for people who work for certain companies. Do you or any member of your family or close friends work for a:

- 2 Ons soek na mense wat vir sekere maatskappye werk. Werk u of enige lid van u gesin of goeie vriende vir 'n:

MARKET RESEARCH COMPANY/\*MARKNAVORSINGSMAATSKAPPY

YES/\*JA NO/\*NEE  
-1 -2

ADVERTISING AGENCY/\*ADVERTENSIE-AGENTSAP

-1 -2

IF YES TO ANY, CLOSE INTERVIEW

INDIEN JA OP ENIGE, SLUIT ONDERHOUD

- 3a. When last were you or any member of your family interviewed for market research purposes?

- 3a. Wanneer laas was u of enige lid van u gesin vir marknavorsingsdoeleindes ondervra?

IN THE LAST 3 MONTHS  
/\*IN DIE LAASTE 3 MAANDE

-1 CLOSE INTERVIEW/\*SLUIT ONDERHOUD

IN THE LAST 6 MONTHS  
/\*IN DIE LAASTE 6 MAANDE

-2 CONTINUE/\*GAAN VOORT

LONGER AGO/\*LANGER TERUG

-3

NEVER/\*NOOIT

-4

3b. Could you please give me the names of all the people living in this household? (MALES AND FEMALES)

\*3b. Kan u asseblief vir my die name gee van al die mense wat in hierdie huishouding woon? (MANS EN VROU)

| NAME/*NAAM | MALE/*MANLIK | FEMALE/*VROULIK |
|------------|--------------|-----------------|
|            |              |                 |
|            |              |                 |
|            |              |                 |
|            |              |                 |
|            |              |                 |
|            |              |                 |
|            |              |                 |
|            |              |                 |
|            |              |                 |

CHECK QUOTA FOR MALE  
OR FEMALE/\*GAAN KWOTA NA  
VIR MANLIK OF VROULIK

3c. Of those who live in this household, and who are aged 18 or over, who celebrates their birthday next?

\*3c. Van daardie wat in hierdie huishouding woon, en wat 18 jaar oud of meer is, wie is die volgende wat hulle verjaarsdag vier?

IF RESPONDENT AVAILABLE, CONDUCT INTERVIEW  
IF RESPONDENT NOT AVAILABLE, ARRANGE TIME FOR  
A RECALL INTERVIEW

\* INDIEN RESPONDENT BESKIKBAAR, VOER ONDERHOUD  
INDIEN RESPONDENT NIE BESKIKBAAR NIE, REEL TYD VIR 'N  
HERROEPINGS ONDERHOUD

INTERVIEWER : SHUFFLE CARD SET A  
SHUFFLE CARD SET B

ONDERHOUDVOERDER : SKOMMEL KAARTSTEL A  
SKOMMEL KAARTSTEL B

4. There are 18 values listed on the cards in front of you arranged at random. (SHOW SET A) Your task is to arrange them in order of importance to YOU, as guiding principles in YOUR LIFE. Each value is printed on a card so you can freely arrange them and rearrange them until you are happy they are in the order you wish them to be.

\* Daar is 18 waardes gelys op die kaarte voor u, willekeurig rangskik (WYS STEL A). U taak is om die kaarte te rangskik in orde van belangrikheid volgens U, as beginsels wat U LEWE rig. Elke waarde is gedruk op 'n Kaart sodat u die kaarte vrylik kan rangskik totdat u tevrede is met die orde van die kaarte soos u dit verkies.

Study the list carefully and pick out the one value which is most important to you. Place this value here (INDICATE).

Bestudeer die lys noukeurig en kies die een waarde wat u as die belangrikste ag. Plaas hierdie waarde hier (DUI AAN)

Next pick out the value which is second most important to you. Place it below the first. Then do the same for each of the remaining values. The value which is least important to you goes last.

Kies dan die volgende waarde wat u as die tweede belangrikste ag. Plaas dit onder die eerste. Doen dieselfde vir die oorblywende waardes. Die waarde wat vir u van die minste belang is gaan laaste.

Work slowly and think carefully. If you change your mind, feel free to change your answers. You may rearrange the cards as often as you like. The end result should show how you truly feel.

Werk stadig en dink versigtig. Indien u van mening verander, wees gerus en verander u antwoorde. U mag die kaarte herangskik soveel soos u wil. Die eindresultaat behoort om aan te toon hoe u werklik voel.

If you have any questions about what to do, be sure to ask me. Again, take your time and work slowly.

Indien u enige vrae het oor wat om te doen, wees gerus om my te vra. Weer eens, neem u tyd en werk stadig.

The only thing that is important is that your finished list reflects how you feel and that the values that you feel are most important in your life are at the top of the list. There are no right or wrong answers and this is not a test. Your responses will be held in the strictest confidence.

Die belangrikste oorweging is dat u voltooide lys u eie gevoel weerspieël, en die waardes wat u as die belangrikste ag in u lewe aan die bopunt van die lys verskyn. Daar is geen korrekte of verkeerde antwoorde nie en dit is geen toets nie. U antwoorde sal streng vertroulik hanteer word.

INTERVIEWER : DO NOT RECORD ANYTHING UNTIL RESPONDENT HAS COMPLETED ENTIRE TASK. THEN RECORD ORDER BY WRITING THE NUMBER INDICATING THE RANK POSITION NEXT TO EACH VALUE. NO TWO VALUES CAN BE GIVEN THE SAME RANK I.E. (RECORD RANKING FROM 1-18)

(7,8)

- |                                                                                                                       |                      |    |
|-----------------------------------------------------------------------------------------------------------------------|----------------------|----|
| 1. A COMFORTABLE LIFE/•'n GERIEFLIKE LEWE<br>(a prosperous life)/•('n voorspoedige lewe)                              | <input type="text"/> | 01 |
| 2. AN EXCITING LIFE/•'n OPWINDENDE LEWE<br>(a stimulating, active life)/•('n opwekkende, aktiewe lewe)                | <input type="text"/> | 02 |
| 3. A SENSE OF ACCOMPLISHMENT/•'n GEVOEL VAN VERVULLING<br>(lasting contribution)/•('n blywende bydrae om te lewe)     | <input type="text"/> | 03 |
| 4. A WORLD AT PEACE/•'n WERELD VAN VREDE<br>(free of war and conflict)/•(sonder oorlog en konflik)                    | <input type="text"/> | 04 |
| 5. A WORLD OF BEAUTY/•'n WERELD VAN SKOONHEID<br>(beauty of nature and the arts)/•(die skone natuur en kunste)        | <input type="text"/> | 05 |
| 6. EQUALITY/•GELYKHEID<br>(brotherhood, equal opportunity for all)<br>/•(broederskap en gelyke geleenthede vir almal) | <input type="text"/> | 06 |
| 7. FAMILY SECURITY/•GESIN SEKURITEIT<br>(taking care of loved ones)/•(ontferming oor getroudes)                       | <input type="text"/> | 07 |
| 8. FREEDOM/•VRYHEID<br>(independence, free choice)/•(onafhanklikheid, vrye keuse)                                     | <input type="text"/> | 08 |
| 9. HAPPINESS/•GELUKSALIGHEID<br>(contentedness)/•(tevredenheid, volstaanheid)                                         | <input type="text"/> | 09 |
| 10. INNER HARMONY/•INNERLIKE EENSGESINDHEID<br>(freedom from inner conflict)/•(vry van innerlike konflik)             | <input type="text"/> | 10 |
| 11. MATURE LOVE/•VOLWASSE LIEFDE<br>(sexual and spiritual intimacy)/•(seksuele en geestelike intiemheid)              | <input type="text"/> | 11 |
| 12. NATIONAL SECURITY/•NASIONALE SEKURITEIT<br>(protection from attack)/•(beskerming teen aanvalle)                   | <input type="text"/> | 12 |
| 13. PLEASURE/•PLESIER<br>(an enjoyable, leisurely life)/•('n genotvolle, ontspannende lewe)                           | <input type="text"/> | 13 |
| 14. SALVATION/•VERLOSSING<br>(saved, eternal life)/•(tot bekering kom, ewige lewe)                                    | <input type="text"/> | 14 |
| 15. SELF-RESPECT/•SELFRESPEK<br>(self-esteem)/•(selfingenomendheid)                                                   | <input type="text"/> | 15 |
| 16. SOCIAL RECOGNITION/•SOSIALE ERKENNING<br>(respect, admiration)/•(respek, bewondering van andere)                  | <input type="text"/> | 16 |
| 17. TRUE FRIENDSHIP/•WARE VRIENDSKAP<br>(close companionship)/•(hegte kameraadskap)                                   | <input type="text"/> | 17 |
| 18. WISDOM/•WYSHEID<br>(a mature understanding of life)/•('n volwasse begrip van die lewe)                            | <input type="text"/> | 18 |

5. Now, we would like you to do the same with this set of cards.  
SHOW SET B.

There are 18 values listed on the cards in front of you arranged at random (SHOW SET B). Your task is to arrange them in order of importance to YOU, as guiding principles in YOUR LIFE.

Please do this exercise in the same way as you just completed the one before.

Work slowly and think carefully. If you change your mind, feel free to change your answers. You may rearrange the cards as often as you like. The end result should show how you truly feel.

If you have any questions about what to do, be sure to ask me. Again, take your time and work slowly.

5. Nou wil ons graag hê dat u dieselfde doen met hierdie stel kaarte.  
WYS STEL B.

Daar is 18 waardes gelys op die kaarte voor u, willekeurig rangakik (WYS STEL B). U taak is om die kaarte te rangakik in orde van belangrikheid volgens U, as beginsels wat U LEI. rig.

Doen asseblief hierdie oefening op dieselfde manier soos u die een voorheen gedoen het.

Werk stadig en dink versigtig. Indien u van mening verander, wees gerus en verander u antwoorde. U mag die kaarte herrangakik soveel soos u wil. Die eindresultaat behoort om aan te toon hoe u werklik voel.

Indien u enige vrae het oor wat om te doen, wees gerus om my te vra. Weer eens, neem u tyd en werk stadig.

INTERVIEWER: FOLLOW SAME INSTRUCTIONS AS Q.4

•ONDERHOUDVOERDER:

- |                                                                                                              |     |                      |    |
|--------------------------------------------------------------------------------------------------------------|-----|----------------------|----|
| 1. AMBITIOUS/•AMBISIEUS<br>(hard-working, aspiring)/•(hardwerkend, vooruitstrewend)                          | (?) | <input type="text"/> | 01 |
| 2. BROADMINDED/•ONBEKROMPENHEID<br>(open-minded)/•(nie kleingeestig nie)                                     |     | <input type="text"/> | 02 |
| 3. CAPABLE/•BEKWAAMHEID<br>(competent, effective)/•(kundigheid, doeltreffendheid)                            |     | <input type="text"/> | 03 |
| 4. CHEERFUL/•OPGERUIMD<br>(lighthearted, joyful)/•(vrolik, blymoedig, opgewek)                               |     | <input type="text"/> | 04 |
| 5. CLEAN/•NETHEID<br>(neat, tidy)/•(skoon, sindelik, ordelik)                                                |     | <input type="text"/> | 05 |
| 6. COURAGEOUS/•DAPPERHEID<br>(standing up for your beliefs)/•(die moed van 'n mens se oortuiging)            |     | <input type="text"/> | 06 |
| 7. FORGIVING/•VERGEEWENSGESIND<br>(willing to pardon others)/•(die gewilligheid om andere te vergewe)        |     | <input type="text"/> | 07 |
| 8. HELPFUL/•HULPVAARDIGHEID<br>(working for the welfare of others)/•(om na die welsyn van andere om te sien) |     | <input type="text"/> | 08 |
| 9. HONEST/•EERLIKHEID<br>(sincere, truthful)/•(waarheid, omgagtheid)                                         |     | <input type="text"/> | 09 |
| 10. IMAGINATIVE/•VERBEEDELINGRYK<br>(daring, creative)/•(durf, waagmoed, kreatief)                           |     | <input type="text"/> | 10 |
| 11. INDEPENDENT/•ONAFHANKLIKHEID<br>(self-reliant, self-sufficient)/•(selfvertroue, selfversorgend)          |     | <input type="text"/> | 11 |
| 12. INTELLECTUAL/•INTELLEKTUEEL<br>(intelligent, reflective)/•(intelligent, denkend)                         |     | <input type="text"/> | 12 |
| 13. LOGICAL/•LOGIES<br>(consistent, rational)/•(konstandheid, rasioneel)                                     |     | <input type="text"/> | 13 |
| 14. LOVING/•LIEFDEVOL<br>(affectionate, tender)/•(beminlik, toegene, liefhebbend)                            |     | <input type="text"/> | 14 |
| 15. OBEDIENT/•GEHOORSAAM<br>(dutiful, respectful)/•(pligsgetrou, eerbiedig)                                  |     | <input type="text"/> | 15 |
| 16. POLITE/•HOFLIKHEID<br>(courteous, well-mannered)/•(beleef, beskaafde maniere)                            |     | <input type="text"/> | 16 |
| 17. RESPONSIBLE/•VERANTWOORDELIKHEID<br>(dependable, reliable)/•(betroubaarheid, vertroubaarheid)            |     | <input type="text"/> | 17 |
| 18. SELF-CONTROLLED/•SELFBEBEERSING<br>(restrained, self-disciplined)/•(in toom hou, selfdiscipline)         |     | <input type="text"/> | 18 |

## SECTION B BRANDS AND PRODUCTS

## AFDELING B : HANDELSMERKE EN PRODUKTE

In the first section of the interview, you arranged two lists of values in terms of their importance to you and in terms of how they act as guiding principles in your life.

In this section of the questionnaire, you will be able to share how you feel about certain selected products and brands.

What's important is how you feel about the products. There are no right or wrong answers, so take your time and tell me how you feel about these products.

6a(i) Here are the names of some popular brands of shampoo. SHOW CARD A. Would you please tell me which one brand you buy most often for your own use?  
SINGLE MENTION. RECORD BELOW UNDER Q.6a(i).

6a(ii) If none at 6a(i), ASK: "If someone were to offer you a bottle of shampoo, which one of these brands would you choose?" SHOW CARD A. SINGLE MENTION. RECORD BELOW UNDER Q.6a(ii)

6b Thinking now of this brand which value from LIST A would you say is most like....? (BRAND MENTIONED IN Q.6a(i) OR Q.6a(ii)) SINGLE MENTION. RECORD ON PAGE 6 UNDER Q.6b. \*CIRCLE THE RELEVANT VALUE.

6c. Now, in the same way, which value from LIST B is most like .....? (BRAND MENTIONED IN Q.6a(i) OR 6a(ii)) SINGLE MENTION. RECORD ON PAGE 8 UNDER Q.6c. \*CIRCLE THE RELEVANT VALUE.

6d. We can all visualise an ideal product which we would buy if only some company would make it. Which value from LIST A would you say is most like your ideal brand, whether it really exists or not? SINGLE MENTION. RECORD ON PAGE 7 UNDER Q.6d. \*CIRCLE THE RELEVANT VALUE.

6e. Now, in the same way, which value from LIST B is most like your ideal brand? SINGLE MENTION. RECORD ON PAGE 7 UNDER Q.6e. \*CIRCLE THE RELEVANT VALUE.

In die eerste afdeling van die onderhoud, het u twee lyste waardes gerangskik in orde van belangrikheid volgens u, gebaseer op hoe hulle werk as beginsels waarvolgens u u eie lewe rig.

In hierdie gedeelte van die vraelys kan u u gevoel deel rakende sekere geselekteerde produkte en handelsmerke.

Van belang is dat u u eie gevoel teenoor hierdie produkte weegse. Daar is geen korrekte of verkeerde antwoorde nie, dus neem u tyd terwyl u u gevoelens teenoor hierdie produkte aan my vertel.

6a(i) Hier is die name van 'n paar gewilde handelsmerke van sjampoos. TOON KAART A. Kan u asseblief vir my se watter handelsnaam u die meeste koop vir u eie gebruik?  
ENKELE ANTWOORD. NOTEER HIERONDER BY V.6a(i)

6a(ii) Indien GEEN by 6a(i) nie, VRA: "Indien iemand vir u 'n bottel sjampoo gratis sou aanbied, watter een van hierdie handelsname sou u kies?" ENKELE ANTWOORD. WYS KAART A. NOTEER HIERONDER BY V.6a(ii)

6b Met hierdie handelsmerk nou in gedagte, watter waarde van LYS A meen u stem ooreen met .....? (HANDELSMERK GENOEM IN V.6a(i) OF V.6a(ii)) ENKELE ANTWOORD. NOTEER OP BLADSY 6 ONDER V.6b

6c. Nou, ooreenkomstig die bogenoemde vraag, watter waarde van LYS B stem ooreen met .....? (HANDELSNAAM GENOEM IN V.6a(i) OF V.6a(ii)). ENKELE ANTWOORD. NOTEER OP BLADSY 8 ONDER V.6c

6d. Almal kan daardie ideale produk visualiseer wat almal graag sal wil koop as een of ander maatskappy net so 'n produk sal vervaardig. Watter waarde van LYS A meen u stem ooreen met u ideale handelsmerk, of die handelsmerk nou bestaan of nie? ENKELE ANTWOORD. NOTEER OP BLADSY 7 ONDER V.6d.

