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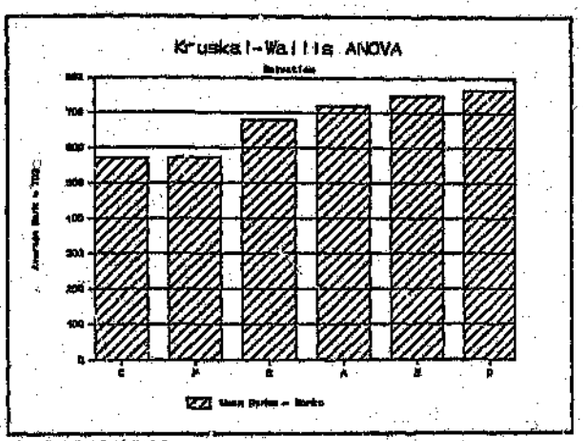
Personal values, consumer behaviour and brand image perceptions

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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.



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

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.

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

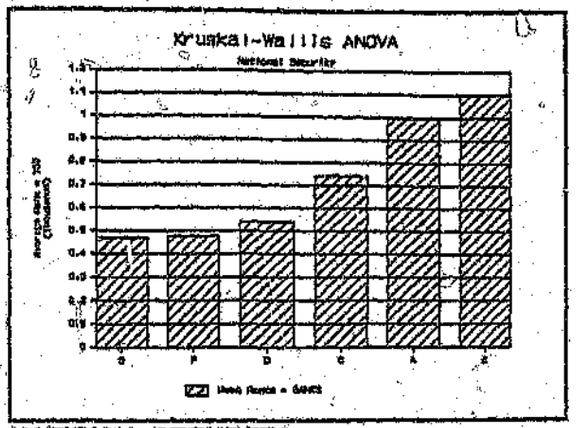
There is no developmental pattern related to household income for this brand.

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

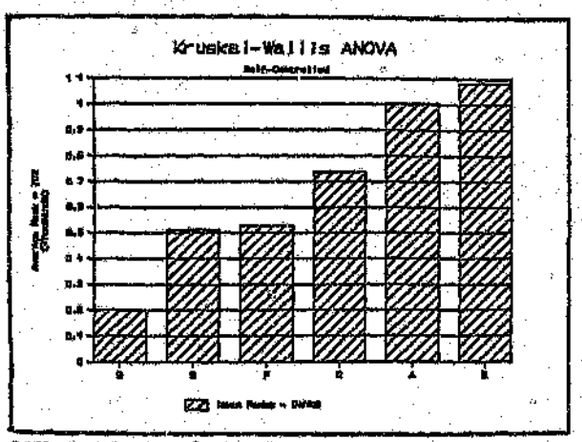
NATIONAL SECURITY is slightly more important to the lower economic groups but it is still unimportant to them.

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

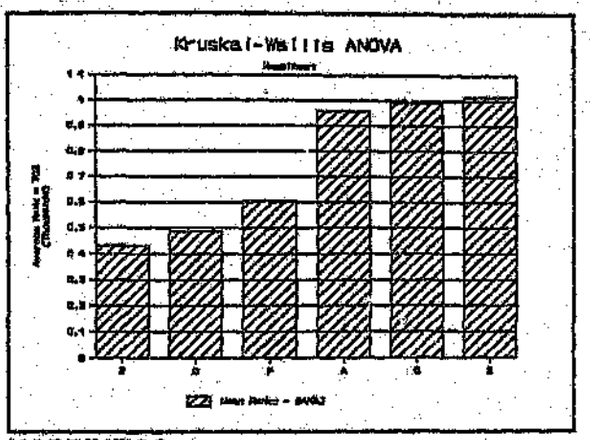
There is no developmental pattern related to household income for this value.

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 (%)

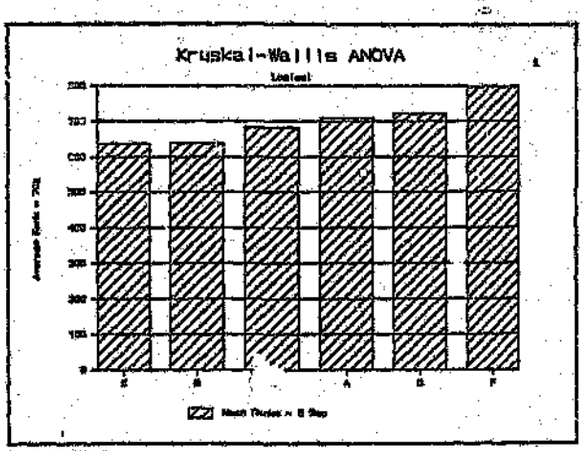
	CART Market Segment Number				
Brand	1	2	3	4	5
A	39	16	35	24	28
B	3	16	12	12	1
C	24	44	21	37	12
D	23	13	19	15	20
E	1	0	1	0	0
F	10	11	12	12	40

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

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 is relatively unimportant to most South Africans.

Analysis by Age

There is no developmental pattern associated with a

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.