6e. Nou, ooreenkomstig die bogenoemde vraag, watter waarde van LYS B stem ooreen met u ideale handelsmerk? ENKELE ANTWOORD. NOTEER OP BLADSY 7 ONDER V.6e

|                           | (1)<br>Q.6a(i)<br>MOST OFTEN<br>/MEES WAARSKYNLIK | (2)<br>Q.6a(ii)<br>MOST LIKELY<br>/MEES DIKWELS |
|---------------------------|---------------------------------------------------|-------------------------------------------------|
| AFFINITY                  | -01                                               | -01                                             |
| BODY-ON-TAP               | -02                                               | -02                                             |
| COLGATE                   | -03                                               | -03                                             |
| ELIZABETH ANNE'S          | -04                                               | -04                                             |
| ELSEVE                    | -05                                               | -05                                             |
| FINESSE                   | -06                                               | -06                                             |
| JANE SEYMOUR              | -07                                               | -07                                             |
| JOHNSON'S BABY SHAMPOO    | -08                                               | -08                                             |
| MILK PLUS 5               | -09                                               | -09                                             |
| REDKEN                    | -10                                               | -10                                             |
| REVLON AQUAMARINE         | -11                                               | -11                                             |
| REVLON FLEX               | -12                                               | -12                                             |
| REVLON ZPII               | -13                                               | -13                                             |
| SILKIENCE                 | -14                                               | -14                                             |
| SILVIKRIN                 | -15                                               | -15                                             |
| SUNSILK                   | -16                                               | -16                                             |
| TIMOTEI                   | -17                                               | -17                                             |
| WELLA ONE-WASH            | -18                                               | -18                                             |
| OTHER (SPECIFY)           | -19                                               | -19                                             |
| *ANDER (SPESIFISEER)..... |                                                   |                                                 |
| NONE/GEEN                 | -20                                               |                                                 |

Q.60/v.6b  
VALUE A/•WAARDE A

Q.60/v.6c  
VALUE B/•WAARDE B

(13)

(14)

A COMFORTABLE LIFE/•'n GERIEPLIKE LEWE  
(a prosperous life)/•'n voorspoedige lewe

-01

AMBITIOUS/•AMBISIEUS  
(hard-working, aspiring)/•(hardwerkend, vooruitstrewend) -0

AN EXCITING LIFE/•'n OPWINDENDE LEWE  
(a stimulating, active life)/•'n opwekkende, aktiewe lewe

-02

BROADMINDED/•ONBEKROMPENHEID  
(open-minded)/•(nie kleingeestig nie) -0

A SENSE OF ACCOMPLISHMENT/•'n GEVOEL VAN VERVULLING  
(lasting contribution)/•'n blywende bydrae om te lewer

-03

CAPABLE/•BEKWAAMHEID  
(competent, effective)/•(kundigheid, doeltreffendheid) -0

A WORLD AT PEACE/•'n WERELD VAN VREDE  
(free of war and conflict)/•(sonder oorlog en konflik)

-04

CHEERFUL/•OPGERUIMD  
(lighthearted, joyful)/•(vrolik, blymoedig, opgewek) -0

A WORLD OF BEAUTY/•'n WERELD VAN SKOONHEID  
(beauty of nature and the arts)/•(die skone natuur en kunste)

-05

CLEAN/•NETHEID  
(neat, tidy)/•(skoon, sierslik, ordelik) -0

EQUALITY/•GELYKHEID  
(brotherhood, equal opportunity for all)/•(broederskap en gelyke geleenthede vir almal)

-06

COULAGEOUS/•DAPPERHEID  
(standing up for your beliefs)/•(die moed van 'n mens se oortuiging) -0

FAMILY SECURITY/•GESIN SEKURITEIT  
(taking care of loved ones)/•(ontferming oor geliefdes)

-07

FORGIVING/•VERGEEWENSGESIND  
(willing to pardon others)/•(die gewilligheid om andere te vergewe) -0

FREEDOM/•VRYHEID  
(independence, free choice)/•(onafhanklikheid, vrye keuse)

-08

HELPFUL/•HULPVAARDIGHEID  
(working for the welfare of others)/•(om na die welsyn van andere om te sien) -0

HAPPINESS/•GELUKSALIGHEID  
(contentedness)/•(vrede, voldaanheid)

-09

HONEST/•EERLIKHEID  
(sincere, truthful)/•(waarheid, omregtheid) -0

INNER HARMONY/•INNERLIKE EENSGESINDHEID  
(freedom from inner conflict)/•(vry van innerlike konflik)

-10

IMAGINATIVE/•VERSEELDINGRYK  
(daring, creative)/•(durf, waagmoed, kreatief) -1

MATURE LOVE/•VOLWASSE LIEFDE  
(sexual and spiritual intimacy)/•(seksuele en geestelike intiemheid)

-11

INDEPENDENT/•ONAFHANKLIKHEID  
(self-reliant, self-sufficient)/•(selfvertroue, selfversorgend) -1

NATIONAL SECURITY/•NASIONALE SEKURITEIT  
(protection from attack)/•(beskerming teen aanvalle)

-12

INTELLECTUAL/•INTELLEKTUEEL  
(intelligent, reflective)/•(intelligent, denkend) -1

PLEASURE/•PLESIER  
(an enjoyable, leisurely life)/•'n genotvolle, ontspannende lewe

-13

LOGICAL/•LOGIES  
(consistent, rational)/•(konstandheid, rasioneel) -1

SALVATION/•VERLOOSING  
(saved, eternal life)/•tot bekering kom, ewige lewe

-14

LOVING/•LIEFDEVOL  
(affectionate, tender)/•(beminlik, toegene, liefhebbend) -1

SELF-RESPECT/•SELFRESPEK  
(self-esteem)/•(selfingenomtheid)

-15

OBEDIENT/•GENOORSAAM  
(dutiful, respectful)/•(pligsgetrou, eerbiedig) -1

SOCIAL RECOGNITION/•SOSIALE ERKENNING  
(respect, admiration)/•(respek, bewondering van andere)

-16

POLITE/•HOFLIKHEID  
(courteous, well-mannered)/•(betreë, beskaafde maniere) -1

TRUE FRIENDSHIP/•WARE VRIENDSKAP  
(close companionship)/•(hegte kameraadskap)

-17

RESPONSIBLE/•VERANTWOORDELIKHEID  
(dependable, reliable)/•(betroubaarheid, vertroubaarheid) -1

WISDOM/•WYSHEID  
(a mature understanding of life)/•'n volwasse begrip van die lewe

-18

SELF-CONTROLLED/•SELFBEEHEERSING  
(restrained, self-disciplined)/•(in toom hou, selfdisipline) -1

| Q.6d/ev.6d<br>IDEAL A/IDEAAL A                                                                                        | Q.6e/ev.6e<br>IDEAL B/IDEAAL B                                                                               |
|-----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| (5)                                                                                                                   | (16)                                                                                                         |
| A COMFORTABLE LIFE/•'n GERIEFLIKE LEWE<br>(a prosperous life)/•('n voorspoedige lewe)                                 | AMBITIOUS/•AMBIGIEUS<br>(hard-working, aspiring)/•(hardwerkend, vooruitstrewend)                             |
| -01                                                                                                                   | -01                                                                                                          |
| AN EXCITING LIFE/•'n OPWINDENDE LEWE<br>(a stimulating, active life)/•('n opwekkende, aktiewe lewe)                   | BROADMINDED/•ONBEKROMPENHEID<br>(open-minded)/•(nie kleingeestig nie)                                        |
| -02                                                                                                                   | -02                                                                                                          |
| A SENSE OF ACCOMPLISHMENT/•'n GEVOEL VAN<br>VERVULLING<br>(lasting contribution)/•('n blywende bydrae<br>om te lewer) | CAPABLE/•BEKWAAMHEID<br>(competent, effective)/•(kundigheid, doeltreffendheid)                               |
| -03                                                                                                                   | -03                                                                                                          |
| A WORLD AT PEACE/•'n WERELD VAN VREDE<br>(free of war and conflict)/•(sonder oorlog<br>en konflik)                    | CHEERFUL/•OPGERUIMD<br>(lighthearted, joyful)/•(vrolik, blymoedig, opgewek)                                  |
| -04                                                                                                                   | -04                                                                                                          |
| A WORLD OF BEAUTY/•'n WERELD VAN SKOONHEID<br>(beauty of nature and the arts)/•(die skone<br>natuur en kunste)        | CLEAN/•ONETHEID<br>(neat, tidy)/•(skoon, singelik, ordelik)                                                  |
| -05                                                                                                                   | -05                                                                                                          |
| EQUALITY/•GELYKHEID<br>(brotherhood, equal opportunity for all)<br>/•(broederskap en gelyke geleenthede vir<br>almal) | COURAGEOUS/•DAPPERHEID<br>(standing up for your beliefs)/•(die moed van 'n mens se<br>oortuiging)            |
| -06                                                                                                                   | -06                                                                                                          |
| FAMILY SECURITY/•GESIN SEKURITEIT<br>(taking care of loved ones)/•(ontferming<br>oor geliefdes)                       | FORGIVING/•VERGESEWENSGESIND<br>(willing to pardon others)/•(die gewilligheid om anders<br>te vergewe)       |
| -07                                                                                                                   | -07                                                                                                          |
| FREEDOM/•VRYHEID<br>(independence, free choice)/•(onafhank-<br>likheid, vrye keuse)                                   | HELPFUL/•HULPVAARDIGHEID<br>(working for the welfare of others)/•(om na die welsyn<br>van andere om te sien) |
| -08                                                                                                                   | -08                                                                                                          |
| HAPPINESS/•GELUKSALIGHEID<br>(contentedness)/•(tevredeheid,<br>voldaanheid)                                           | HONEST/•EERLIKHEID<br>(sincere, truthful)/•(waarheid, omregtheid)                                            |
| -09                                                                                                                   | -09                                                                                                          |
| INNER HARMONY/•INNERLIKE SENSAGESINDHEID<br>(freedom from inner conflict)/•(vry van<br>innerlike konflik)             | IMAGINATIVE/•VERBEELDINGRYK<br>(daring, creative)/•(durf, waagmoed, kreatief)                                |
| -10                                                                                                                   | -10                                                                                                          |
| MATURE LOVE/•VOLWASSE LIEFDE<br>(sexual and spiritual intimacy)/•(seksuele en<br>geestelike intiemheid)               | INDEPENDENT/•ONAFHANKLIKHEID<br>(self-reliant, self-sufficient)/•(selfvertroue,<br>selfversorgend)           |
| -11                                                                                                                   | -11                                                                                                          |
| NATIONAL SECURITY/•NASIONALE SEKURITEIT<br>(protection from attack)/•(beskerming teen<br>aanvalle)                    | INTELLECTUAL/•INTELLEKTUEEL<br>(intelligent, reflective)/•(intelligent, dankend)                             |
| -12                                                                                                                   | -12                                                                                                          |
| PLEASURE/•PLESIER<br>(an enjoyable, leisurely life)/•('n<br>genotvolle, ontspannende lewe)                            | LOGICAL/•LOGIES<br>(consistent, rational)/•(konstandheid, rasioneel)                                         |
| -13                                                                                                                   | -13                                                                                                          |
| SALVATION/•VERLOSSING<br>(saved, eternal life)/•(tot bekering kom,<br>ewige lewe)                                     | LOVING/•LIEFDEVOL<br>(affectionate, tender)/•(beminlik, toegenee, liefhebbend)                               |
| -14                                                                                                                   | -14                                                                                                          |
| SELF-RESPECT/•SELFRESPEK<br>(self-esteem)/•(selfingenomendheid)                                                       | OBEDIENT/•GEHOORSAAM<br>(dutiful, respectful)/•(pligsgetrou, eerbiedig)                                      |
| -15                                                                                                                   | -15                                                                                                          |
| SOCIAL RECOGNITION/•SOSIALE ERKENNING<br>(respect, admiration)/•(respek, bewondering<br>van andere)                   | POLITE/•HOFLIKHEID<br>(courteous, well-mannered)/•(beleef, beskaafde maniere)                                |
| -16                                                                                                                   | -16                                                                                                          |
| TRUE FRIENDSHIP/•WARE VRIENDSKAP<br>(close companionship)/•(hegte kameraadskap)                                       | RESPONSIBLE/•VERANTWOORDELIKHEID<br>(dependable, reliable)/•(betroubaarheid, vertroubaarheid)                |
| -17                                                                                                                   | -17                                                                                                          |
| WISDOM/•WYSHEID<br>(a mature understanding of life)/•('n volwasse<br>begrip van die lewe)                             | SELF-CONTROLLED/•SELFBHEERSING<br>(restrained, self-disciplined)/•(in toom hou,<br>selfdisipline)            |
| -18                                                                                                                   | -18                                                                                                          |

## BANKS

## BANKE

- 7a. Here are the names of some well-known banks. SHOW CARD B. Could you please tell me with which bank would you be most likely to open a new current account/checking account/savings account? SINGLE MENTION. RECORD BELOW UNDER Q.7a.
- 7b. Now regarding this bank which value from LIST A would you say is most like.....? (BANK MENTIONED IN Q.7a) SINGLE MENTION. RECORD ON PAGE 9 UNDER Q.7b. \*CIRCLE THE RELEVANT VALUE.
- 7c. Now, in the same way, which value from LIST B is most like.....(BANK MENTIONED IN Q.7a) SINGLE MENTION. RECORD ON PAGE 9 UNDER Q.7c. \*CIRCLE THE RELEVANT VALUE.
- 7d. We can all visualise an ideal bank where we would like to open a new account. Which value from LIST A would you say is most like your ideal bank whether it really exists or not? SINGLE MENTION. RECORD ON PAGE 10 UNDER Q.7d. \*CIRCLE THE RELEVANT VALUE.
- 7e. Now in the same way, which value from LIST B is most like your ideal bank? SINGLE MENTION. RECORD ON PAGE 10 UNDER Q.7e. \*CIRCLE THE RELEVANT VALUE.
- 7a. Hier is die name van 'n paar bekende banke. TOON KAART B. Kan u asseblief vir my se by watter bank u mees waarskynlik 'n transmissierekening/tjekrekening/spaarrekening open? ENKELE ANTWOORD NOTEER OP BLADSY 9 BY V. 7a
- 7b. Nou, aangaande hierdie bank, watter waarde van LYS A meen u stem ooreen met ....? (BANK GENOEM IN V.7a) ENKELE ANTWOORD. NOTEER OP BLADSY 8 ONDER V7b.
- 7c. Nou, ooreenkomstig die bogenoemde vraag, watter waarde van LYS B stem ooreen met ....? (BANK GENOEM IN V.7a) ENKELE ANTWOORD. NOTEER OP BLADSY 9 BY V.7c
- 7d. Almal kan daardie ideale bank visualiseer waar a'mal graag hulle volgende rekening sal wil open. Watter waarde van LYS A meen u stem ooreen met u ideale bank, of die bank nou bestaan of nie? ENKELE ANTWOORD. NOTEER OP BLADSY 10 ONDER V.7d
- 7e. Nou, ooreenkomstig die bogenoemde vraag, watter waarde van LYS B stem ooreen met u ideale bank? ENKELE ANTWOORD. NOTEER OP BLADSY 10 ONDER V.7e

(7)

|            |                                            |    |
|------------|--------------------------------------------|----|
| Q.7a/ev.7a | FIRST NATIONAL BANK/•EERSTE NASIONALE BANK | -1 |
|            | NEDBANK                                    | -2 |
|            | SANTAMBANK                                 | -3 |
|            | STANDARD BANK                              | -4 |
|            | TRUST BANK                                 | -5 |
|            | VOLKSKAS BANK                              | -6 |

| Q.7b/v.7b<br>VALUE A/•WAARDE A                                                                                     | (18) | Q.7c/v.7c<br>VALUE B/•WAARDE B                                                                            | (19) |
|--------------------------------------------------------------------------------------------------------------------|------|-----------------------------------------------------------------------------------------------------------|------|
| A COMFORTABLE LIFE/•'n GERIEFLIKE LEWE<br>(a prosperous life)/•('n voorspoedige lewe)                              | -01  | AMBITIOUS/•AMBISIEUS<br>(hard-working, aspiring)/•(hardwerkend, vooruitstrewend)                          | -    |
| AN EXCITING LIFE/•'n OPWINDENDE LEWE<br>(a stimulating, active life)/•('n opwekkende, aktiewe lewe)                | -02  | BROADMINDED/•ONBEKROMPENHEID<br>(open-minded)/•(nie kleingeestig nie)                                     | -    |
| A SENSE OF ACCOMPLISHMENT/•'n GEVOEL VAN VERVULLING<br>(lasting contribution)/•('n blywende bydrae om te lewer)    | -03  | CAPABLE/•BEKWAAMHEID<br>(competent, effective)/•(kundigheid, doeltreffendheid)                            | -    |
| A WORLD AT PEACE/•'n WERELD VAN VREDE<br>(free of war and conflict)/•(sonder oorlog en konflik)                    | -04  | CHEERFUL/•OPGERUIMD<br>(lighthearted, joyful)/•(vrolik, blymoedig, opgewek)                               | -    |
| A WORLD OF BEAUTY/•'n WERELD VAN SKOONHEID<br>(beauty of nature and the arts)/•(die skone natuur en kunste)        | -05  | CLEAN/•NETHEID<br>(neat, tidy)/•(skoon, sindelik, ordelik)                                                | -    |
| EQUALITY/•GELYKHEID<br>(brotherhood, equal opportunity for all)<br>/•(broederskap en gelyke geleenthede vir almal) | -06  | COURAGEOUS/•DAPPERHEID<br>(standing up for your beliefs)/•(die moed van 'n mens se oortuiging)            | -    |
| FAMILY SECURITY/•GESIN SEKURITEIT<br>(taking care of loved ones)/•(ontferming oor geliefdes)                       | -07  | FORGIVING/•VERGEEWENSGESIND<br>(willing to pardon others)/•(die gewilligheid om andere te vergewe)        | -    |
| FREEDOM/•VRYHEID<br>(independence, free choice)/•(onafhanklikheid, vrye keuse)                                     | -08  | HELPFUL/•HULPVAARDIGHEID<br>(working for the welfare of others)/•(om na die welsyn van andere om te sien) | -    |
| HAPPINESS/•GELUKSALIGHEID<br>(contentedness)/•(tevredeheid, volstaanheid)                                          | -09  | HONEST/•EERLIKHEID<br>(sincere, truthful)/•(waarheid, omregtheid)                                         | -    |
| INNER HARMONY/•INNERLIKE EENSGESINDHEID<br>(freedom from inner conflict)/•(vry van innerlike konflik)              | -10  | IMAGINATIVE/•VERBEELDINGRYK<br>(daring, creative)/•(durf, waagmoed, kreatief)                             | -    |
| MATURE LOVE/•VOLWASSE LIEFDE<br>(sexual and spiritual intimacy)/•(seksuele en geestelike intiemheid)               | -11  | INDEPENDENT/•ONAFHANKLIKHEID<br>(self-reliant, self-sufficient)/•(selfvertroue, selfversorgend)           | -    |
| NATIONAL SECURITY/•NASIONALE SEKURITEIT<br>(protection from attack)/•(beskerming teen aanvalle)                    | -12  | INTELLECTUAL/•INTELLEKTUEEL<br>(intelligent, reflective)/•(intelligent, denkend)                          | -    |
| PLEASURE/•PLESIER<br>(an enjoyable, leisurely life)/•('n genotvolle, ontspannende lewe)                            | -13  | LOGICAL/•LOGIES<br>(consistent, rational)/•(konstandheid, rasional)                                       | -    |
| SALVATION/•VERLOSSING<br>(saved, eternal life)/•(tot bekering kom, ewige lewe)                                     | -14  | LOVING/•LIEFDEVOL<br>(affectionate, tender)/•(beminlik, toegenee, liefhabbend)                            | -    |
| SELF-RESPECT/•SELFRESPEK<br>(self-esteem)/•(selfingenomandheid)                                                    | -15  | OBEDIENT/•GEHOORSAAM<br>(dutiful, respectful)/•(p, ligsgetrou, eerbiedig)                                 | -    |
| SOCIAL RECOGNITION/•SOSIALE ERKENNING<br>(respect, admiration)/•(respek, bewondering van andere)                   | -16  | POLITE/•HOFLIKHEID<br>(courteous, well-mannered)/•(beleef, beskaafde maniere)                             | -    |
| TRUE FRIENDSHIP/•WARE VRIENDSKAP<br>(close companionship)/•(hegte kameraadskap)                                    | -17  | RESPONSIBLE/•VERANTWOORDELIKHEID<br>(dependable, reliable)/•(betroubaarheid, vertroubaarheid)             | -    |
| WISDOM/•WYSHEID<br>(a mature understanding of life)/•('n volwasse begrip van die lewe)                             | -18  | SELF-CONTROLLED/•SELFBEGHERSING<br>(restrained, self-disciplined)/•(in toom hou, selfdisipline)           | -    |

Q.7d/v.7d  
IDEAL A/IDEAAL A

(20)

Q.7e/v.7e  
IDEAL B/IDEAAL B

(21)

|                                                                                                                 |     |                                                                                                           |    |
|-----------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------------------------------|----|
| A COMFORTABLE LIFE/•'n GERIEFLIKE LEWE<br>(a prosperous life)/•('n voorspoedige lewe)                           | -01 | AMBITIOUS/•AMBISIEUS<br>(hard-working, aspiring)/•(hardwerkend, voorsuitstrewend)                         | -0 |
| AN EXCITING LIFE/•'n OPWINDENDE LEWE<br>(a stimulating, active life)/•('n opwekkende, aktiewe lewe)             | -02 | BROADMINDED/•ONBEKROMPENHEID<br>(open-minded)/•(nie kleingeestig nie)                                     | -0 |
| A SENSE OF ACCOMPLISHMENT/•'n GEVOEL VAN VERVULLING<br>(lasting contribution)/•('n blywende bydrae om te lewer) | -03 | CAPABLE/•BEKWAAMHEID<br>(competent, effective)/•(kundigheid, doeltreffendheid)                            | -0 |
| A WORLD AT PEACE/•'n WERELD VAN VREDE<br>(free of war and conflict)/•(sonder oorlog en konflik)                 | -04 | CHEERFUL/•OPGERUIMD<br>(lighthearted, joyful)/•(vrolik, blymoedig, opgewek)                               | -0 |
| A WORLD OF BEAUTY/•'n WERELD VAN SKOONHEID<br>(beauty of nature and the arts)/•(die skone natuur en kunste)     | -05 | CLEAN/•NETHEID<br>(neat, tidy)/•(skoon, skoonlik, ordelik)                                                | -0 |
| EQUALITY/•GELYKHEID<br>(brotherhood, equal opportunity for all)/•(broederskap en gelyke geleenthede vir almal)  | -06 | COURAGEOUS/•DAPPERHEID<br>(standing up for your beliefs)/•(die moed van 'n mens se oortuiging)            | -0 |
| FAMILY SECURITY/•GESIN SEKURITEIT<br>(taking care of loved ones)/•(ontferming oor geliefdes)                    | -07 | FORGIVING/•VERGEËWENSGESIND<br>(willing to pardon others)/•(die gewilligheid om andere te vergewe)        | -0 |
| FREEDOM/•VRYHEID<br>(independence, free choice)/•(onafhanklikheid, vrye keuse)                                  | -08 | HELPFUL/•HULPVAARDIGHEID<br>(working for the welfare of others)/•(om na die welsyn van andere om te sien) | -0 |
| HAPPINESS/•GELUKSALIGHEID<br>(contentedness)/•(tevredenheid, voldaanheid)                                       | -09 | HONEST/•EERLIKHEID<br>(sincere, truthful)/•(waarheid, omregtheid)                                         | -0 |
| INNER HARMONY/•INNERLIKE EENSGESINDHEID<br>(freedom from inner conflict)/•(vry van innerlike konflik)           | -10 | IMAGINATIVE/•VERBEELDINGRYK<br>(daring, creative)/•(durf, waagmoed, kreatief)                             | -1 |
| MATURE LOVE/•VOLWASSE LIEFDE<br>(sexual and spiritual intimacy)/•(seksuele en geestelike intimiteit)            | -11 | INDEPENDENT/•ONAFHANKLIKHEID<br>(self-reliant, self-sufficient)/•(selfvertroue, selfversorgend)           | -1 |
| NATIONAL SECURITY/•NASIONALE SEKURITEIT<br>(protection from attack)/•(beskerming teen aanvalle)                 | -12 | INTELLECTUAL/•INTELLEKTUEEL<br>(intelligent, reflective)/•(intelligent, denkend)                          | -1 |
| PLEASURE/•PLESIER<br>(an enjoyable, leisurely life)/•('n genotvolle, ontspannende lewe)                         | -13 | LOGICAL/•LOGIES<br>(consistent, rational)/•(konstandheid, rasioneel)                                      | -1 |
| SALVATION/•VERLOSSING<br>(saved, eternal life)/•(tot bekering kom, ewige lewe)                                  | -14 | LOVING/•LIEFDEVOL<br>(affectionate, tender)/•(beminlik, toegene, liefhebbend)                             | -1 |
| SELF-RESPECT/•SELFRESPEK<br>(self-esteem)/•(selfingehomendheid)                                                 | -15 | OBEDIENT/•GEHOORSAAM<br>(dutiful, respectful)/•(pligsgetrou, eerbiedig)                                   | -1 |
| SOCIAL RECOGNITION/•SOSIALE ERKENNING<br>(respect, admiration)/•(respek, bewondering van andere)                | -16 | POLITE/•HOFLIKHEID<br>(courteous, well-mannered)/•(beleef, beskaafde maniere)                             | -1 |
| TRUE FRIENDSHIP/•WARE VRIENSKAP<br>(close companionship)/•(hegte kameraadskap)                                  | -17 | RESPONSIBLE/•VERANTWOORDELIKHEID<br>(dependable, reliable)/•(betroubaar, vertroubaar)                     | -1 |
| WISDOM/•WYSHEID<br>(a mature understanding of life)/•('n volwasse begrip van die lewe)                          | -18 | SELF-CONTROLLED/•SELFREÛERSING<br>(restrained, self-disciplined)/•(in toom hou, selfdisipline)            | -1 |

## BUILDING SOCIETIES

## BOUVERENIGINGS

- 8a. Here are the names of some well-known building societies. SHOW CARD C. Could you please tell me with which building society would you be most likely to open a new current account/ checking account/savings account? SINGLE MENTION. RECORD BELOW UNDER Q.8a.
- 8b. Now regarding this building society which value from LIST A would you say is most like.....? (BUILDING SOCIETY MENTIONED IN Q.8a) SINGLE MENTION. RECORD ON PAGE 12 UNDER Q.8b. \*CIRCLE THE RELEVANT VALUE.
- 8c. Now, in the same way, which value from LIST B is most like.....(BUILDING SOCIETY MENTIONED IN Q.8a) SINGLE MENTION. RECORD ON PAGE 12 UNDER Q.8c. \*CIRCLE THE RELEVANT VALUE.
- 8d. We can all visualise an ideal building society where we would like to open a new account. Which value from LIST A would you say is most like your ideal building society whether it really exists or not? SINGLE MENTION. RECORD ON PAGE 13 UNDER Q.8d. \*CIRCLE THE RELEVANT VALUE.
- 8e. Now in the same way, which value from LIST B is most like your ideal building society. SINGLE MENTION. RECORD ON PAGE 13 UNDER Q.8e. \*CIRCLE THE RELEVANT VALUE.

- \*8a Hier is die name van 'n paar bekende bouverenigings. TOON KAART C. Kan u asseblief vir my se by watter bouvereniging u mees waarskynlik 'n transmissie-rekening/tjekrekening/spaarrekening sou open? ENKELE ANTWOORD. NOTEER HIERONDER BY V.8a
- \*8b Nou, aangaande hierdie bouvereniging, watter waarde van LYS A meen u stem ooreen met .....? (BOUVERENIGING GENOEM IN V.8a) ENKELE ANTWOORD. NOTEER OP BLADSY 12 BY V8.b
- \*8c Nou, ooreenkomstig die bogenoemde vraag, watter waarde van LYS B stem ooreen met ....(BOUVERENIGING GENOEM IN V.8a) ENKELE ANTWOORD. NOTEER OP BLADSY 12 BY V.8c
- \*8d Almal kan daardie ideale bouvereniging visualiseer waar almal graag hulle volgende rekening sal wil open. Watter waarde van LYS A meen u stem ooreen met u ideale bouvereniging, of die bouvereniging bestaan of nie? ENKELE ANTWOORD. NOTEER OP BLADSY 13 ONDER V.8d.
- \*8e Nou, ooreenkomstig die bogenoemde vraag, watter waarde van LYS B stem ooreen met u ideale bouvereniging? ENKELE ANTWOORD. NOTEER OP BLADSY 13 ONDER V.8e

22

|            |                                                         |    |
|------------|---------------------------------------------------------|----|
| Q.8a/*Q.8a | ALLIED BUILDING SOCIETY/*BOUVEREENIGING                 | -1 |
|            | E.P. BUILDING SOCIETY/*BOUVEREENIGING                   | -2 |
|            | NBS (NATAL BUILDING SOCIETY)/*(BOUVEREENIGING)          | -3 |
|            | PERM (S.A PERMANENT BUILDING SOCIETY)/*(BOUVEREENIGING) | -4 |
|            | SAAMSOU                                                 | -5 |
|            | USS (UNITED BUILDING SOCIETY)/*(BOUVEREENIGING)         | -6 |

Q.80/ev.80  
VALUE A/•WAARDE A

Q.80/ev.80  
VALUE B/•WAARDE B

(23)

(24)

|                                                                                                                       |     |                                                                                                              |   |
|-----------------------------------------------------------------------------------------------------------------------|-----|--------------------------------------------------------------------------------------------------------------|---|
| A COMFORTABLE LIFE/•'n GERIEFLIKE LEWE<br>(a prosperous life)/•('n voorspoedige lewe)                                 | -01 | AMBITIOUS/•AMBSIEUS<br>(hard-working, aspiring)/•(hardwerkend, vooruitstrewend)                              | - |
| AN EXCITING LIFE/•'n OPWINDENDE LEWE<br>(a stimulating, active life)/•('n opwekkende, aktiewe lewe)                   | -02 | BROADMINDED/•ONBEKROMPENHEID<br>(open-minded)/•(nie kleingeestig nie)                                        | - |
| A SENSE OF ACCOMPLISHMENT/•'n GEVOEL VAN<br>VERVULLING<br>(lasting contribution)/•('n blywende bydrae<br>om te lewer) | -03 | CAPABLE/•BEKWAAMHEID<br>(competent, effective)/•(kundigheid, doeltreffendheid)                               | - |
| A WORLD AT PEACE/•'n WERELD VAN VREDE<br>(free of war and conflict)/•(sonder oorlog<br>en konflik)                    | -04 | CHEERFUL/•OPGERUIMD<br>(lighthearted, joyful)/•(vrolik, blymoedig, oegswak)                                  | - |
| A WORLD OF BEAUTY/•'n WERELD VAN SKOONHEID<br>(beauty of nature and the arts)/•(die skone<br>natuur en kunste)        | -05 | CLEAN/•NETHEID<br>(neat, tidy)/•(skoon, sindelik, ordelik)                                                   | - |
| EQUALITY/•GELYKHEID<br>(brotherhood, equal opportunity for all)<br>/•(broederskap en gelyke geleenthede vir<br>almal) | -06 | COURAGEOUS/•DAPPERHEID<br>(standing up for your beliefs)/•(die moed van 'n mens se<br>oortuiging)            | - |
| FAMILY SECURITY/•GESIN SEKURITEIT<br>(taking care of loved ones)/•(ontferming<br>oor geliefdes)                       | -07 | FORGIVING/•VERGEEWENSGESIND<br>(willing to pardon others)/•(die gewilligheid om andere<br>te vergewe)        | - |
| FREEDOM/•VRYHEID<br>(independence, free choice)/•(onafhank-<br>likheid, vrye keuse)                                   | -08 | HELPFUL/•HULPVAARDIGHEID<br>(working for the welfare of others)/•(om na die welsyn<br>van andere om te sien) | - |
| HAPPINESS/•GELUKSALIGHEID<br>(contentedness)/•(tevredeheid,<br>voldaanheid)                                           | -09 | HONEST/•EERLIKHEID<br>(sincere, truthful)/•(waarheid, omregtheid)                                            | - |
| INNER HARMONY/•INNERLIKE EENSGESINDHEID<br>(freedom from inner conflict)/•(vry van<br>innerlike konflik)              | -10 | IMAGINATIVE/•VERBEELOINGRYK<br>(daring, creative)/•(durf, waagmoed, kreatief)                                | - |
| MATURE LOVE/•VOLWASSE LIEFDE<br>(sexual and spiritual intimacy)/•(seksuele en<br>geestelike intiemheid)               | -11 | INDEPENDENT/•ONAFHANKLIKHEID<br>(self-reliant, self-sufficient)/•(selfvertroue,<br>selfvervoorgend)          | - |
| NATIONAL SECURITY/•NASIONALE SEKURITEIT<br>(protection from attack)/•(beskerming teen<br>aanvalle)                    | -12 | INTELLECTUAL/•INTELLEKTUEEL<br>(intelligent, reflective)/•(intelligent, denkend)                             | - |
| PLEASURE/•PLESIER<br>(an enjoyable, leisurely life)/•('n<br>genotvolle, ontspannende lewe)                            | -13 | LOGICAL/•LOGIES<br>(consistent, rational)/•(konstandheid, rasioneel)                                         | - |
| SALVATION/•VERLOSSING<br>(saved, eternal life)/•(tot bekering kom,<br>ewige lewe)                                     | -14 | LOVING/•LIEFDEVOL<br>(affectionate, tender)/•(beminlik, toegenee, liefhebbend)                               | - |
| SELF-RESPECT/•SELFRESPEK<br>(self-esteem)/•(selfingenomenheid)                                                        | -15 | OBEDIENT/•GEHOORSAAM<br>(dutiful, respectful)/•(pligsgetrou, eerbiedig)                                      | - |
| SOCIAL RECOGNITION/•SOSIALE ERKENNING<br>(respect, admiration)/•(respek, bewondering<br>van andere)                   | -16 | POLITE/•HOFLIKHEID<br>(courteous, well-mannered)/•(beleef, beskaafde maniere)                                | - |
| TRUE FRIENDSHIP/•WARE VRIENDSKAP<br>(close companionship)/•(hegte kameraadskap)                                       | -17 | RESPONSIBLE/•VERANTWOORDELIKHEID<br>(dependable, reliable)/•(betroubaarheid, vertroubaarheid)                | - |
| WISDOM/•WYSHEID<br>(a mature understanding of life)/•('n volwasse<br>begrip van die lewe)                             | -18 | SELF-CONTROLLED/•SELFBEBEERSING<br>(restrained, self-disciplined)/•(in toom hou,<br>selfdisipline)           | - |

Q.80/V.80

IDEAL A/IDEAAL A

Q8.e/V.8a

IDEAL B/IDEAAL B

(25)