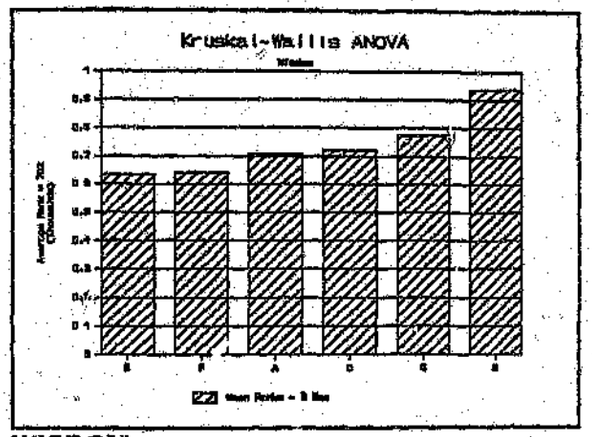
Analysis by Education and Father's Education

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

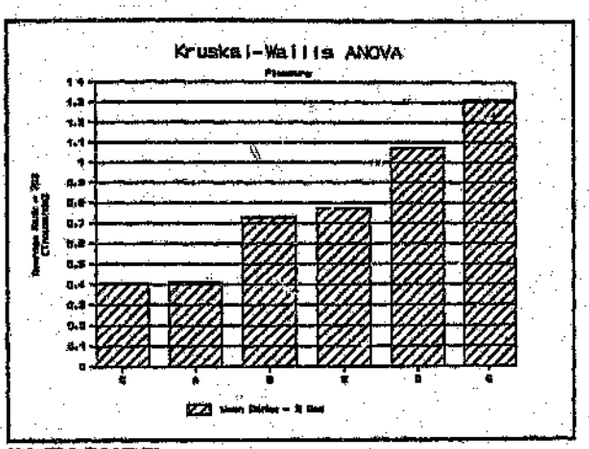
There is no developmental pattern related to household income.

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:

Variable	Relative Importance	Variable	Relative Importance
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

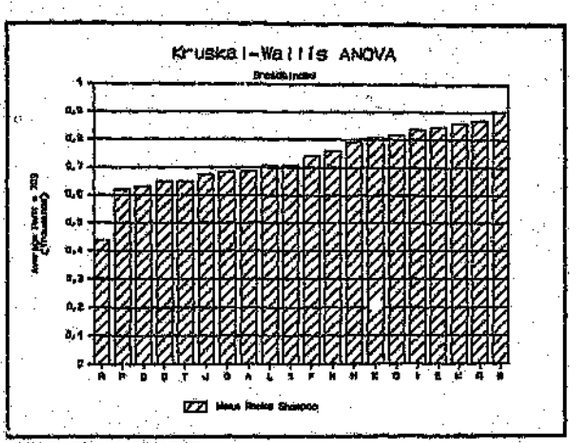
The Kruskal-Wallis test indicated that only one value was significant in the total market at .0028 (**BROADMINDED**).

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.

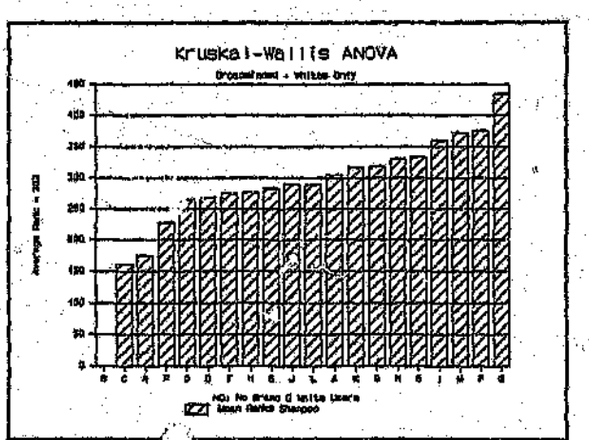
BROADMINDED was the sixth most important value in the list produced by the CART analysis. It was not often associated with product class brand image associations.

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.



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

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.



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

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.

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

	CART Market Segment Number			
Brand	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 (6.[illegible] 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

	CART Market Segment Number			
Brand	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

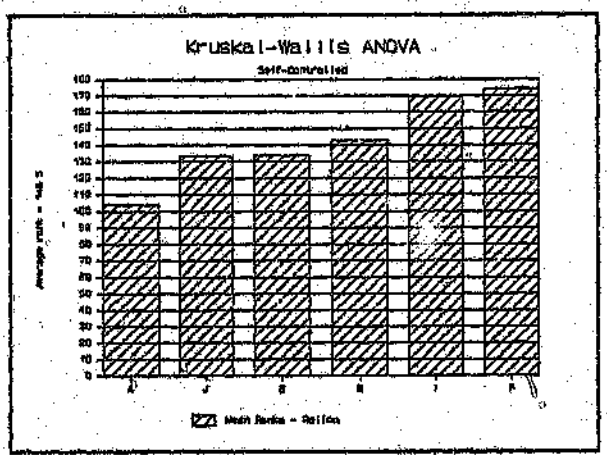
Total Deodorant Market Versus Traditional Segments