(26)

|                                                                                                                       |     |                                                                                                              |    |
|-----------------------------------------------------------------------------------------------------------------------|-----|--------------------------------------------------------------------------------------------------------------|----|
| A COMFORTABLE LIFE/*'n GERIEFLIKE LEWE<br>(a prosperous life)/*('n voorspoedige lewe)                                 | -01 | AMBITIOUS/*AMBISIEUS<br>(hard-working, aspiring)/*(hardwerkend, vooruitstrewend)                             | -0 |
| AN EXCITING LIFE/*'n OPWINDENDE LEWE<br>(a stimulating, active life)/*('n opwekkende, aktiewe lewe)                   | -02 | BROADMINDED/*ONPEKROMPENHEID<br>(open-minded)/*(nie kleingeestig nie)                                        | -0 |
| A SENSE OF ACCOMPLISHMENT/*'n-GEVOEL VAN<br>VERVULLING<br>(lasting contribution)/*('n blywende bydrae<br>om te lewer) | -03 | CAPABLE/*BEKWAAMHEID<br>(competent, effective)/*(kundigheid, doeltreffendheid)                               | -1 |
| A WORLD AT PEACE/*'n WERELD VAN VREDE<br>(free of war and conflict)/*(sonder oorlog<br>en konflik)                    | -04 | CHEERFUL/*OPGERUIMD<br>(lighthearted, joyful)/*(vrolik, blymoedig, opgewek)                                  | -0 |
| A WORLD OF BEAUTY/*'n WERELD VAN SKOONHEID<br>(beauty of nature and the arts)/*(die skone<br>natuur en kunste)        | -05 | CLEAN/*NETHEID<br>(neat, tidy)/*(skoon, sindelik, ordelik)                                                   | -0 |
| EQUALITY/*GELYKHEID<br>(brotherhood, equal opportunity for all)<br>/*(broederskap en gelyke geleenthede vir<br>almal) | -06 | COURAGEOUS/*DAPPERHEID<br>(standing up for your beliefs)/*(die moed van 'n mens se<br>oortuiging)            | -1 |
| FAMILY SECURITY/*GESIN SEKURITEIT<br>(taking care of loved ones)/*(ontferming<br>oor geliefdes)                       | -07 | FORGIVING/*VERGEËWENSGESIND<br>(willing to pardon others)/*(die gewilligheid om andere<br>te vergewe)        | -1 |
| FREEDOM/*VRYHEID<br>(independence, free choice)/*(onafhank-<br>likheid, vrye keuse)                                   | -08 | HELPFUL/*HULPVAARDIGHEID<br>(working for the welfare of others)/*(om na die welsyn<br>van andere om te sien) | -1 |
| HAPPINESS/*GELUKSALIGHEID<br>(contentedness)/*(tevreidenheid,<br>voldaanheid)                                         | -09 | HONEST/*EERLIKHEID<br>(sincere, truthful)/*(waarheid, omregtheid)                                            | -1 |
| INNER HARMONY/*INNERLIKE EENSGESINDHEID<br>(freedom from inner conflict)/*(vry van<br>innerlike konflik)              | -10 | IMAGINATIVE/*VERBEELDINGRYK<br>(daring, creative)/*(durf, waagmoed, kreatief)                                | -1 |
| MATURE LOVE/*VOLWASSE LIEFDE<br>(sexual and spiritual intimacy)/*(saksuele en<br>geestelike intiemheid)               | -11 | INDEPENDENT/*ONAFHANKLIKHEID<br>(self-reliant, self-sufficient)/*(selfvertroue,<br>selfversorgend)           | -1 |
| NATIONAL SECURITY/*NASIONALE SEKURITEIT<br>(protection from attack)/*(beskerming teen<br>aanvalle)                    | -12 | INTELLECTUAL/*INTELLEKTUEEL<br>(intelligent, reflective)/*(intelligent, denkend)                             | -  |
| PLEASURE/*PLESIER<br>(an enjoyable, leisurely life)/*('n<br>genotvolle, ontspannende lewe)                            | -13 | LOGICAL/*LOGIES<br>(consistent, rational)/*(konstandheid, rasjoneel)                                         | -  |
| SALVATION/*VERLOSSING<br>(saved, eternal life)/*(tot bekering kom,<br>ewige lewe)                                     | -14 | LOVING/*LIEFDEVOL<br>(affectionate, tender)/*(beminlik, toegene, liefhebbend)                                | -1 |
| SELF-RESPECT/*SELFRESPEK<br>(self-esteem)/*(selfingenomendheid)                                                       | -15 | OBEDIENT/*GEHOORSAAM<br>(dutiful, respectful)/*(pligsgetrou, oerbiedig)                                      | -  |
| SOCIAL RECOGNITION/*SOSIALE ERKENNING<br>(respect, admiration)/*(respek, bewondering<br>van andere)                   | -16 | POLITE/*HOFLIKHEID<br>(courteous, well-mannered)/*(beleef, beskaafde maniere)                                | -  |
| TRUE FRIENDSHIP/*WARE VRIENDSKAP<br>(close companionship)/*(hegte kameraadskap)                                       | -17 | RESPONSIBLE/*VERANTWOORDELIKHEID<br>(dependable, reliable)/*(betroubaarheid, vertroubaarheid)                | -  |
| WISDOM/*WYSHEID<br>(a mature understanding of life)/*('n volwasse<br>begrip van die lewe)                             | -18 | SELF-CONTROLLED/*SELFBEBEERSING<br>(restrained, self-disciplined)/*(in toom hou,<br>selfdisipline)           | -  |

## PETROL BRANDS

## PETROLHANDELSMERKE

9a(i) Here are the names of some well-known brands of petrol. SHOW CARD D. Would you please tell me which petrol brand you purchase most often? SINGLE MENTION. RECORD BELOW UNDER Q.9a(i)

9a(ii) If NONE at Q.9a(i) ASK: "If you were in a vehicle that needed petrol and you had to choose which brand to put in, which one of these brands would you choose?" SHOW CARD D. SINGLE MENTION. RECORD BELOW UNDER Q.9a(ii)

9b. Now, regarding your usual petrol brand, which value from LIST A would you say is most like...? (BRAND MENTIONED IN Q.9a(i) OR Q.9a(ii)) SINGLE MENTION. RECORD ON PAGE 15 UNDER Q.9b \*CIRCLE THE RELEVANT VALUE.

9c. Now, in the same way, which value from LIST B is most like...? (BRAND MENTIONED IN Q.9a) SINGLE MENTION. RECORD ON PAGE 15 UNDER Q.9c \*CIRCLE THE RELEVANT VALUE.

9d. We can all visualise an ideal petrol brand we'd like to purchase next time we need petrol. Which value from LIST A would you say is most like your ideal petrol brand, whether it really exists or not? SINGLE MENTION. RECORD ON PAGE 16 UNDER Q.9d \*CIRCLE THE RELEVANT IDEAL.

9e. Now in the same way, which value from LIST B is like your ideal petrol brand? SINGLE MENTION. RECORD ON PAGE 16 UNDER Q.9e \*CIRCLE THE RELEVANT IDEAL.

9a(i) Hier is die name van 'n paar bekende handelsmerke petrol. TOON KAART D. Kan u asseblief vir my se watter petrolhandelsmerk u die meeste koop? ENKELE ANTWOORD. NOTEER HIERONDER BY V.9a(i)

9a(ii) Indien GEEN by 9(i) VRA: "As u in 'n voertuig was wat petrol nodig gehad het en u moes kies watter handelsnaam om in te sit, watter een van hierdie handelsname sou u kies?" TOON KAART D. ENKELE ANTWOORD. NOTEER HIERONDER BY V.9a(ii)

9b. Nou, aangaande u gewone petrolhandelsmerk, watter waarde van LYS A meen u stem ooreen met...? (HANDELSMERK GENOEM IN V.9a(i) OF V.9a(ii)). ENKELE ANTWOORD. NOTEER OP BLADSY 15 BY V.9b

9c. Nou, ooreenkomstig die bogenoemde vraag, watter waarde van LYS B stem ooreen met...? (HANDELSMERK GENOEM IN V.9a) ENKELE ANTWOORD. NOTEER OP BLADSY 15 ONDER V.9c

9d. Almal kan daardie ideale petrolhandelsmerk visualiseer wat almal graag wil koop volgende keer as ons petrol nodig het. Watter waarde van LYS A meen u stem ooreen met u ideale petrolhandelsmerk, of die petrolhandelsmerk nou bestaan of nie? ENKELE ANTWOORD. NOTEER OP BLADSY 16 ONDER V.9d

9e. Nou, ooreenkomstig die bogenoemde vraag, watter waarde van LYS B stem ooreen met u ideale petrolhandelsmerk? ENKELE ANTWOORD. NOTEER OP BLADSY 16 ONDER V.9e

(27)  
Q.9a(i)/OV.9a(i)  
MOST OFTEN  
/MEES DIKWELS

(28)  
Q.9a(ii)/OV.9a(ii)  
MOST LIKELY  
/MEES WAARSKYNLIK

|           |    |    |
|-----------|----|----|
| BP        | -1 | -1 |
| CALTEx    | -2 | -2 |
| MOBIL     | -3 | -3 |
| <hr/>     |    |    |
| SASOL     | -4 | -4 |
| SHELL     | -5 | -5 |
| TREK      | -6 | -6 |
| <hr/>     |    |    |
| ZENEX     | -7 | -7 |
| NONE/GEEN | -8 |    |

Q.9b/•V.9b  
VALUE A/•WAARDE A

(29)

Q.9c/•Q.9c  
VALUE B/•WAARDE B

(30)

A COMFORTABLE LIFE/•'n GERIEFRIKE LEWE  
(a prosperous life)/•('n voorspoedige lewe) -01

AN EXCITING LIFE/•'n OPWINDENDE LEWE  
(a stimulating, active life)/•('n opwekkende, aktiewe lewe) -02

A SENSE OF ACCOMPLISHMENT/•'n GEVOEL VAN  
VERVULLING  
(lasting contribution)/•('n blywende bydrae  
om te lewer) -03

A WORLD AT PEACE/•'n WERELD VAN VREDE  
(free of war and conflict)/•(sonder oorlog  
en konflik) -04

A WORLD OF BEAUTY/•'n WERELD VAN SKOONHEID  
(beauty of nature and the arts)/•(die skone  
natuur en kunste) -05

EQUALITY/•GELYKHEID  
(brotherhood, equal opportunity for all)  
/•(broederskap en gelyke geleenthede vir  
almal) -06

FAMILY SECURITY/•GESIN SEKURITEIT  
(taking care of loved ones)/•(ontferming  
oor geliefdes) -07

FREEDOM/•VRYHEID  
(independence, free choice)/•(onafhank-  
likheid, vrye keuse) -08

HAPPINESS/•GELUKSALIGHEID  
(contentedness)/•(tevredeheid,  
voldaanheid) -09

INNER HARMONY/•INNERLIKE EENSGESINDHEID  
(freedom from inner conflict)/•(vry van  
innerlike konflik) -10

MATURE LOVE/•VOLWASSE LIEFDE  
(sexual and spiritual intimacy)/•(saksuele en  
geestelike intiemheid) -11

NATIONAL SECURITY/•NASIONALE SEKURITEIT  
(protection from attack)/•(beskerming teen  
aanvalle) -12

PLEASURE/•PLESIER  
(an enjoyable, leisurely life)/•('n  
genotvolle, ontspannende lewe) -13

SALVATION/•VERLOSSING  
(saved, eternal life)/•(tot bekering kom,  
ewige lewe) -14

SELF-RESPECT/•SELFRESPEK  
(self-esteem)/•(selfingenomendheid) -15

SOCIAL RECOGNITION/•SOSIALE ERKENNING  
(respect, admiration)/•(respek, bewondering  
van andere) -16

TRUE FRIENDSHIP/•WARE VRIENDSKAP  
(close companionship)/•(hegte kameraadskap) -17

WISDOM/•WYSHEID  
(a mature understanding of life)/•('n volwasse  
begrip van die lewe) -18

AMBITIOUS/•AMBIETIEUS  
(hard-working, aspiring)/•(hardwerkend, vooruitstrewend)

BROADMINDED/•ONBEKROMPENHEID  
(open-minded)/•(nie kleingeestig nie)

CAPABLE/•BEKWAAMHEID  
(competent, effective)/•(kundigheid, doeltreffendheid)

CHEERFUL/•OPGERUIMD  
(lighthearted, joyful)/•(vrolik, blymoedig, opgewek)

CLEAN/•NETHEID  
(neat, tidy)/•(skoon, sindelik, ordelik)

COURAGEOUS/•DAPPERHEID  
(standing up for your beliefs)/•(die moed van 'n mens se  
oortuiging)

FORGIVING/•VERGEEWENSGESIND  
(willing to pardon others)/•(die gewilligheid om anders  
te vergewe)

HELPFUL/•HULPVAARDIGHEID  
(working for the welfare of others)/•(om na die welsyn  
van andere om te sien)

HONEST/•EERLIKHEID  
(sincere, truthful)/•(waarheid, omregtheid)

IMAGINATIVE/•VERBEEELDINGRYK  
(daring, creative)/•(durf, waagmoed, kreatief)

INDEPENDENT/•ONAFHANKLIKHEID  
(self-reliant, self-sufficient)/•(selfvertroue,  
selfversorgend)

INTELLECTUAL/•INTELLEKTUEEL  
(intelligent, reflective)/•(intelligent, denkend)

LOGICAL/•LOGIES  
(consistent, rational)/•(konstandheid, rasioneel)

LOVING/•LIEFDEVOL  
(affectionate, tender), •beminlik, toegenee, liefhebbend)-

OBEQUIENT/•GEHOORSAAM  
(dutiful, respectful)/•(pligsaam, eerbiedig)

POLITE/•HOFLIKHEID  
(courteous, well-mannered)/•(belaeef, beskaafde maniere)

RESPONSIBLE/•VERANTWOORDELIKHEID  
(dependable, reliable)/•(betroubaarheid, vertroubaarheid)-

SELF-CONTROLLED/•SELFBEBEERSING  
(restrained, self-disciplined)/•(in toom hou,  
selfdissipline)

Q.90/•Q.9d

IDEAL A/•IDEAAL A

(31)

Q.9e/•Q.9e

IDEAL B/•IDEAAL B

(32)

|                                                                                                                 |     |                                                                                                           |    |
|-----------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------------------------------|----|
| A COMFORTABLE LIFE/•'n GERIEFLIKE LEWE<br>(a prosperous life)/•'n voorspoedige lewe                             | -01 | AMBITIOUS/•AMBISIEUS<br>(hard-working, aspiring)/•(hardwerkend, vooruitstrewend)                          | -0 |
| AN EXCITING LIFE/•'n OPWINDENDE LEWE<br>(a stimulating, active life)/•'n opwekkende, aktiewe lewe               | -02 | BROADMINDED/•ONBEKROMPENHEID<br>(open-minded)/•(nie kleingeestig nie)                                     | -0 |
| A SENSE OF ACCOMPLISHMENT/•'n GEVOEL VAN VERVULLING<br>(lasting contribution)/•('n blywende bydrae om te lewer) | -03 | CAPABLE/•BEKWAAMHEID<br>(competent, effective)/•(kundigheid, doeltreffendheid)                            | -0 |
| A WORLD AT PEACE/•'n WERELD VAN VREDE<br>(free of war and conflict)/•(sonder oorlog en konflik)                 | -04 | CHEERFUL/•OPGERUIM<br>(lighthearted, joyful)/•(vrolik, blymoedig, opgewek)                                | -0 |
| A WORLD OF BEAUTY/•'n WERELD VAN SKOONHEID<br>(beauty of nature and the arts)/•(die skone natuur en kunste)     | -05 | CLEAN/•NETHEID<br>(neat, tidy)/•(skoon, sindelik, ordelik)                                                | -0 |
| EQUALITY/•GELYKHEID<br>(brotherhood, equal opportunity for all)/•(broederskap en gelyke geleenthede vir almal)  | -06 | COURAGEOUS/•DAPPERHEID<br>(standing up for your beliefs)/•(die moed van 'n mens se oortuiging)            | -0 |
| FAMILY SECURITY/•GESIN SEKURITEIT<br>(taking care of loved ones)/•(ontferming oor geliefdes)                    | -07 | FORGIVING/•VERGEEWENSGESIND<br>(willing to pardon others)/•(die gewilligheid om andere te vergewe)        | -0 |
| FREEDOM/•VRYHEID<br>(independence, free choice)/•(onafhanklikheid, vrye keuse)                                  | -08 | HELPFUL/•HULPVAARDIGHEID<br>(working for the welfare of others)/•(om ra die welsyn van andere om te sien) | -0 |
| HAPPINESS/•GELUKSALIGHEID<br>(contentedness)/•(tevreidenheid, voldaanheid)                                      | -09 | HONEST/•EERLIKHEID<br>(sincere, truthful)/•(waarheid, omragtheid)                                         | -0 |
| INNER HARMONY/•INNERLIKE GENSSESINDHEID<br>(freedom from inner conflict)/•(vry van innerlike konflik)           | -10 | IMAGINATIVE/•VERBEELDINGRYK<br>(daring, creative)/•(durf, waagmoed, kreatief)                             | -1 |
| MATURE LOVE/•VOLWASSE LIEFDE<br>(sexual and spiritual intimacy)/•(seksuele en geestelike intiemheid)            | -11 | INDEPENDENT/•ONAFHANKLIKHEID<br>(self-reliant, self-sufficient)/•(selfvertroue, selfversorgend)           | -1 |
| NATIONAL SECURITY/•NASIONALE SEKURITEIT<br>(protection from attack)/•(beskerming teen aanvalle)                 | -12 | INTELLECTUAL/•INTELLEKTUEEL<br>(intelligent, reflective)/•(intelligent, denkend)                          | -1 |
| PLEASURE/•PLESIER<br>(an enjoyable, leisurely life)/•('n genotvolle, ontspannende lewe)                         | -13 | LOGICAL/•LOGIES<br>(consistent, rational)/•(konstandheid, rasioneel)                                      | -1 |
| SALVATION/•VERLOSSING<br>(saved, eternal life)/•(tot bekering kom, ewige lewe)                                  | -14 | LOVING/•LIEFDEVOL<br>(affectionate, tender)/•(beminlik, toegenee, liefhebbend)                            | -1 |
| SELF-RESPECT/•SELFRESPEK<br>(self-esteem)/•(selfingenomendheid)                                                 | -15 | OBEDIENT/•ONHOORSAAM<br>(dutiful, respectful)/•(pliggetrou, eerbiedig)                                    | -1 |
| SOCIAL RECOGNITION/•SOSIALE ERKENNING<br>(respect, admiration)/•(respek, bewondering van andere)                | -16 | POLITE/•HOFLIKHEID<br>(courteous, well-mannered)/•(beleef, beskaafde maniere)                             | -1 |
| TRUE FRIENDSHIP/•WARE VRIENDSKAP<br>(close companionship)/•(hegte kameraadskap)                                 | -17 | RESPONSIBLE/•VERANTWOORDELIKHEID<br>(dependable, reliable)/•(betroubaarheid, vertroubaarheid)             | -1 |
| WISDOM/•WYSHEID<br>(a mature understanding of life)/•('n volwasse begrip van die lewe)                          | -18 | SELF-CONTROLLED/•SELFBEEHEERSING<br>(restrained, self-disciplined)/•(in toom hou, selfdisipline)          | -1 |

## DEODORANTS

## REUKWEERMIDDELS

10a(i) Here are the names of some popular brands of deodorants. SHOW CARD E. Would you please tell me which one brand you buy most often for your own use? SINGLE MENTION. RECORD BELOW UNDER Q.10a(i).

\*10a(i) Hier is die name van 'n paar gewilde handelsmerke van reukweermiddels. TOON KAART E. Kan u asseblief vir my se watter een handelsmerk u die meeste koop vir u eie gebruik? ENKELE ANTWOORD NOTEER HIERONDER BY V.10a(i)

10a(ii) If NONE at Q.10a(i) ASK: "If someone were to offer you a deodorant free, which one of these brands would you choose?" SHOW CARD E. SINGLE MENTION. RECORD BELOW UNDER Q.10a(ii)

\*10a(ii) Indien GEEN by 10a(i) nie, VRA: As iemand vir u 'n reukmiddel gratis sou aanbied, watter een van hierdie handelsname sou u kies? TOON KAART E. ENKELE ANTWOORD. NOTEER HIERONDER BY V.10a(ii)

10b. Thinking now of the brand you usually buy, which value from LIST A would you say is most like ...? (BRAND MENTIONED IN Q.10a(i) OR Q.10a(ii)) SINGLE MENTION. RECORD ON PAGE 18 UNDER Q.10b. \*CIRCLE THE RELEVANT VALUE.

\*10b Met die handelsmerk wat u gewoonlik koop nou in gedagte, watter waarde van LYS A sê u stem ooreen met ...? (HANDELSMERK GENOEM IN V.10a(i) OF V.10a(ii)) ENKELE ANTWOORD. NOTEER OP BLADSY 18 ONDER V.10b

10c. Now, in the same way, which value from LIST B is most like ...? (BRAND MENTIONED IN Q.10a) SINGLE MENTION. RECORD ON PAGE 18 UNDER Q.10c \*CIRCLE THE RELEVANT VALUE.

\*10c Nou, ooreenkomstig die bogenoemde vraag, watter waarde van LYS B stem ooreen met ...? (HANDELSMERK GENOEM IN V.10a(i) OF V.10a(ii)) ENKELE ANTWOORD. NOTEER OP BLADSY 18 ONDER V.10c

10d. We can all visualise an ideal product which we would buy if only some company would make it. Which value from LIST A would you say is most like your ideal brand, whether it really exists or not? SINGLE MENTION. RECORD ON PAGE 19 UNDER Q.10d. \*CIRCLE THE RELEVANT IDEAL.

\*10d Almal kan daardie ideale produk visualiseer wat almal graag sal wil koop as een of ander maatskappy net so 'n produk sal vervaardig. Watter waarde van LYS A sê u stem ooreen met u ideale handelsmerk, of die handelsmerk nou bestaan of nie? ENKELE ANTWOORD. NOTEER OP BLADSY 19 ONDER V.10d

10e. Now, in the same way, which value from LIST B is most like your ideal brand? SINGLE MENTION. RECORD ON PAGE 19 UNDER Q.10e. \*CIRCLE THE RELEVANT IDEAL.

\*10e Nou, ooreenkomstig die bogenoemde vraag, watter waarde van LYS B stem ooreen met u ideale handelsmerk? ENKELE ANTWOORD. NOTEER OP BLADSY 19 ONDER V.10e

|                         | Q10.a(i)/V.10a(i)           |  | Q10.a(ii)/V.10a(ii)              |  |
|-------------------------|-----------------------------|--|----------------------------------|--|
|                         | MOST OFTEN<br>/MEES DIKWELS |  | MOST LIKELY<br>/MEES WAARSKYNLIK |  |
| <u>AEROSOLS/AEROSOL</u> | (33)                        |  | (34)                             |  |
| BODY MIST               | -01                         |  | -01                              |  |
| CHASE                   | -02                         |  | -02                              |  |
| EGO                     | -03                         |  | -03                              |  |
| IMPULSE                 | -04                         |  | -04                              |  |
| MUM FOR MEN             | -05                         |  | -05                              |  |
| MUM FOR WOMEN           | -06                         |  | -06                              |  |
| PEARS                   | -07                         |  | -07                              |  |
| SHIELD FOR SPORTSMEN    | -08                         |  | -08                              |  |
| SHIELD FOR WOMEN        | -09                         |  | -09                              |  |
| SIXTH SENSE             | -10                         |  | -10                              |  |
| STORM                   | -11                         |  | -11                              |  |
|                         | -12                         |  | -12                              |  |
| <u>ROLL-ONS/AANROL</u>  |                             |  |                                  |  |
| BODY MIST               | -13                         |  | -13                              |  |
| BRUT                    | -14                         |  | -14                              |  |
| DANTE                   | -15                         |  | -15                              |  |
| KO                      | -16                         |  | -16                              |  |
| MUM FOR MEN             | -17                         |  | -17                              |  |
| MUM FOR WOMEN           | -18                         |  | -18                              |  |
| PLAYBOY                 | -19                         |  | -19                              |  |
| RIGHT GUARD             | -20                         |  | -20                              |  |
| SHIELD FOR MEN          | -21                         |  | -21                              |  |
| SHIELD FOR WOMEN        | -22                         |  | -22                              |  |
| NONE/GEEN               | -23                         |  | -23                              |  |

Q.10b/ev.10b  
VALUE A/•WAAARDE A

Q.10c/•Q.10c  
VALUE B/•WAAARDE B

| (35)                                                                                                                | (36)                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| A COMFORTABLE LIFE/•'n GERIEFLIKE LEWE<br>(a prosperous life)/•('n voorspoedige lewe) -01                           | AMBITIOUS/•AMBISIEUS<br>(hard-working, aspiring)/•(hardwerkend, voorgitstrewend) -0                          |
| AN EXCITING LIFE/•'n OPWINDENDE LEWE<br>(a stimulating, active life)/•('n opwekkende, aktiewe lewe) -02             | BROADMINDED/•ONBEKROMPENHEID<br>(open-minded)/•(nie kleingeesdig nie) -0                                     |
| A SENSE OF ACCOMPLISHMENT/•'n GEVOEL VAN VERVULLING<br>(lasting contribution)/•('n blywende bydrae om te lewer) -03 | CAPABLE/•BEKWAAMHEID<br>(competent, effective)/•(kundigheid, doeltreffendheid) -0                            |
| A WORLD AT PEACE/•'n WERELD VAN VREDE<br>(free of war and conflict)/•(sonder oorlog en konflik) -04                 | CHEERFUL/•OPGERUIM<br>(lighthearted, joyful)/•(vrolik, blymoedig, opgewek) -0                                |
| A WORLD OF BEAUTY/•'n WERELD VAN SKOONHEID<br>(beauty of nature and the arts)/•(die skone natuur en kunste) -05     | CLEAN/•NETHEID<br>(neat, tidy)/•(skoon, sindelik, ordelik) -0                                                |
| EQUALITY/•GELYKHEID<br>(brotherhood, equal opportunity for all)/•(broederskap en gelyke geleentheid vir almal) -06  | COURAGEOUS/•DAPPERHEID<br>(standing up for your beliefs)/•(die moed van 'n mens se oortuiging) -0            |
| FAMILY SECURITY/•GESIN SEKURITEIT<br>(taking care of loved ones)/•(ontferming oor geliefdes) -07                    | FORGIVING/•VERGEEWENSGESIN<br>(willing to pardon others)/•(die gewilligheid om andere te vergewe) -0         |
| FREEDOM/•VRYHEID<br>(independence, free choice)/•(onafhanklikheid, vrye keuse) -08                                  | HELPFUL/•HULPVAARDIGHEID<br>(working for the welfare of others)/•(om na die welsyn van andere om te sien) -0 |
| HAPPINESS/•GELUKSALIGHEID<br>(contentedness)/•(tevredenheid, voldaanheid) -09                                       | HONEST/•EERLIKHEID<br>(sincere, truthful)/•(waarheid, omregtheid) -0                                         |
| INNER HARMONY/•INNERLIKE EENSGESINDHEID<br>(freedom from inner conflict)/•(vry van innerlike konflik) -10           | IMAGINATIVE/•VERBEELDINGRYK<br>(daring, creative)/•(durf, waagmoed, kreatief) -0                             |
| NATURE LOVE/•VOLWASSE LIEFDE<br>(sexual and spiritual intimacy)/•(seksuele en geestelike intiemheid) -11            | INDEPENDENT/•ONAFHANKLIKHEID<br>(self-reliant, self-sufficient)/•(selfvertroue, selfversorgend) -0           |
| NATIONAL SECURITY/•NASIONALE SEKURITEIT<br>(protection from attack)/•(beskerming teen aanvalle) -12                 | INTELLECTUAL/•INTELLEKTUEEL<br>(intelligent, reflective)/•(intelligent, denkend) -0                          |
| PLEASURE/•PLESIER<br>(an enjoyable, leisurely life)/•('n genotvolle, ontspannende lewe) -13                         | LOGICAL/•LOGIES<br>(consistent, rational)/•(konstandheid, rasioneel) -0                                      |
| SALVATION/•VERLOSSING<br>(saved, eternal life)/•(tot bekering kom, ewige lewe) -14                                  | LOVING/•LIEFDEVOL<br>(affectionate, tender)/•(beminlik, toegene, liefhebbend) -0                             |
| SELF-RESPECT/•SELFRESPEK<br>(self-esteem)/•(selfingenomendheid) -15                                                 | OBEDIENT/•GEHOORSAAM<br>(dutiful, respectful)/•(pligsgetrou, eerbiedig) -0                                   |
| SOCIAL RECOGNITION/•SOSIALE ERKENNING<br>(respect, admiration)/•(respek, bewondering van andere) -16                | POLITE/•HOFLIKHEID<br>(courteous, well-mannered)/•(beleef, beskaafde maniere) -0                             |
| TRUE FRIENDSHIP/•WARE VRIENDSKAP<br>(close companionship)/•(hegte kameraadskap) -17                                 | RESPONSIBLE/•VERANTWOORDELIKHEID<br>(dependable, reliable)/•(betroubaarheid, vertroubaarheid) -0             |
| WISDOM/•WYSHEID<br>(a mature understanding of life)/•('n volwasse begrip van die lewe) -18                          | SELF-CONTROLLED/•SELFBEHEERSING<br>(restrained, self-disciplined)/•(in toom hou, selfdisipline) -0           |

G. 10d/ev. 10d  
IDEAL A/IDEAAL A

G. 10a/ev. 10a  
IDEAL B/IDEAAL B

|                                                                                                                 |     |                                                                                                           |    |
|-----------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------------------------------|----|
| A COMFORTABLE LIFE/*'n GERIEFLIKE LEWE<br>(a prosperous life)/*('n voorspoedige lewe)                           | -01 | AMBITIOUS/*AMBISIEUS<br>(hard-working, aspiring)/*(hardwerkend, vooruitstrewend)                          | -C |
| AN EXCITING LIFE/*'n OPWINDENDE LEWE<br>(a stimulating, active life)/*('n opwekkende, aktiewe lewe)             | -02 | BROADMINDED/*ONBEKROMPENHEID<br>(open-minded)/*(nie kleingeestig nie)                                     | -C |
| A SENSE OF ACCOMPLISHMENT/*'n GEVOEL VAN VERVULLING<br>(lasting contribution)/*('n blywende bydrae om te lewer) | -03 | CAPABLE/*BEKWAAMHEID<br>(competent, effective)/*(kundigheid, doeltreffendheid)                            | -C |
| A WORLD AT PEACE/*'n WERELD VAN VREDE<br>(free of war and conflict)/*(sonder oorlog en konflik)                 | -04 | CHEERFUL/*OPGERUIMD<br>(lighthearted, joyful)/*(vroluk, blymoedig, opgewek)                               | -C |
| A WORLD OF BEAUTY/*'n WERELD VAN SKOONHEID<br>(beauty of nature and the arts)/*(die skone natuur en kunste)     | -05 | CLEAN/*NETHEID<br>(neat, tidy)/*(skoon, sindelik, ordelik)                                                | -C |
| EQUALITY/*GELYKHEID<br>(brotherhood, equal opportunity for all)/*(broederskap en gelyke geleenthede vir almal)  | -06 | COURAGEOUS/*DAPPERHEID<br>(standing up for your beliefs)/*(die moed van 'n mens se oortuiging)            | -C |
| FAMILY SECURITY/*GESIN SEKURITEIT<br>(taking care of loved ones)/*(ontferming oor geliefdes)                    | -07 | FORGIVING/*VERGEEWENSGESIND<br>(willing to pardon others)/*(die gewilligheid om andere te vergewe)        | -C |
| FREEDOM/*VRYHEID<br>(independence, free choice)/*(onafhanklikheid, vrye keuse)                                  | -08 | HELPFUL/*HULPVAARDIGHEID<br>(working for the welfare of others)/*(om na die welsyn van andere om te sien) | -C |
| HAPPINESS/*GELUKSALIGHEID<br>(contentedness)/*(tevredeheid, voldaanheid)                                        | -09 | HONEST/*EERLIKHEID<br>(sincere, truthful)/*(waarheid, omragtheid)                                         | -C |
| INNER HARMONY/*INNERLIKE EENSGESINDHEID<br>(freedom from inner conflict)/*(vry van innerlike konflik)           | -10 | IMAGINATIVE/*VERBEELDINGRYK<br>(daring, creative)/*(durf, waagmoed, kreatief)                             | -1 |
| MATURE LOVE/*VOLWASSE LIEFDE<br>(sexual and spiritual intimacy)/*(seksuele en geestelike intimiteit)            | -11 | INDEPENDENT/*ONAFHANKLIKHEID<br>(self-reliant, self-sufficient)/*(selfvertroue, selfversorgend)           | -1 |
| NATIONAL SECURITY/*NASIONALE SEKURITEIT<br>(protection from attack)/*(beskerming teen aanvalle)                 | -12 | INTELLECTUAL/*INTELLEKTUEEL<br>(intelligent, reflective)/*(intelligent, denkend)                          | -1 |
| PLEASURE/*PLESIER<br>(an enjoyable, leisurely life)/*('n genotvolle, ontspannende lewe)                         | -13 | LOGICAL/*LOGIES<br>(consistent, rational)/*(konstandheid, rasioneel)                                      | -1 |
| SALVATION/*VERLOSSING<br>(saved, eternal life)/*(tot bekering kom, ewige lewe)                                  | -14 | LOVING/*LIEFDEVOL<br>(affectionate, tender)/*(beminlik, toegenee, liefhebbend)                            | -1 |
| SELF-RESPECT/*SELFRESPEK<br>(self-esteem)/*(selfingenomendheid)                                                 | -15 | OBEDIENT/*GEHOORSAAM<br>(dutiful, respectful)/*(pligsgetrou, eerbiedig)                                   | -1 |
| SOCIAL RECOGNITION/*SOSIALE ERKENNING<br>(respect, admiration)/*(respek, bewondering van andere)                | -16 | POLITE/*HOFLIKHEID<br>(courteous, well-mannered)/*(beïdesf, beskaafde maniere)                            | -1 |
| TRUE FRIENDSHIP/*WARE VRIENDSKAP<br>(close companionship)/*(hegte kameraadskap)                                 | -17 | RESPONSIBLE/*VERANTWOORDELIKHEID<br>(dependable, reliable)/*(betroubaarheid, vertroubaarheid)             | -1 |
| WISDOM/*WYSHEID<br>(a mature understanding of life)/*('n volwasse begrip van die lewe)                          | -18 | SELF-CONTROLLED/*SELFBEHEERSING<br>(restrained, self-disciplined)/*(in toom hou, selfdisipline)           | -1 |

## FOOD STORES

## KRUIDENIERSWARE WINKELS

11a(i) Here are the names of some well-known food stores. SHOW CARD F. Would you please tell me at which food store you do the bulk of your shopping? SINGLE MENTION. RECORD BELOW UNDER Q.11a(i).

\*11a(i) Hier is die name van 'n paar bekende kruideniersware winkels. TOON KAART F. Kan u asseblief vir my se by watter kruideniersware winkel u die meeste van u inkope doen? ENKELE ANTWOORD NOTEER HIERONDER BY V.11a(i)

11a(ii) If NONE at Q.11a(i) ASK: "If you had to choose the store at which the person who does your shopping was to shop at, then which one store would you choose?" SHOW CARD F. SINGLE MENTION. RECORD BELOW AT Q.11a(ii).

\*11a(ii) Indien GEEN by 11a(i), VRA: "As u die winkel moes kies waar die persoon wat u inkope doen die meeste van u inkope moes koop, watter een winkel sou u kies?" TOON KAART F. ENKELE ANTWOORD. NOTEER HIERONDER BY V.11a(ii).

11b. Now, regarding the food store where you would do the bulk of your grocery shopping, which value from LIST A would you say is most like...? (FOOD STORE MENTIONED IN Q.11a(i) OR Q.11a(ii)). SINGLE MENTION. RECORD ON PAGE 21 UNDER Q.11b. \*CIRCLE THE RELEVANT VALUE.

\*11b Nou, aangaande die kruideniersware winkel waar u die meeste van u kruideniersware koop, watter waarde van LYS A meen u stem ooreen met...? (KRUIDENIERSWARE WINKEL GENOEM IN V.11a(i) OF V.11a(ii)). ENKELE ANTWOORD. NOTEER OP BLADSY 21 ONDER V.11b

11c. Now, in the same way, which value from LIST B is most like...? (FOOD STORE MENTIONED IN Q.11a(i) OR Q.11a(ii)). SINGLE MENTION. RECORD ON PAGE 21 UNDER Q.11c. \*CIRCLE THE RELEVANT VALUE.

\*11c Nou, ooreenkomstig die bogenoemde vraag, watter waarde van LYS B stem ooreen met...? (KRUIDENIERSWARE WINKEL GENOEM IN V.11a(i) OF V.11a(ii)). ENKELE ANTWOORD. NOTEER OP BLADSY 21 ONDER V.11c

11d. We can all visualise an ideal food store where we would like to do the bulk of our grocery shopping, which value from LIST A would you say is most like your ideal food store, whether it really exists or not. SINGLE MENTION. RECORD ON PAGE 22 UNDER Q.11d. \*CIRCLE THE RELEVANT IDEAL.

\*11d Almal kan daardie ideale kruideniersware winkel visualiseer waar almal graag die meeste van hulle kruideniersware sou wil koop. Watter waarde van LYS A meen u stem ooreen met u ideale kruideniersware winkel nou bestaan of nie? ENKELE ANTWOORD. NOTEER OP BLADSY 22 ONDER V.11d

11e. Now, in the same way, which value from LIST B is most like your ideal food store? SINGLE MENTION. RECORD ON PAGE 22 UNDER Q.11e. \*CIRCLE THE RELEVANT IDEAL.