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

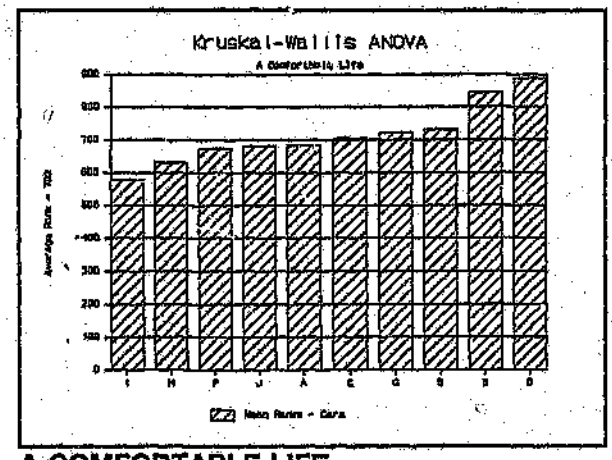
CART was unable to establish predictive rules for this product class.

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.

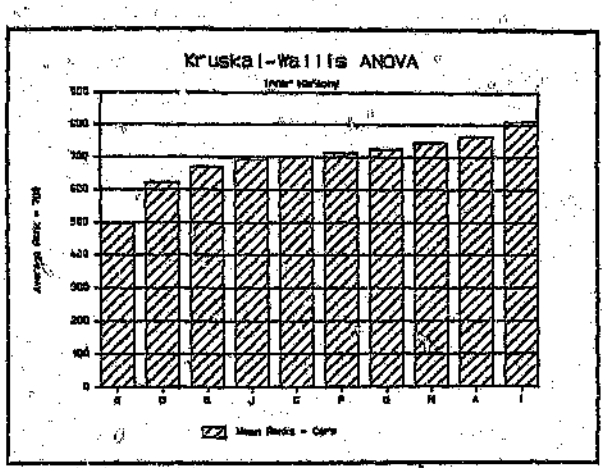
Analysis by Education and Father's Education

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.

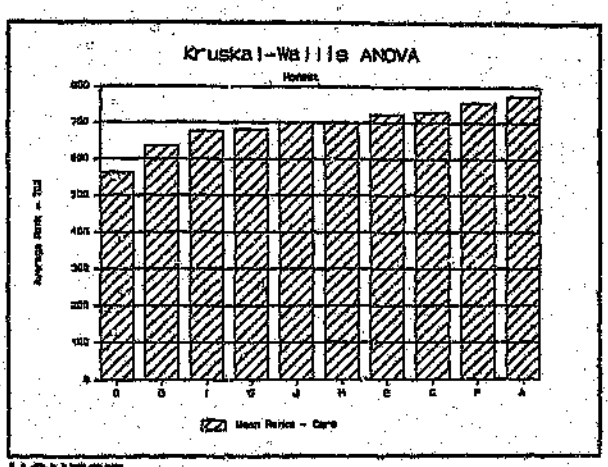
Analysis by Education and Father's Education

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.



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

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

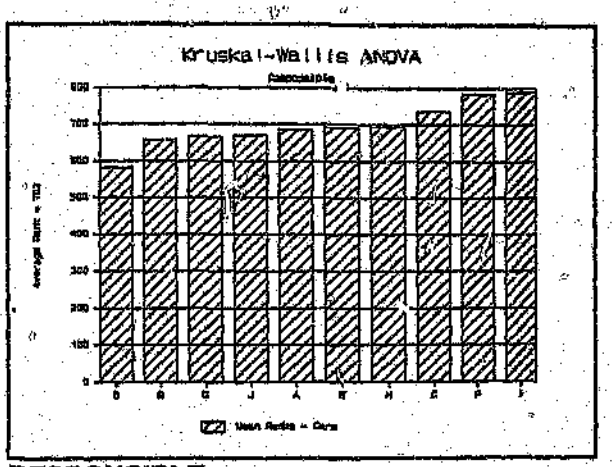
HONEST is generally important to all income levels of all races.

Analysis by Education and Father's Education

HONEST is important to respondents regardless of educational attainment.

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

	CART Market Segment Number	
Brand	1	2
A	7	13
B	23	19
C	3	4
D	14	13
E	14	31
F	31	17
G	2	2

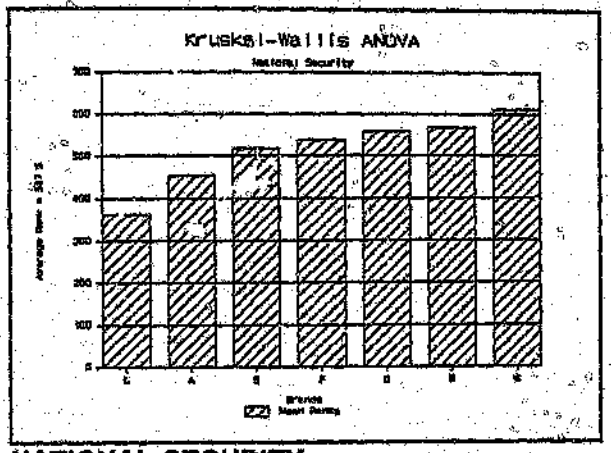
The CART segments are differentiated solely on race and no conclusions regarding values can be drawn.

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 Brand 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 Score) 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.

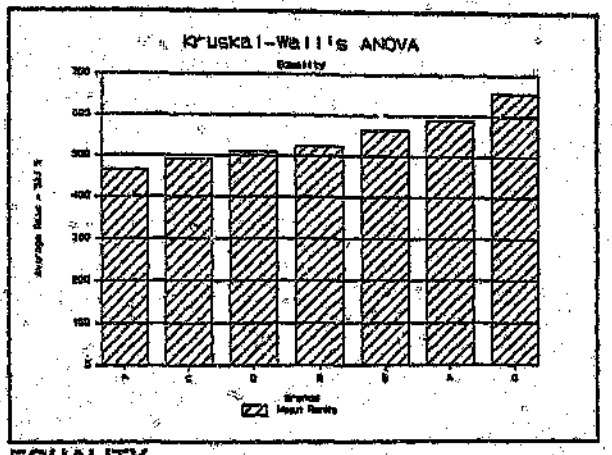
Analysis by Household Income

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

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

This value most differentiates all other races from their white 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

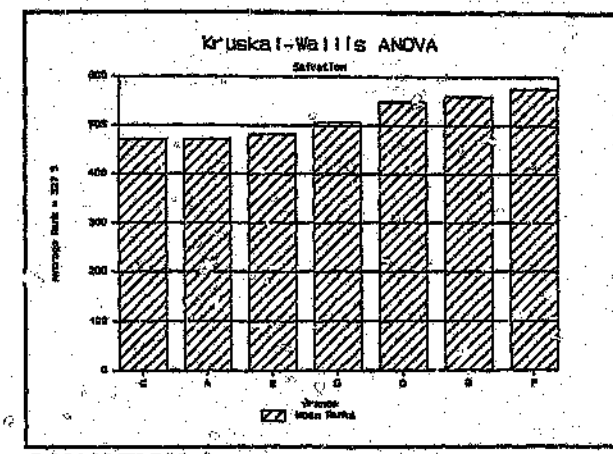
This value shows no clear developmental pattern related to household income.

Analysis by Education and Father's Education

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

SALVATIONsignificantlydifferentiates 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.

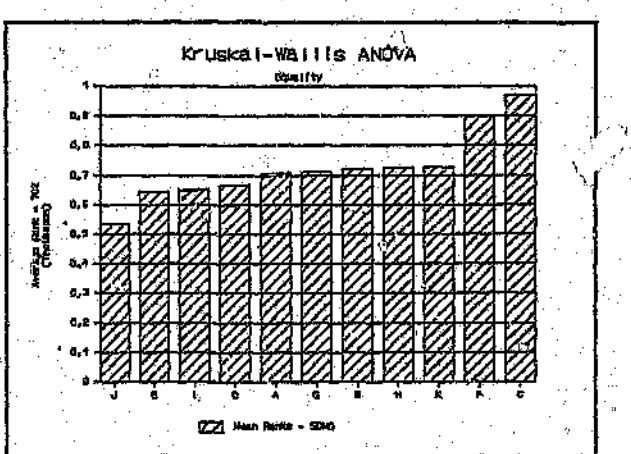
Kruskal Wallis One-Way Analysis of Variance - Soft Drinks

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

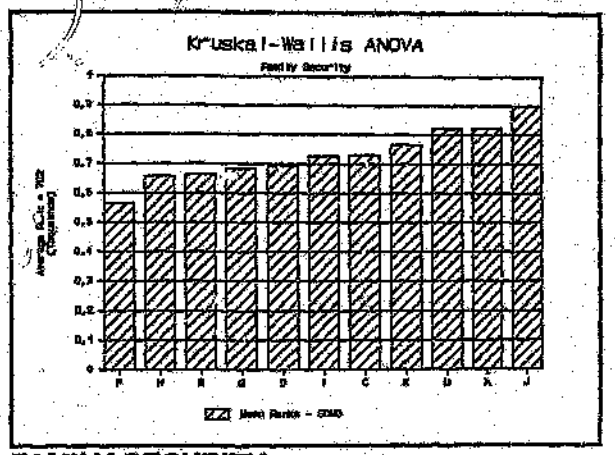
There is no pattern of development associated with household income. Again, **EQUALITY** is unimportant to Whites regardless of household income.

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.



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

<u>Analysis by Age</u>

This value is important to everyone regardless of age.

<u>Analysis by Marital Status</u>

FAMILY SECURITY is relatively less important to the divorced.