\*11e Nou, ooreenkomstig die bogenoemde vraag, watter waarde van LYS B stem ooreen met u ideale kruideniersware winkel? ENKELE ANTWOORD. NOTEER OP BLADSY 22 ONDER V.11e

|                                                                                 | Q.11a(i)/V.11a(i)<br>MOST OFTEN<br>/MEES DIKWELS<br>(31) | Q.11a(ii)/V.11a(ii)<br>MOST LIKELY<br>/MEES WAARSKYNLIK<br>(40) |
|---------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------------|
| CHECKERS                                                                        | -01                                                      | -01                                                             |
| HYPERAMA                                                                        | -02                                                      | -02                                                             |
| GRAND BAZAARS                                                                   | -03                                                      | -03                                                             |
| JAZZ                                                                            | -04                                                      | -04                                                             |
| OK BAZAARS                                                                      | -05                                                      | -05                                                             |
| PICK-'N-PAY SUPERMARKETS                                                        | -06                                                      | -06                                                             |
| PICK 'N PAY HYPERMARKETS                                                        | -07                                                      | -07                                                             |
| SHOPRITE                                                                        | -08                                                      | -08                                                             |
| SPAR                                                                            | -09                                                      | -09                                                             |
| WOOLWORTH                                                                       | -10                                                      | -10                                                             |
| NEARBY CAFE OR TOWNSHIP STORE<br>/ONASBY KAFEE OF SWART<br>DORPSGEBIED - WINKEL | -11                                                      | -11                                                             |
| NONE/GEEN                                                                       | -12                                                      |                                                                 |

Q.11b/V.11b  
VALUE A/WAARDE A

Q.11c/V.11c  
VALUE B/WAARDE B

(4)

(62)

|                                                                                                                    |     |                                                                                                           |   |
|--------------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------------------------------|---|
| A COMFORTABLE LIFE/*'n GERIEFLIKE LEWE<br>(a prosperous life)/*('n voorspoedige lewe)                              | -01 | AMBITIOUS/*AMBSIEUS<br>(hard-working, aspiring)/*(hardwerkend, vooruitstrewend)                           | - |
| AN EXCITING LIFE/*'n OPWINDENDE LEWE<br>(a stimulating, active life)/*('n opwekkende, aktiewe lewe)                | -02 | BROADMINDED/*ONBEKROMPENHEID<br>(open-minded)/*(nie kleingeestig nie)                                     | - |
| A SENSE OF ACCOMPLISHMENT/*'n GEVOEL VAN VERVULLING<br>(lasting contribution)/*('n blywende bydrae om te lewer)    | -03 | CAPABLE/*BEKWAAMHEID<br>(competent, effective)/*(Pundigheid, doeltreffendheid)                            | - |
| A WORLD AT PEACE/*'n WERELD VAN VREDE<br>(free of war and conflict)/*(sonder oorlog en konflik)                    | -04 | CHEERFUL/*OPGERUIMD<br>(lighthearted, joyful)/*(vroliek, blymoedig, opgewek)                              | - |
| A WORLD OF BEAUTY/*'n WERELD VAN SKOONHEID<br>(beauty of nature and the arts)/*(die skone natuur en kunste)        | -05 | CLEAN/*NETHEID<br>(neat, tidy)/*(skoon, sindelik, ordelik)                                                | - |
| EQUALITY/*GELYKHEID<br>(brotherhood, equal opportunity for all)<br>/*(broederskap en gelyke geleenthede vir almal) | -06 | COURAGEOUS/*DAPPERHEID<br>(standing up for your beliefs)/*(die moed van 'n mens se oortuiging)            | - |
| FAMILY SECURITY/*GESIN SEKURITEIT<br>(taking care of loved ones)/*(ontferming oor geliefdes)                       | -07 | FORGIVING/*VERGEESWESIGESIND<br>(willing to pardon others)/*(die gewilligheid om andere te vergewe)       | - |
| FREEDOM/*VRYHEID<br>(independence, free choice)/*(onafhanklikheid, vrye keuse)                                     | -08 | HELPFUL/*HULPVAARDIGHEID<br>(working for the welfare of others)/*(om na die welsyn van andere om te sien) | - |
| HAPPINESS/*GELUKSALIGHEID<br>(contentedness)/*(tevredenheid, voldaanheid)                                          | -09 | HONEST/*EERLIKHEID<br>(sincere, truthful)/*(waarheid, omregtheid)                                         | - |
| INNER HARMONY/*INNERLIKE EENSGESINDHEID<br>(freedom from inner conflict)/*(vry van innerlike konflik)              | -10 | IMAGINATIVE/*VERBEELDINGRYK<br>(daring, creative)/*(durf, waagmoed, kreatief)                             | - |
| MATURE LOVE/*VOLWASSE LIEFDE<br>(sexual and spiritual intimacy)/*(saksuele en geestelike intiemheid)               | -11 | INDEPENDENT/*ONAFHANKLIKHEID<br>(self-reliant, self-sufficient)/*(selfvertroue, selfversorgend)           | - |
| NATIONAL SECURITY/*NASIONALE SEKURITEIT<br>(protection from attack)/*(beskerming teen aanvalle)                    | -12 | INTELLECTUAL/*INTELLEKTUEEL<br>(intelligent, reflective)/*(intelligent, denkend)                          | - |
| PLEASURE/*PLESIER<br>(an enjoyable, leisurely life)/*('n genotvolle, ontspannende lewe)                            | -13 | LOGICAL/*LOGIES<br>(consistent, rational)/*(konstandheid, rasioneel)                                      | - |
| SALVATION/*VERLOSSING<br>(saved, eternal life)/*(tot bekering kom, ewige lewe)                                     | -14 | LOVING/*LIEFDEVOL<br>(affectionate, tender)/*(beminlik, toegenee, liefhebbend)                            | - |
| SELF-RESPECT/*SELFRESPEK<br>(self-esteem)/*(selfingenomenheid)                                                     | -15 | OBEDIENT/*GEHOORSAAM<br>(dutiful, respectful)/*(pligsgetrou, eerbiedig)                                   | - |
| SOCIAL RECOGNITION/*SOSIALE ERKENNING<br>(respect, admiration)/*(respek, bewondering van andere)                   | -16 | POLITE/*HOFLIKHEID<br>(courteous, well-mannered)/*(beleef, beskaafde maniere)                             | - |
| TRUE FRIENDSHIP/*WARE VRIENDSKAP<br>(close companionship)/*(hegte kameraadskap)                                    | -17 | RESPONSIBLE/*VERANTWOORDELIKHEID<br>(dependable, reliable)/*(betroubaarheid, vertroubaarheid)             | - |
| WISDOM/*WYSHEID<br>(a mature understanding of life)/*('n volwasse begrip van die lewe)                             | -18 | SELF-CONTROLLED/*SELFSBEHEERSING<br>(restrained, self-disciplined)/*(in toom hou, selfdisipline)          | - |

| Q.11a/•Q.11a<br>IDEAL A/•IDEAAL A                                                                                   | Q.11b/•Q.11b<br>VALUE B/•IDEAAL B                                                                            |
|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| (43)<br>A COMFORTABLE LIFE/•'n GERIEKLIKE LEWE<br>(a prosperous life)/•('n voorspoedige lewe) -01                   | (44)<br>AMBITIOUS/•AMBISIEUS<br>(hard-working, aspiring)/•(hardwerkend, vooruitstrewend) -1                  |
| AN EXCITING LIFE/•'n OPWINDENDE LEWE<br>(a stimulating, active life)/•('n opwekkende, aktiewe lewe) -02             | BROADMINDED/•ONBEKROMPENHEID<br>(open-minded)/•(nie kleingeestig nie) -1                                     |
| A SENSE OF ACCOMPLISHMENT/•'n GEVOEL VAN VERVULLING<br>(lasting contribution)/•('n blywende bydrae om te lewer) -03 | CAPABLE/•BEKWAAMHEID<br>(competent, effective)/•(kundigheid, doeltreffendheid) -1                            |
| A WORLD AT PEACE/•'n WERELD VAN VREDE<br>(free of war and conflict)/•(sonder oorlog en konflik) -04                 | CHEERFUL/•OPGERUIMO<br>(lighthearted, joyful)/•(vrolik, blymoedig, opgewek) -1                               |
| A WORLD OF BEAUTY/•'n WERELD VAN SKOONHEID<br>(beauty of nature and the arts)/•(die skone natuur en kunste) -05     | CLEAN/•NETHEID<br>(neat, tidy)/•(skoon, sindelik, ordelik) -1                                                |
| EQUALITY/•GELYKHEID<br>(brotherhood, equal opportunity for all)/•(broederskap en gelyke geleenthede vir almal) -06  | COURAGEOUS/•DAPPERHEID<br>(standing up for your beliefs)/•(die moed van 'n mens se oortuiging) -1            |
| FAMILY SECURITY/•GESIN SEKURITEIT<br>(taking care of loved ones)/•(ontferming oor geliefdes) -07                    | FORGIVING/•VERGEEWENSGESIND<br>(willing to pardon others)/•(die gewilligheid om andere te vergewe) -1        |
| FREEDOM/•VRYHEID<br>(independence, free choice)/•(onafhanklikheid, vrye keuse) -08                                  | HELPFUL/•HULPVAARDIGHEID<br>(working for the welfare of others)/•(om na die welsyn van andere om te sien) -1 |
| HAPPINESS/•GELUKSALIGHEID<br>(contentedness)/•(tevreidenheid, voldaanheid) -09                                      | HONEST/•EERLIKHEID<br>(sincere, truthful)/•(waarheid, omregtheid) -1                                         |
| INNER HARMONY/•INNERLIKE EENSGESINDHEID<br>(freedom from inner conflict)/•(vry van innerlike konflik) -10           | IMAGINATIVE/•VERBEEELDINGRYK<br>(daring, creative)/•(durf, waagmoed, kreatief) -1                            |
| MATURE LOVE/•VOLWASSE LIEFDE<br>(sexual and spiritual intimacy)/•(seksuele en geestelike intiemheid) -11            | INDEPENDENT/•ONAFHANKLIKHEID<br>(self-reliant, self-sufficient)/•(selfvertroue, selfversorgend) -1           |
| NATIONAL SECURITY/•NASIONALE SEKURITEIT<br>(protection from attack)/•(beskerming teen aanvalle) -12                 | INTELLECTUAL/•INTELLEKTUEEL<br>(intelligent, reflective)/•(intelligent, denkend) -1                          |
| PLEASURE/•PLESIER<br>(an enjoyable, leisurely life)/•('n genotvolle, ontspannende lewe) -13                         | LOGICAL/•LOGIES<br>(consistent, rational)/•(konstandheid, rasioneel) -1                                      |
| SALVATION/•VERLOSSING<br>(saved, eternal life)/•(tot bekering kom, ewige lewe) -14                                  | LOVING/•LIEFDEVOEL<br>(affectionate, tender)/•(beminlik, toegense, liefhebbend) -1                           |
| SELF-RESPECT/•SELFRESPEK<br>(self-esteem)/•(selfingenomenheid) -15                                                  | OBEDIENT/•GEHOORSAAM<br>(dutiful, respectful)/•(pligsgetrou, eerbiedig) -1                                   |
| SOCIAL RECOGNITION/•SOSIALE ERKENNING<br>(respect, admiration)/•(respek, bewondering van andere) -16                | POLITE/•HOFLIKHEID<br>(courteous, well-mannered)/•(beleef, beskaafde maniere) -1                             |
| TRUE FRIENDSHIP/•WARE VRIENDSKAP<br>(close companionship)/•(hegte kameraadskap) -17                                 | RESPONSIBLE/•VERANTWOORDELIKHEID<br>(dependable, reliable)/•(betroubaarheid, vertroubaarheid) -1             |
| WISDOM/•OWYSHEID<br>(a mature understanding of life)/•('n volwasse begrip van die lewe) -18                         | SELF-CONTROLLED/•SELFBEEHEERSING<br>(restrained, self-disciplined)/•(in toom hou, selfdisipline) -1          |

## MOTOR CARS

## MOTORS

12a. Here are the names of some well-known motor cars. SHOW CARD G. Please could you tell me which motor car would you be most likely to purchase? SINGLE MENTION. RECORD BELOW UNDER Q.12a.

e12a Hier is die name van 'n paar bekende motore. TOON KAART G. Kan u asseblief vir my se watter motor u mees waarskynlik sou koop? ENKELE ANTWOORD. NOTEER HIERONDER BY V.12a

12b. Now, regarding the motor car you would usually purchase, which value from LIST A would you say is most like...? (MOTOR CAR NAMED IN Q.12a). SINGLE MENTION. RECORD ON PAGE 24 UNDER Q.12b. \*CIRCLE THE RELEVANT VALUE.

e12b Nou, aangaande die motor wat u gewoonlik koop, watter waarde van LYS A meen u stem ooreen met...? (MOTOR GENOEM IN V.12a) ENKELE ANTWOORD. NOTEER OP BLADSY 24 ONDER V.12b

12c. Now, in the same way, which value from LIST B is most like...? (MOTOR CAR MENTIONED IN Q.12a). SINGLE MENTION. RECORD ON PAGE 24 UNDER Q.12c. \*CIRCLE THE RELEVANT VALUE.

e12c Nou, ooreenkomstig die bogenoemde vraag, watter waarde van LYS B stem ooreen met...? (MOTOR GENOEM IN V.12a) ENKELE ANTWOORD. NOTEER OP BLADSY 24 ONDER V.12c

12d. We can all visualize an ideal product which we would buy if only some company would make it. Which value from LIST A is most like your ideal motor car, whether it exists or not? SINGLE MENTION. RECORD ON PAGE 25 UNDER Q.12d. \*CIRCLE THE RELEVANT IDEAL.

e12d Almal kan daardie ideale produk visualiseer wat almal graag sal wil koop as een of ander maatskappy net so 'n produk sal vervaardig. Watter waarde van LYS A meen u stem ooreen met u ideale motor, of die mo bestaan of nie? ENKELE ANTWOORD. NOTEER OP BLA 25 ONDER V.12d

12e. Now, in the same way, which value from LIST B is most like your ideal motor car? SINGLE MENTION. RECORD ON PAGE 25 UNDER Q.12e. \*CIRCLE THE RELEVANT IDEAL.

e12e Nou, ooreenkomstig die bogenoemde vraag, watter waarde van LYS B stem ooreen met u ideale motor? ENKELE ANTWOORD. NOTEER OP BLADSY 25 ONDER V.12e

Q.12a/ev.12a

(45)

|            |     |
|------------|-----|
| AUDI       | -01 |
| BMW        | -02 |
| FORD       | -03 |
| -----      |     |
| HONDA      | -04 |
| MAZDA      | -05 |
| MERCEDES   | -06 |
| -----      |     |
| NISSAN     | -07 |
| OPEL       | -08 |
| TOYOTA     | -09 |
| -----      |     |
| VOLKSWAGEN | -10 |

| Q.12b/ev.12b<br>VALUE A/•WAARDE A                                                                               | (46) | Q.12c/eq.12c<br>VALUE B/•WAARDE B                                                                         | (47) |
|-----------------------------------------------------------------------------------------------------------------|------|-----------------------------------------------------------------------------------------------------------|------|
| A COMFORTABLE LIFE/•'n GERIEFLIKE LEWE<br>(a prosperous life)/•('n voorspoedige lewe)                           | -01  | AMBITIOUS/•AMBISIEUS<br>(hard-working, aspiring)/•(hardwerkend, vooruitstrewend)                          | -    |
| AN EXCITING LIFE/•'n OPWINDENDE LEWE<br>(a stimulating, active life)/•('n opwekkende, aktiewe lewe)             | -02  | BROADMINDED/•ONBEKROMPENHEID<br>(open-minded)/•(nie kleingeestig nie)                                     | -    |
| A SENSE OF ACCOMPLISHMENT/•'n GEVOEL VAN VERVULLING<br>(lasting contribution)/•('n blywende bydrae om te lewer) | -03  | CAPABLE/•BEKWAAMHEID<br>(competent, effective)/•(kundigheid, doeltreffendheid)                            | -    |
| A WORLD AT PEACE/•'n WERELD VAN VREDE<br>(free of war and conflict)/•(sonder oorlog en konflik)                 | -04  | CHEERFUL/•OPGERUIMD<br>(lighthearted, joyful)/•(vroliek, blymoedig, opgewek)                              | -    |
| A WORLD OF BEAUTY/•'n WERELD VAN SKOONHEID<br>(beauty of nature and the arts)/•(die skone natuur en kunste)     | -05  | CLEAN/•NETHEID<br>(neat, tidy)/•(skoon, sindelik, ordelik)                                                | -    |
| EQUALITY/•GELYKHEID<br>(brotherhood, equal opportunity for all)/•(Broederskap en gelyke geleenthede vir almal)  | -06  | COURAGEOUS/•DAPPERHEID<br>(standing up for your beliefs)/•(die moed van 'n mens se optuiging)             | -    |
| FAMILY SECURITY/•GESIN SEKURITEIT<br>(taking care of loved ones)/•(ontferming oor geliefdes)                    | -07  | FORGIVING/•VERGEEWENSGESIND<br>(willing to pardon others)/•(die gewilligheid om andere te vergewe)        | -    |
| FREEDOM/•VRYHEID<br>(independence, free choice)/•(onafhanklikheid, vrye keuse)                                  | -08  | HELPFUL/•HULPVAARDIGHEID<br>(working for the welfare of others)/•(om na die welsyn van andere om te sien) | -    |
| HAPPINESS/•GELUKSALIGHEID<br>(contentedness)/•(tevredeheid, voldaanheid)                                        | -09  | HONEST/•EERLIKHEID<br>(sincere, truthful)/•(waarheid, omregtheid)                                         | -    |
| INNER HARMONY/•INNERLIKE EENSGESINDHEID<br>(freedom from inner conflict)/•(vry van innerlike konflik)           | -10  | IMAGINATIVE/•VERBEELDINGRYK<br>(daring, creative)/•(durf, waagmoed, kreatief)                             | -    |
| MATURE LOVE/•VOLWASSE LIEFDE<br>(sexual and spiritual intimacy)/•(seksuele en geestelike intiemheid)            | -11  | INDEPENDENT/•ONAFHANKLIKHEID<br>(self-reliant, self-sufficient)/•(selfvertroue, selfversorgend)           | -    |
| NATIONAL SECURITY/•NASIONALE SEKURITEIT<br>(protection from attack)/•(beskerming teen aanvalle)                 | -12  | INTELLECTUAL/•INTELLEKTUEEL<br>(intelligent, reflective)/•(intelligent, denkend)                          | -    |
| PLEASURE/•PLESIER<br>(an enjoyable, leisurely life)/•('n genotvolle, ontspannende lewe)                         | -13  | LOGICAL/•LOGIES<br>(consistent, rational)/•(konstandheid, rasioneel)                                      | -    |
| SALVATION/•VERLOSSING<br>(saved, eternal life)/•(tot bekering kom, ewige lewe)                                  | -14  | LOVING/•LIEFDEVOL<br>(affectionate, tender)/•(beminlik, toegenee, liefhebbend)                            | -    |
| SELF-RESPECT/•SELFRESPEK<br>(self-esteem)/•(selfingenomendheid)                                                 | -15  | OBEDIENT/•GEHOORSAAM<br>(dutiful, respectful)/•(pligsgetrou, eerbiedig)                                   | -    |
| SOCIAL RECOGNITION/•SOSIALE ERKENNING<br>(respect, admiration)/•(respek, bewondering van andere)                | -16  | POLITE/•HOFLIKHEID<br>(courteous, well-mannered)/•(beleef, beskaafde maniere)                             | -    |
| TRUE FRIENDSHIP/•WARE VRIENDSKAP<br>(close companionship)/•(hegte kameraadskap)                                 | -17  | RESPONSIBLE/•VERANTWOORDELIKHEID<br>(dependable, reliable)/•(betroubaarheid, vertroubaarheid)             | -    |
| WISDOM/•WYSHEID<br>(a mature understanding of life)/•('n volwasse begrip van die lewe)                          | -18  | SELF-CONTROLLED/•SELFBEBEERSING<br>(restrained, self-disciplined)/•(in toom hou, selfdisipline)           | -    |