<u>Analysis by Household Income</u>

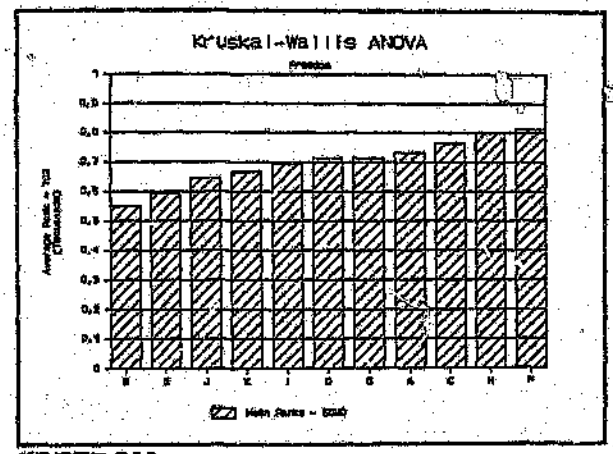
There is no developmental pattern associated with household income.

<u>Analysis by Education and Father's Education</u>

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

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.



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

Analysis by Age

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

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.

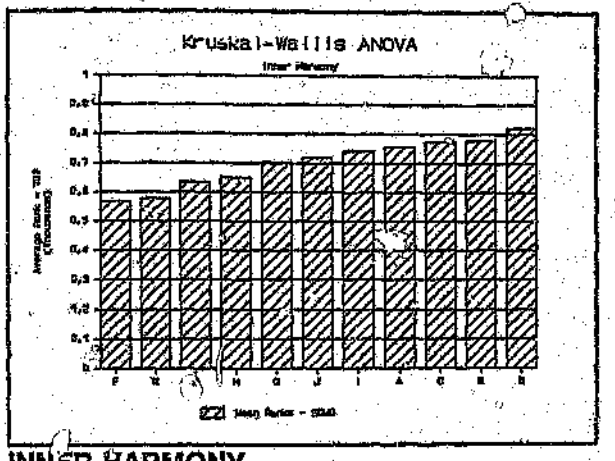
Analysis by Education and Father's Education

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.

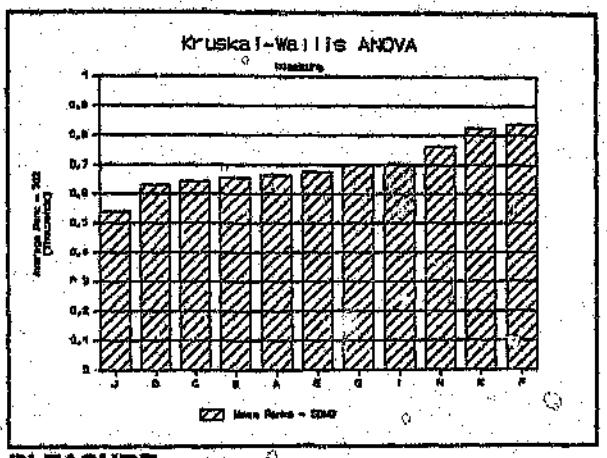
Analysis by Education and Father's Education

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

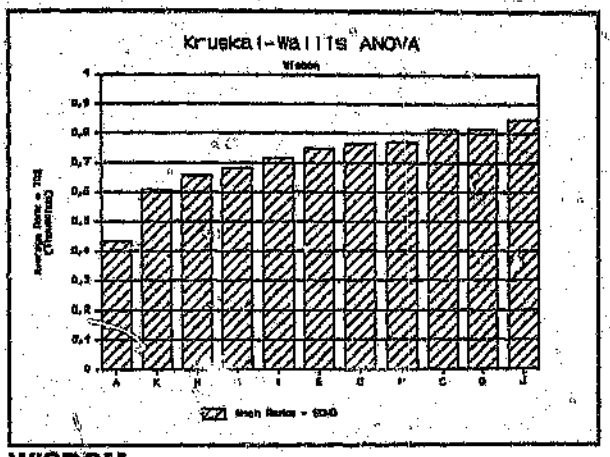
There is no developmental pattern related to household income.

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.



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.

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

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

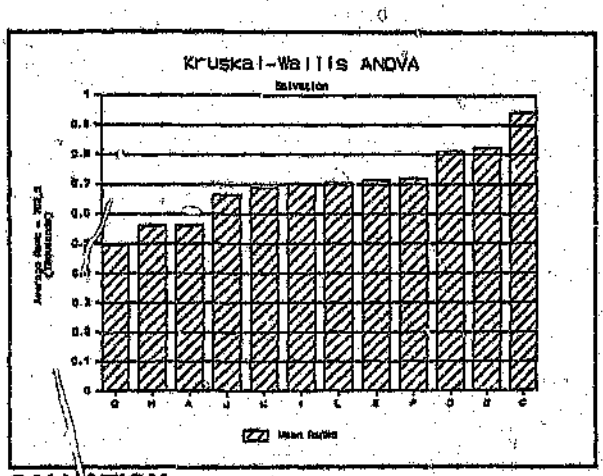
Again, there is evidence of massive share difference in the CART segments. It is unfortunate that the segments are based solely upon race and no conclusions about values can be drawn.

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.



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

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 [illegible] likely to be ranked as most important by Whites (14%). Coloureds show a [illegible] ranking **SALVATION** number one 26% of the time and **FAMILY SECU** [illegible] 16% of the time.