| Q.12d/•V.12d<br>IDEAL A/•IDEAAL A (48)                                                                                | Q.12e/•Q.12e<br>IDEAL B/•IDEAAL B (49)                                                                               |
|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| A COMFORTABLE LIFE/•'n GERIEFLIKE LEWE<br>(a prosperous life)/•('n voorspoedige lewe)                                 | -01 AMBITIOUS/•AMBISIEUS<br>(hard-working, aspiring)/•(hardwerkend, vooruitstrewend) -01                             |
| AN EXCITING LIFE/•'n OPWINDENDE LEWE<br>(a stimulating, active life)/•('n opwekkende, aktiewe lewe)                   | -02 BROADMINDED/•ONBEKROMPENHEID<br>(open-minded)/•(nie kleingeestig nie) -02                                        |
| A SENSE OF ACCOMPLISHMENT/•'n GEVOEL VAN<br>VERVULLING<br>(lasting contribution)/•('n blywende bydrae<br>om te lewer) | -03 CAPABLE/•SEKWAANHEID<br>(competent, effective)/•(kundigheid, doeltreffendheid) -03                               |
| A WORLD AT PEACE/•'n WERELD VAN VREDE<br>(free of war and conflict)/•(sonder oorlog<br>en konflik)                    | -04 CHEERFUL/•OPGERUIMD<br>(lighthearted, joyful)/•(vrolik, blymoedig, opgewek) -04                                  |
| A WORLD OF BEAUTY/•'n WERELD VAN SKOONHEID<br>(beauty of nature and the arts)/•(die skone<br>natuur en kunste)        | -05 CLEAN/•NETHEID<br>(neat, tidy)/•(skoon, sindelik, ordelik) -05                                                   |
| EQUALITY/•GELYKHEID<br>(brotherhood, equal opportunity for all)<br>/•(broederskap en gelyke geleenthede vir<br>almal) | -06 COURAGEOUS/•DAPPERHEID<br>(standing up for your beliefs)/•(die moed van 'n mens se<br>oortuiging) -06            |
| FAMILY SECURITY/•EGDSIN SEKURITEIT<br>(taking care of loved ones)/•(ontferming<br>oor geliefdes)                      | -07 FORGIVING/•VERGESWENSGESIND<br>(willing to pardon others)/•(die gewilligheid om andere<br>te vergewe) -07        |
| FREEDOM/•VRYHEID<br>(independence, free choice)/•(onafhank-<br>likheid, vrye keuse)                                   | -08 HELPFUL/•HULPVAARDIGHEID<br>(working for the welfare of others)/•(om na die welsyn<br>van andere om te sien) -08 |
| HAPPINESS/•GELUKSALIGHEID<br>(contentedness)/•(tevreidenheid,<br>voldaanheid)                                         | -09 HONEST/•EERLIKHEID<br>(sincere, truthful)/•(waarheid, omregtheid) -09                                            |
| INNER HARMONY/•INNERLIKE EENSGESINCHIED<br>(freedom from inner conflict)/•(vry van<br>innerlike konflik)              | -10 IMAGINATIVE/•VERBEELDINGRYK<br>(daring, creative)/•(durf, waagmoed, kreatief) -10                                |
| MATURE LOVE/•VOLWASSE LIEFDE<br>(sexual and spiritual intimacy)/•(seksuele en<br>geestelike intiemheid)               | -11 INDEPENDENT/•ONAFHANKLIKHEID<br>(self-reliant, self-sufficient)/•(selfvertroue,<br>selfversorgend) -11           |
| NATIONAL SECURITY/•NASIONALE SEKURITEIT<br>(protection from attack)/•(beskerming teen<br>aanvalle)                    | -12 INTELLECTUAL/•INTELLEKTUEEL<br>(intelligent, reflective)/•(intelligent, denkend) -12                             |
| PLEASURE/•PLESIER<br>(an enjoyable, leisurely life)/•('n<br>genotvolle, ontspannende lewe)                            | -13 LOGICAL/•LOGIES<br>(consistent, rational)/•(konstandheid, rasioneel) -13                                         |
| SALVATION/•VERLOSSING<br>(saved, eternal life)/•(tot bekering kom,<br>ewige lewe)                                     | -14 LOVING/•LIEFDEVOL<br>(affectionate, tender)/•(beminlik, toegenee, liefhebbend) -14                               |
| SELF-RESPECT/•SELFRESPEK<br>(self-esteem)/•(selfingenomendheid)                                                       | -15 OBEDIENT/•GEHOORSAAM<br>(dutiful, respectful)/•(pligsgetrou, eerbiedig) -15                                      |
| SOCIAL RECOGNITION/•SOSIALE ERKENNING<br>(respect, admiration)/•(respek, bewondering<br>van andere)                   | -16 POLITE/•HOFLIKHEID<br>(courteous, well-mannered)/•(beleef, beskaafde maniere) -16                                |
| TRUE FRIENDSHIP/•WARE VRIENDSKAP<br>(close companionship)/•(hegte kameraadskap)                                       | -17 RESPONSIBLE/•VERANTWOORDELIKHEID<br>(dependable, reliable)/•(betroubaarheid, vertroubbaarheid) -17               |
| WISDOM/•WYSEHEID<br>(a mature understanding of life)/•('n volwasse<br>begrip van die lewe)                            | -18 SELF-CONTROLLED/•SELFBEBEERSING<br>(restrained, self-disciplined)/•(in toom hou,<br>selfdisiplin) -18            |

## CARBONATED SOFT DRINKS

## • BRUISKOELDRANKE

13a(i) Here are the names of some popular brands of carbonated soft drinks. SHOW CARD H. Please would you tell me which brand you buy most often for yourself? SINGLE MENTION. RECORD BELOW UNDER Q.13a(i).

•13a(i) Hier is die name van 'n paar bekende bruiskoel-  
dranke. TOON KAART H. Kan u asseblief vir my  
se watter handelsmerk u mees dikwels vir uself koop?  
ENKELE ANTWOORD. NOTEER HIERONDER BY V.13a(i)

13a(ii) If NONE at Q.13a(i) ASK: "If someone were to offer you a carbonated soft drink free, which one of these brands would you choose?" SHOW CARD H. SINGLE MENTION RECORD BELOW UNDER Q.13a(ii)

•13a(ii) Indien GEEN by V.13a(i), VRA: "As iemand vir u 'n  
koel drank gratis sou aanbied, watter een van hierdie  
handelsname sou u kies? TOON KAART H. ENKELE  
ANTWOORD. NOTEER HIERONDER BY V.13a(ii)

13b. Now, regarding this brand, which value from LIST A would you say is most like...? (BRAND MENTIONED IN Q.13a(i) OR Q.13a(ii)) SINGLE MENTION. RECORD ON PAGE 27 UNDER Q.13b.  
\*CIRCLE THE RELEVANT VALUE.

•13b Nou, aangaande hierdie handelsmerk, watter waarde van  
LYS A meyn u stem ooreen met ...? (HANDELSMERK GENOEM  
IN V.13a(i) OF V.13a(ii)) ENKELE ANTWOORD. NOTEER  
OP BLADSY 27 ONDER V.13b

13c. Now, in the same way, which value from LIST B is most like...? (BRAND MENTIONED IN Q.13a(i) OR Q.13a(ii)) SINGLE MENTION. RECORD ON PAGE 27 UNDER Q.13c.  
\*CIRCLE THE RELEVANT VALUE.

•13c Nou, ooreenkomstig die bogenoemde vraag, watter  
waarde van LYS B stem ooreen met ...? (HANDELSNAAM  
GENOEM IN V.13a(i) OF V.13a(ii)) ENKELE ANTWOORD.  
NOTEER OP BLADSY 27 ONDER V.13c

13d. We can all visualise an ideal product which we would buy, if only some company would make it. Which value from LIST A would you say is most like your ideal brand, whether it really exists or not. SINGLE MENTION. RECORD ON PAGE 28 UNDER Q.13d.  
\*CIRCLE THE RELEVANT IDEAL.

•13d Almal kan daardie ideale produk visualiseer wat almal  
graag sal wil koop, as een of ander maatskappy net so  
'n produk sal vervaardig. Watter waarde van LYS A  
meen u stem ooreen met u ideale handelsnaam, of die  
handelsnaam nou bestaan of nie? ENKELE ANTWOORD.  
NOTEER OP BLADSY 28 ONDER V.13d

13e. Now in the same way, which value from LIST B is most like your ideal brand? SINGLE MENTION. RECORD ON PAGE 28 UNDER Q.13e.  
\*CIRCLE THE RELEVANT IDEAL.

•13e Nou, ooreenkomstig die bogenoemde vraag, watter  
waarde van LYS B stem ooreen met u ideale  
handelsnaam? ENKELE ANTWOORD. NOTEER OP BLADSY  
28 ONDER V.13e

(50)  
Q13.a(i)/Q13.a(ii)  
MOST OFTEN  
/MEES DIKWELS

(51)  
Q13.a(iii)  
MOST LIKELY  
/MEES WAARSKYNLIK

|                    |     |     |
|--------------------|-----|-----|
| COCA-COLA          | -01 | -01 |
| DIET COKE          | -02 | -02 |
| FANTA              | -03 | -03 |
| KREST GINGER ALE   | -04 | -04 |
| PEPSI              | -05 | -05 |
| SCHWEPPEE          | -06 | -06 |
| SPARLETTA          | -07 | -07 |
| SPRITE             | -08 | -08 |
| STONEY GINGER BEER | -09 | -09 |
| TAB                | -10 | -10 |
| NONE/GEEN          | -11 |     |

| Q.13/4v.13b<br>VALUE A/•WAARDE A                                                                                | (52) | Q.13c/•Q.13c<br>VALUE B/•WAARDE B                                                                         | (53) |
|-----------------------------------------------------------------------------------------------------------------|------|-----------------------------------------------------------------------------------------------------------|------|
| A COMFORTABLE LIFE/•'n GENIEFLIKE LEWE<br>(a prosperous life)/•('n voorspoedige lewe)                           | -01  | AMBITIOUS/•AMBISIEUS<br>(hard-working, aspiring)/•(hardwerkend, vooruitstrewend)                          | -    |
| AN EXCITING LIFE/•'n OPWINDENDE LEWE<br>(a stimulating, active life)/•('n opwekkende, aktiewe lewe)             | -02  | BROADMINDED/•ONSEKROMPENHEID<br>(open-minded)/•(nie kleingeestig nie)                                     | -    |
| A SENSE OF ACCOMPLISHMENT/•'n GEVOEL VAN VERVULLING<br>(lasting contribution)/•('n blywende bydrae om te lewer) | -03  | CAPABLE/•BEKWAAMHEID<br>(competent, effective)/•(kundigheid, doeltreffendheid)                            | -    |
| A WORLD AT PEACE/•'n WERELD VAN VREDE<br>(free of war and conflict)/•(sonder oorlog en konflik)                 | -04  | CHEERFUL/•OPGERUIMD<br>(lighthearted, joyful)/•(vrolik, blymoedig, opgewek)                               | -    |
| A WORLD OF BEAUTY/•'n WERELD VAN SKOONHEID<br>(beauty of nature and the arts)/•(die skone natuur en kunste)     | -05  | CLEAN/•NETHEID<br>(neat, tidy)/•(skoon, sindelik, ordelik)                                                | -    |
| EQUALITY/•GELYKHEID<br>(brotherhood, equal opportunity for all)/•(broederskap en gelyke geleenthede vir almal)  | -06  | COURAGEOUS/•DAPPERHEID<br>(standing up for your beliefs)/•(die moed van 'n mens se oortuiging)            | -    |
| FAMILY SECURITY/•GESIN SEKURITEIT<br>(taking care of loved ones)/•(ontferming oor geliefdes)                    | -07  | FORGIVING/•VERGEEWENSGESIND<br>(willing to pardon others)/•(die gewilligheid om andere te vergeewe)       | -    |
| FREEDOM/•VRYHEID<br>(independence, free choice)/•(onafhanklikheid, vrye keuse)                                  | -08  | HELPFUL/•HULPVAARDIGHEID<br>(working for the welfare of others)/•(om na die welsyn van andere om te sien) | -    |
| HAPPINESS/•GELUKSALIGHEID<br>(contentedness)/•(tevredeheid, volstaanheid)                                       | -09  | HONEST/•EERLIKHEID<br>(sincere, truthful)/•(waarheid, omregtheid)                                         | -    |
| INNER HARMONY/•INNERLIKE EENSGESINDHEID<br>(freedom from inner conflict)/•(vry van innerlike konflik)           | -10  | IMAGINATIVE/•VERBEELDINGRYK<br>(daring, creative)/•(durf, waagmoed, kreatief)                             | -    |
| NATURE LOVE/•VOLWASSE LIEFDE<br>(sexual and spiritual intimacy)/•(seksuele en geestelike intiemheid)            | -11  | INDEPENDENT/•ONAFHANKLIKHEID<br>(self-reliant, self-sufficient)/•(selfvertroue, selfversorgend)           | -    |
| NATIONAL SECURITY/•NASIONALE SEKURITEIT<br>(protection from attack)/•(beskerming teen aanvalle)                 | -12  | INTELLECTUAL/•INTELLEKTUEEL<br>(intelligent, reflective)/•(intelligent, denkend)                          | -    |
| PLEASURE/•PLESIER<br>(an enjoyable, leisurely life)/•('n genotvolle, ontspannende lewe)                         | -13  | LOGICAL/•LOGIES<br>(consistent, rational)/•(konstandheid, rasioneel)                                      | -    |
| SALVATION/•VERLOSSING<br>(saved, eternal life)/•(tot bekering kom, ewige lewe)                                  | -14  | LOVING/•LIEFDEVOL<br>(affectionate, tender)/•(beminlik, toegenee, liefhebbend)                            | -    |
| SELF-RESPECT/•SELFRESPEK<br>(self-esteem)/•(selfingenomendheid)                                                 | -15  | OBEDIENT/•GEHOORSAAM<br>(dutiful, respectful)/•(pligsgetrou, eerbiedig)                                   | -    |
| SOCIAL RECOGNITION/•SOSIALE ERKENNING<br>(respect, admiration)/•(respek, bewondering van andere)                | -16  | POLITE/•HOFLIKHEID<br>(courteous, well-mannered)/•(beïief, beskaafde maniere)                             | -    |
| TRUE FRIENDSHIP/•WARE VRIENDSKAP<br>(close companionship)/•(hegte kameraadskap)                                 | -17  | RESPONSIBLE/•VERANTWOORDELIKHEID<br>(dependable, reliable)/•(betroubaarheid, vertroubaarheid)             | -    |
| WISDOM/•WYSHEID<br>(a mature understanding of life)/•('n volwasse begrip van die lewe)                          | -18  | SELF-CONTROLLED/•SELFBEHEERSING<br>(restrained, self-disciplined)/•(in toom hou, selfdisipline)           | -    |

Q.13d/ev.13c  
IDEAL A/IDEAAL A

(54)