Blacks and Asians only rank **SALVA** [illegible] 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

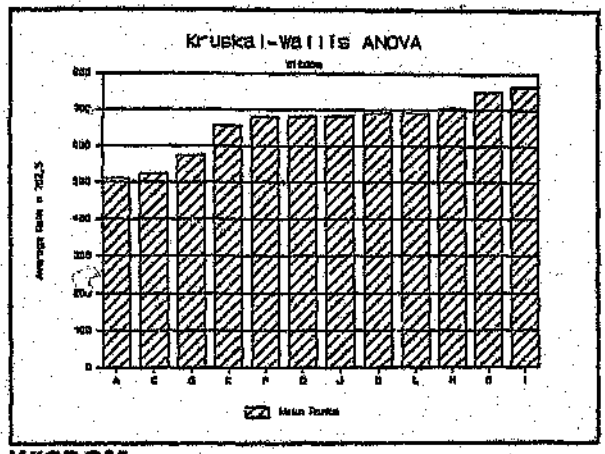
There is no developmental pattern related to household income for this brand.

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.



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.

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 - X^2 and Cramer's V

Product Class	Test	Whites	Blacks	Coloureds	Asians
Shampoo	X^2	.049	.455	.653	.782
	V	.222	.123	.061	.042
Banks	X^2	.223	.622	.794	.285
	V	.118	.119	.093	.183
Building Soc	X^2	.401	.990	.917	.298
	V	.120	.082	.117	.151
Petrol	X^2	.105	.409	.335	.044
	V	.152	.283	.142	.285
Deo Males	X^2	.284	.069		
	V	.199	.261		
Deo Females	X^2	.909	.714		
	V	.142	.208		
Deo Males and Females	X^2			.285	.036
	V			.212	.377
Food Stores	X^2	.060	.255	.087	.318
	V	.138	.180	.279	.165
Soft Drink	X^2	.010	.739	.499	*
	V	.154	.132	.076	*
Motor Cars	X^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	Ideal
Shampoo	A World of Beauty (27%) Pleasure (11%) A Sense of Accomplish (9%) Happiness (9%) Family Security (8%)	A World of Beauty (20%) Happiness (11%) A Sense of Accomplish (10%) Freedom (9%) Pleasure (8%)
	Most Likely A World of Beauty (22%) Family Security (14%) An Exciting Life (8%) A Sense of Accomplish (8%) Freedom (8%) Happiness (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	Ideal
Shampoo	Clean (64%) Cheerful (6%) Capable (5%)	Clean (41%) Cheerful (11%) Imaginative (7%)
	Most Likely Clean (64%) Cheerful (7%) Helpful (7%)	
Banks	**Most Likely** Helpful (24%) Capable (17%) Responsible (13%) Honest (11%)	**Ideal** Honest (18%) Helpful (17%) Capable (15%) Responsible (13%)
Building Societies	**Most Likely** Helpful (23%) Capable (15%) Honest (13%) Responsible (12%) Independent (8%)	**Ideal** Capable (18%) Helpful (15%) Honest (15%) Responsible (12%) Independent (8%)
Petrol	**Most Often** Capable (14%) Helpful (14%) Responsible (14%) Clean (12%) Cheerful (8%) Independent (8%) Logical (8%)	**Ideal** Capable (16%) Responsible (12%) Helpful (11%) Clean (9%) Independent (8%)
	Most Likely Clean (21%) Capable (15%) Independent (15%) Cheerful (9%) Polite (8%) Responsible (8%)	
Deo	**Most Often** Clean (48%) Cheerful (11%)	**Ideal** Clean (36%) Cheerful (15%)
	Most Likely Clean (52%) Cheerful (9%)	

Food	**Most Often** Helpful (24%) Clean (15%) Capable (11%) Honest (9%)	**Ideal** Helpful (19%) Clean (13%) Honest (13%) Capable (9%) Responsible (8%)
	Most Likely Helpful (33%) Capable (19%) Logical (14%) Honest (10%)	
Cars	**Most Likely** Responsible (22%) Capable (22%) Independent (13%) Ambitious (8%)	**Ideal** Responsible (21%) Capable (17%) Independent (12%) Ambitious (9%) Imaginative (8%)
S/Drinks	**Most Often** Cheerful (47%) Imaginative (10%)	**Ideal** Cheerful (36%) Imaginative (14%)
	Most Likely Cheerful (54%) Imaginative (13%)	

Product Class Value Associations - Blacks

Terminal Values

Product Class	Most Often	Ideal
Shampoo	A World of Beauty (11%) Family Security (9%) Pleasure (9%) A Comfortable Life (8%)	A World of Beauty (15%) Happiness (10%) Freedom (9%) Family Security (9%)
	Most Likely A World of Beauty (20%) Pleasure (9%) A Comfortable Life (8%) Freedom (8%)	
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%)

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

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

Food

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

Ideal
True Friendship (12%)
Equality (11%)
Pleasure (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%)

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%)

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

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 - Blacks

Instrumental Values

Product Class	Most Often	Ideal
Shampoo	Clean (39%) Helpful (9%)	Clean (23%) Loving (9%) Cheerful (8%) Helpful (8%)
	Most Likely Clean (44%) Helpful (9%) Loving (9%)	
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%)

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

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

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%)

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

Product Class Value Associations - Coloureds

Terminal Values

Product Class	Most Often	Ideal
Shampoo	A World of Beauty (22%) A Sense of Accomplish (12%) Happiness (11%)	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%)

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

Most Likely
A Comfortable Life (23%)
An Exciting Life (16%)
A World of Beauty (15%)
Happiness (15%)
Inner Harmony (15%)
National Security (8%)
Social Recognition (8%)

Food

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

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

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

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	Ideal
Shampoo	Clean (68%)	Clean (28%) Cheerful (15%) Imaginative (11%) Capable (11%)
	Most Likely Clean (62%) 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 (9%)

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	Ideal
Shampoo	A World of Beauty (22%) Happiness (12%) Pleasure (12%) Freedom (10%)	A World of Beauty (21%) Pleasure (14%) Happiness (13%) A Sense of Accomplish (10%) Freedom (9%)
	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%)	**Ideal** Family Security (26%) A Comfortable Life (16%) Equality (10%) National Security (10%)
Building Societies	**Most Likely** Family Security (36%) A Comfortable Life (12%) National Security (11%) Equality (9%)	**Ideal** Family Security (27%) A Comfortable Life (12%) National Security (11%) A Sense of Accomplish (9%) Equality (8%)
Petrol	**Most Often** Pleasure (15%) A Comfortable Life (14%) A Sense of Accomplishment (13%) Freedom (11%) Happiness (9%) An Exciting Life (8%) Family Security (8%)	**Ideal** Happiness (13%) A Sense of Accomplish (13%) Pleasure (13%) Freedom (12%) An Exciting Life (9%) A Comfortable Life (8%)
	Most Likely Pleasure (25%) A Sense of Accomplish (15%) Freedom (10%) Happiness (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	Ideal
Shampoo	Clean (61%)	Clean (40%) Imaginative (9%)
	Most Likely Clean (60%) Cheerful (13%)	
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**	**Ideal**
	Helpful (33%)	Helpful (28%)
	Responsible (15%)	Clean (13%)
	Clean (12%	Responsible (13%)
		Honest (11%)
	Most Likely	
	Helpful (43%)	
	Broadminded (14%)	
	Clean (14%)	
	Courageous (14%)	
	Honest (14%)	
Cars	**Most Likely**	**Ideal**
	Responsible (24%)	Responsible (29%)
	Independent (21%)	Independent (18%)
	Capable (17%)	Capable (17%)
	Ambitious (9%)	Imaginative (11%)
S/Drinks	**Most Often**	**Ideal**
	Cheerful (66%)	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.

This volume will be cheerfully reproduced for other researchers provided upon receipt of funds to cover the cost of reproduction. Maps will be retained at least until 1 January 1993. Please contact:

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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

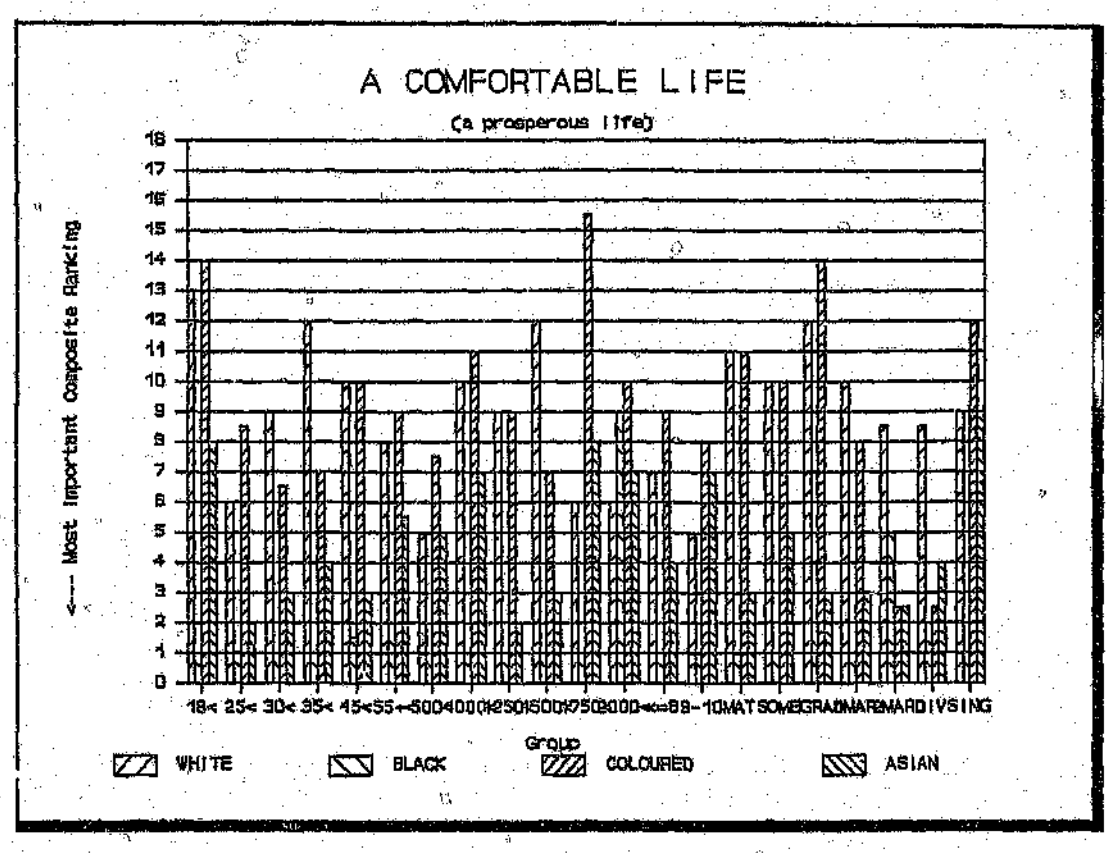
Value	Shampoo	Bank	Bldg Soc	Petrol	Deo	Food	Car	Soft Drk
T 1	0.0203*	0.4207	0.2503	0.0368*	0.2259	0.0097*	0.4551	0.0840
T 2	0.1284	0.0002*	0.0118*	0.0549	0.9090	0.0027*	0.0059*	0.3185
T 3	0.0706	0.0070*	0.0042*	0.7443	0.3866	0.0990	0.0878	0.4692
T 4	0.7956	0.7470	0.8925	0.1397	0.1701	0.6064	0.4142	0.1061
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*	0.0178*
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	0.2343	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 > .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	0.4605	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	0.4476	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	0.0156*	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	0.1166	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 > .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)