Q.13e/Q.13e  
IDEAL B/IDEAAL B

(55)

|                                                                                                                    |     |                                                                                                           |    |
|--------------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------------------------------|----|
| A COMFORTABLE LIFE/*'n GERIEFLIKE LEWE<br>(a prosperous life)/*('n voorspoedige lewe)                              | -01 | AMBITIOUS/*AMBISIEUS<br>(hard-working, aspiring)/*(hardwerkend, vooruitstrewend)                          | -0 |
| AN EXCITING LIFE/*'n OPWINDENDE LEWE<br>(a stimulating, active life)/*('n opwekkende, aktiewe lewe)                | -02 | BROADMINDED/*ONSEKROMPENHEID<br>(open-minded)/*(nie kleingeesig nie)                                      | -0 |
| A SENSE OF ACCOMPLISHMENT/*'n GEVOEL VAN VERVULLING<br>(lasting contribution)/*('n blywende bydrae om te lewer)    | -03 | CAPABLE/*BEKWAAMHEID<br>(competent, effective)/*(kundigheid, doeltreffendheid)                            | -C |
| A WORLD AT PEACE/*'n WERELD VAN VREDE<br>(free of war and conflict)/*(sonder oorlog en konflik)                    | -04 | CHEERFUL/*OPGERUIMD<br>(lighthearted, joyful)/*(vrolik, blymoedig, opgewek)                               | -0 |
| A WORLD OF BEAUTY/*'n WERELD VAN SKOONHEID<br>(beauty of nature and the arts)/*(die skone natuur en kunste)        | -05 | CLEAN/*NETHEID<br>(neat, tidy)/*(skoon, sindelik, ordelik)                                                | -0 |
| EQUALITY/*GELYKHEID<br>(brotherhood, equal opportunity for all)<br>/*(broederskap en gelyke geleenthede vir almal) | -06 | COURAGEOUS/*DAPPERHEID<br>(standing up for your beliefs)/*(die moed van 'n mens se oortuiging)            | -C |
| FAMILY SECURITY/*GESIN SEKURITEIT<br>(taking care of loved ones)/*(ontferming oor geliefdes)                       | -07 | FORGIVING/*VERGEEWENSGESIND<br>(willing to pardon others)/*(die gewilligheid om andere te vergewe)        | -0 |
| FREEDOM/*VRYHEID<br>(independence, free choice)/*(onafhanklikheid, vrye keuse)                                     | -08 | HELPFUL/*HULPVAARDIGHEID<br>(working for the welfare of others)/*(om na die welsyn van andere om te sien) | -C |
| HAPPINESS/*GELUKSALIGHEID<br>(contentedness)/*(tevredenheid, voldagenheid)                                         | -09 | HONEST/*EERLIKHEID<br>(sincere, truthful)/*(waarheid, omregtheid)                                         | -C |
| INNER HARMONY/*INNERLIKE EENSGESINDHEID<br>(freedom from inner conflict)/*(vry van innerlike konflik)              | -10 | IMAGINATIVE/*VERBEELDINGRYK<br>(daring, creative)/*(durf, jaagmoed, kreatief)                             | -1 |
| MATURE LOVE/*VOLWASSE LIEFDE<br>(sexual and spiritual intimacy)/*(seksuele en geestelike intiemheid)               | -11 | INDEPENDENT/*ONAFHANKLIKHEID<br>(self-reliant, self-sufficient)/*(selfvertroue, selfversorgend)           | -  |
| NATIONAL SECURITY/*NASIONALE SEKURITEIT<br>(protection from attack)/*(beskerming teen aanvalle)                    | -12 | INTELLECTUAL/*INTELLEKTUEEL<br>(intelligent, reflective)/*(intelligent, denkend)                          | -  |
| PLEASURE/*PLESIER<br>(an enjoyable, leisurely life)/*('n genotvolle, ontspannende lewe)                            | -13 | LOGICAL/*LOGIES<br>(consistent, rational)/*(konstandheid, rasioneel)                                      | -1 |
| SALVATION/*VERLOSSING<br>(saved, eternal life)/*(tot bekering kom, ewige lewe)                                     | -14 | LOVING/*LIEFDEVOL<br>(affectionate, tender)/*(beminlik, toegenee, liefhebbend)                            | -  |
| SELF-RESPECT/*SELFRESPEK<br>(self-esteem)/*(se-waardigheid)                                                        | -15 | OBEDIENT/*GEHOORSAAM<br>(dutiful, respectful)/*(pliggetrou, eerbiedig)                                    | -  |
| SOCIAL RECOGNITION/*SOSIALE ERKENNING<br>(respect, admiration)/*(respek, bewondering van andere)                   | -16 | POLITE/*HOFLIKHEID<br>(courteous, well-mannered)/*(beleef, beskaafde maniere)                             | -  |
| TRUE FRIENDSHIP/*WARE VRIENDSKAP<br>(close companionship)/*(hegte kameraadskap)                                    | -17 | RESPONSIBLE/*VERANTWOORDELIKHEID<br>(dependable, reliable)/*(betroubaarheid, vertroubaarheid)             | -  |
| WISDOM/*WYSHEID<br>(a mature understanding of life)/*('n volwasse begrip van die lewe)                             | -18 | SELF-CONTROLLED/*SELFBEBHEERSING<br>(restrained, self-disciplined)/*(in toom hou, selfdisipline)          | -  |

| SECTION C : DEMOGRAPHICS                                                                                                                                                                                                                                                                                                    | AFDELING C : PERSOONLIKE BESONDERHED E                                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Now I would like to ask you a few personal details just to help us classify your answers. All information is confidential and not divulged to anyone.                                                                                                                                                                       | Nou wil ek graag vir u 'n paar persoonlike vrae vra, net om ons te help om u vrae te klassifiseer. Alle inligting is vertroulik en word nie aan iemand bekend gestel nie. |
| 14. AREA                                                                                                                                                                                                                                                                                                                    | 14. GEBIED                                                                                                                                                                |
| Which best describes the residential area in which you live?                                                                                                                                                                                                                                                                | Watter beskryf die gebied waar u woon die beste?                                                                                                                          |
| Large city with developed shopping areas and services and a population of more than 750 000 people, including surrounding townships and all race groups<br>/e'n Groot stad met ontwikkelde inkoopcentrums en dienste, met 'n bevolking van meer as 750 000 mense, insluitende die omliggende voorstede van alle rassegroepe | (56)<br>-1                                                                                                                                                                |
| A township near a large city<br>/e'n Voorstad naby 'n groot stad                                                                                                                                                                                                                                                            | -2                                                                                                                                                                        |
| A suburb of a large city<br>/e'n woonbuurt van 'n groot stad                                                                                                                                                                                                                                                                | -3                                                                                                                                                                        |
| A town with developed shopping areas and services and a population of more than 50 000 but less than 250 000<br>/e'n Dorp met ontwikkelde inkoop area en dienste, met 'n bevolking van meer as 50 000 mense maar minder as 250 000                                                                                          | -4                                                                                                                                                                        |
| A township near a town/e'n Voorstad naby 'n dorp                                                                                                                                                                                                                                                                            | -5                                                                                                                                                                        |
| A suburb of a town/e'n woonbuurt van 'n dorp                                                                                                                                                                                                                                                                                | -6                                                                                                                                                                        |
| A small town of less than 50 000 people<br>/e'n Klein dorp met minder as 50 000 mense                                                                                                                                                                                                                                       | -7                                                                                                                                                                        |
| A rural village or a farm/e'n Plattelandse nedersetting of plaas                                                                                                                                                                                                                                                            | -8                                                                                                                                                                        |
| 15. AGE                                                                                                                                                                                                                                                                                                                     | 15. OUDERDOM                                                                                                                                                              |
| Into which of the following groups does your age fall? HAND RESPONDENT AGE CARD                                                                                                                                                                                                                                             | In watter van die volgende groepe val u ouderdom? OORHANDIG OUDERDOMSKAART AAN RESPONDENT                                                                                 |
| A 18 - 24 YEARS/eJAAR                                                                                                                                                                                                                                                                                                       | (57)<br>-1                                                                                                                                                                |
| B 25 - 29 YEARS/eJAAR                                                                                                                                                                                                                                                                                                       | -2                                                                                                                                                                        |
| C 30 - 34 YEARS/eJAAR                                                                                                                                                                                                                                                                                                       | -3                                                                                                                                                                        |
| D 35 - 44 YEARS/eJAAR                                                                                                                                                                                                                                                                                                       | -4                                                                                                                                                                        |
| E 45 - 54 YEARS/eJAAR                                                                                                                                                                                                                                                                                                       | -5                                                                                                                                                                        |
| F 55 - 64 YEARS/eJAAR                                                                                                                                                                                                                                                                                                       | -6                                                                                                                                                                        |
| G 65+ YEARS/eJAAR                                                                                                                                                                                                                                                                                                           | -7                                                                                                                                                                        |
| 16. RACE                                                                                                                                                                                                                                                                                                                    | 16. RAS                                                                                                                                                                   |
| Of what Ethnic Group do you consider yourself to be a part?                                                                                                                                                                                                                                                                 | Watter etniese groep beskou u uself as deel van?                                                                                                                          |
| White/eBlank<br>(Home Language/eHuis taal)<br>Afrikaans -01<br>English/eEngels -02<br>Other/eAnder -03                                                                                                                                                                                                                      | (58) (59)<br>-1                                                                                                                                                           |
| Coloured/eKleurling<br>Cape Malay/eKaapse Maleier -01<br>Other/eAnder -02                                                                                                                                                                                                                                                   | -2                                                                                                                                                                        |
| Indian/eIndiër<br>Hindu -01<br>Moslem -02<br>Other/eAnder -03                                                                                                                                                                                                                                                               | -3                                                                                                                                                                        |
| Black/eNie Blank<br>North Sotho -01<br>South Sotho -02<br>Tswana -03<br>Xhosa -04<br>Zulu -05<br>Other/eAnder -06                                                                                                                                                                                                           | -4                                                                                                                                                                        |

## 17 WORKING STATUS

## 17 WERKSTATUS

What was your major activity during the past week? HAND RESPONDENT SHOW CARD

Wat was u hoof aktiwiteit die afgelope week? OORHANDIG TOONKAART AAN RESPONDENT

- Working full-time (30 or more hours per week)/voltyds gewerk (30 uur of meer per week) -1  
 Working part-time (less than 30 hours per week)/Deeltyds gewerk (minder as 30 uur per week) -2  
 Have a job but not at work due to illness, holiday, strike or another reason/Besik oor 'n werk maar was nie by die werk nie as gevolg van siekte, vakansie,staking of e. ge ander rede -3  
 Looking for work, unemployed or laid-off (retrenched)/Soek werk, werkloos of afgedank -4  
 Attended school/Skool bygewoon -5  
 Retired/Afgetree -6  
 Keeping house/Tuistekepper (huisvrou) -7  
 Other (please specify)/Ander (spesifiseer asseblief)..... -8

## 18 OCCUPATION

## 18 BEROEP

Which one of the following categories best describes your occupation. HAND RESPONDENT SHOW CARD

Watter een van die volgende kategorieë beskryf u beroep die beste? (61)

- Professional or technician (i.e.: accountant, artist, computer specialist, dentist, engineer, lawyer, librarian, oral hygienist, nursing sister, aircraft pilot, pharmacist, physician, scientist, teacher, technician, writer, etc)/Professioneel of tegnies (bv rekenmeester, kunstenaar, rekenaar spesialis, tandarts, ingenieur, prokureur, biblioteekaris(se), mondhigienis, mediese suster, lugdiens loods, apteker, dokter, wetenskaplike, onderwyser (se), tegnikus, skrywer, ens) -31  
 Manager or administrator, except on a farm/Bestuurder of administrateur, behalwe op 'n plaas -02  
 Salesperson (i.e.: insurance salesman, estate agent, salesclerk, stockbroker, etc)/Verkoopspersoon (bv versekeringsagent, eiendomsagent, verkooptkierk, aandelmakelaar, ens) -03  
 Clerical worker (i.e.: bankteller, bookkeeper, cashier, office clerk, postman, receptionist, secretary, telephone operator, etc)/Klerklike werker (bv bankkassier, boekhouer, kassier, kantoorwerker, posman, ontvangsdame, sekretaresse, telefoon operateur, ens) -04  
 Crafts worker (i.e.: artisan, baker, carpenter, electrician, foreman, jeweller, mechanic, painter, plumber, tailor, etc)/Handwerker (bv ambagsman, bakker, skrynwerker, elektriese voorman, juwelier, werktuigkundige, verwer, loodgieter, kleremaker, ens) -05  
 Machine operator (i.e.: bus driver, conductor, factory worker, truck driver, operator of other kinds of machines, etc)/Masjienoperateur (bv busbestuurder, kondukteur, fabriekwerker, vragmotorbestuurder, masjienoperateur van ander soorte masjiene, ens) -06  
 Labourer, except on a farm (i.e.: carpenter's helper, fisherman, rubbish collector, stockhandler, trade unionist, storeman, etc)/Arbeider, behalwe plaasarbeiders (bv skrynwerker assistent, visserman, vuilisverwyderaar, vsehanteerder, vakbondhelpers, stoorman, ens) -07  
 Farmer or farm manager/Boer of plaasbestuurder -08  
 Farm foreman or farm labourer/Plaasvoorman of plaasarbeider -09  
 Service worker, except in a private household (i.e.: barber, bartender, cook, dental assistant, dishwasher, fire-fighter, janitor, nursing aide, police officer, usher, waiter, etc)/Werkzaam in die diens sektor, behalwe private huishulp (bv haarkapper, krogeman/-dame, kok, tandarts assistent, skottelgoedwasser, brandweerman, portier, verpleegster, polisieman, plekaanwysers, kelner, ens) -10  
 Private household worker (i.e.: domestic worker, maid, gardener, driver, etc)/Private huishulp (bv diensbode, bediende, tuinier, drywer, ens) -11  
 Government or military employee not named above/Owerheid of militêre amptenaar wat nie hierbo genoem is nie -12  
 Housewife/Tuistekepper (huisvrou) -13  
 Other (Please briefly describe your job title and your activities)/Ander (Spesifiseer asseblief kortliks u betrekking se titel en u werksaktiwiteite)..... -14

## 19. EDUCATION

## \*19 OPVOEGING

What is the highest level of formal education you have completed?

Wat is die hoogste opvoedkundige kwalifikasie wat u behaal het?

(62)

|                                                                                               |     |
|-----------------------------------------------------------------------------------------------|-----|
| Standard 4 or less/Standard 4 of minder                                                       | -01 |
| Standard 5 - 8/Standard 5 - 8                                                                 | -02 |
| Standard 9 - 10 (but not matriculated)/Standard 9 - 10 (maar nie gematrikuleer nie)           | -03 |
| Matriculated/Matrikuleerd                                                                     | -04 |
| One year technician or one year university/Een jaar technikon of een jaar universiteit        | -05 |
| Technikon graduate/Technikon graduand                                                         | -06 |
| 2 - 4 years at university but did not graduate/2 - 4 jaar op universiteit maar nie gegradueer | -07 |
| University graduate/Universiteitsgraad                                                        | -08 |
| Other post matric qualifications/Ander naschoolse kwalifikasies                               | -09 |

## 20. Father's Education

## \*20 VADER SE OPVOEDING

(63)

|                                                                                               |     |
|-----------------------------------------------------------------------------------------------|-----|
| Standard 4 or less/Standard 4 of minder                                                       | -01 |
| Standard 5 - 8/Standard 5 - 8                                                                 | -02 |
| Standard 9 - 10 (but not matriculated)/Standard 9 - 10 (maar nie gematrikuleer nie)           | -03 |
| Matriculated/Matrikuleerd                                                                     | -04 |
| One Year Technician or one year university/Een jaar technikon of een jaar universiteit        | -05 |
| Technikon graduate/Technikon graduand                                                         | -06 |
| 2 - 4 years at university but did not graduate/2 - 4 jaar op universiteit maar nie gegradueer | -07 |
| University graduate/Universiteitsgraad                                                        | -08 |
| Other post matric qualifications/Ander naschoolse kwalifikasies                               | -09 |
| Don't know/Waet nie                                                                           | -10 |

## 21. INCOME :

## \*21

## INKOMSTE :

Can you please tell me what your total monthly household income is? By that I mean the combined income of all wage-earners living in your household before deductions. HAND RESPONDENT INCOME CARD. You need only read out the letter corresponding to your income group.

In watter van die volgende groepe val u totale maandelikse huishoudelike inkomste? Jaarmee betrek die inkomste van al die loontrekkers in u huishouding voor aftrekkings. OORHANDIG INKOMSTEKART AAN RESPONDENT. U hoef slegs die letter wat met u groep ooreenstem aan my te lees.

(64)

|   |                 |     |
|---|-----------------|-----|
| A | R 0 - R 149     | -01 |
| B | R 150 - R 499   | -02 |
| C | R 500 - R 999   | -03 |
| D | R 1000 - R 1249 | -04 |
| E | R 1250 - R 1499 | -05 |
| F | R 1500 - R 1749 | -06 |
| G | R 1750 - R 1999 | -07 |
| H | R 2000 - R 2249 | -08 |
| I | R 2250 - R 2499 | -09 |
| J | R 2500 - R 2749 | -10 |
| K | R 2750 - R 2999 | -11 |
| L | R 3000 - R 3249 | -12 |
| M | R 3250 - R 3499 | -13 |
| N | R 3500 - R 3749 | -14 |
| O | R 3750 - R 3999 | -15 |
| P | R 4000 - R 4499 | -16 |
| Q | R 4500 - R 4999 | -17 |
| R | R 5000 - R 5499 | -18 |
| S | R 5500 - R 5999 | -19 |
| T | R 6000 +        | -20 |

|                                                     |                         |
|-----------------------------------------------------|-------------------------|
| 22. MARITAL STATUS                                  | •22 HUWELIKSSTATUS      |
| What is your marital status?                        | Wat is u huwelikstatus? |
| First marriage/•Eerste huwelik                      | -01                     |
| Second or later marriage/•Tweede of verdere huwelik | -02                     |
| Living together, not married/•Bly saam, nie getroud | -03                     |
| Divorced/•Geskei                                    | -04                     |
| Widowed/•Weduwee/wewenaar                           | -05                     |
| Separated/•Verwyderd                                | -06                     |
| Single, never married/•Enkel, nooit getroud         | -07                     |

## THANK RESPONDENT AND CLOSE INTERVIEW

## BEDANK RESPONDENT EN SLUIT ONDERHOUD

I hereby certify that this interview has been carried out by me according to the instructions I received from Research Surveys and has been checked.

Hiermee sertifiseer ek dat hierdie onderhoud deur my uitgevoer is en ooreenkomstig is met die opdrag wat ek van Research Surveys ontvang het, en dat dit nagegaan is.

DATE/•DATUM : .....

SIGNED/•GETEKEN: .....

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**Author: Burgess Steven Michael.**

**Name of thesis: Personal Values, Consumer Behaviour And Brand Image Perceptions.**

***PUBLISHER:***

**University of the Witwatersrand, Johannesburg**

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