		Ideal Brand						
Value	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	0.7348
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	0.8605	0.0447*	0.1207
T 8	0.1583	0.1014	0.3413	0.4443	0.8361	0.1987	0.9642	0.1702
T 9	0.1716	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	0.8183	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	0.5175	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	0.2177	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*	0.7583	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	0.1115	0.8901	0.7449	0.7473
Number p > .05	6	2	3	1	1	1	3	1

Appendix 10

Values Analysis by Major Demographics



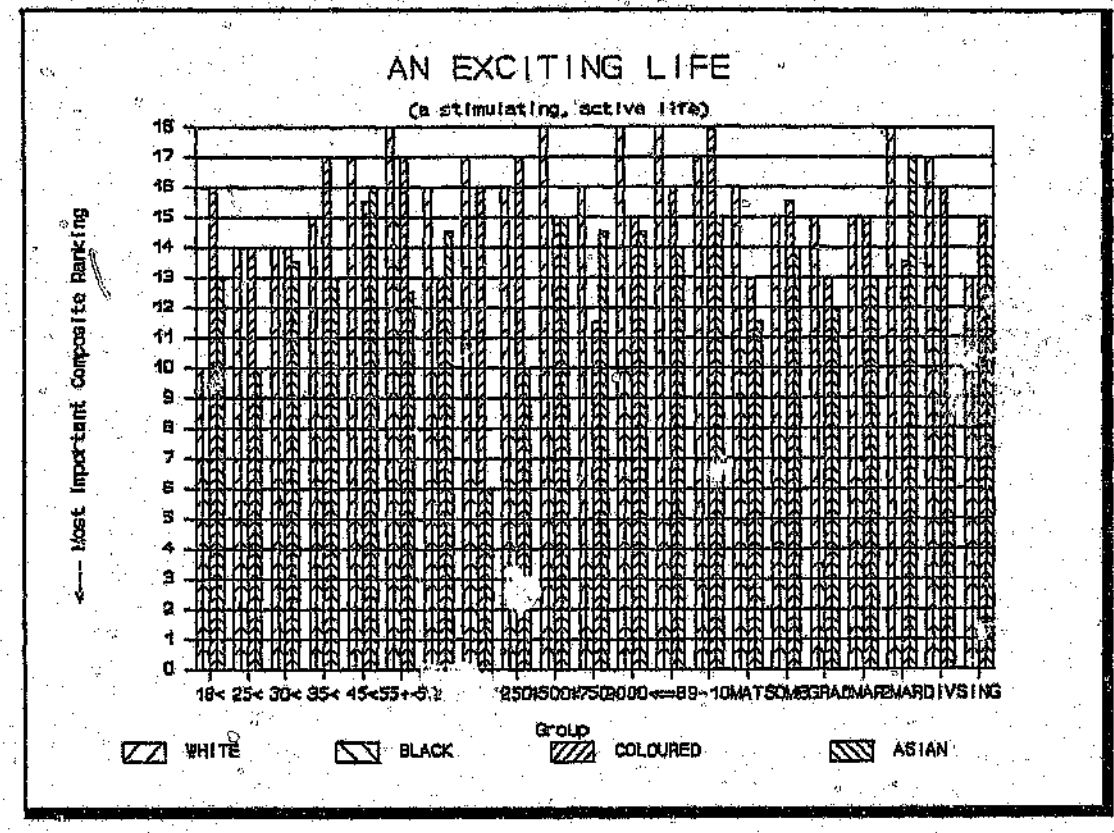
A COMFORTABLE LIFE

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.

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

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.

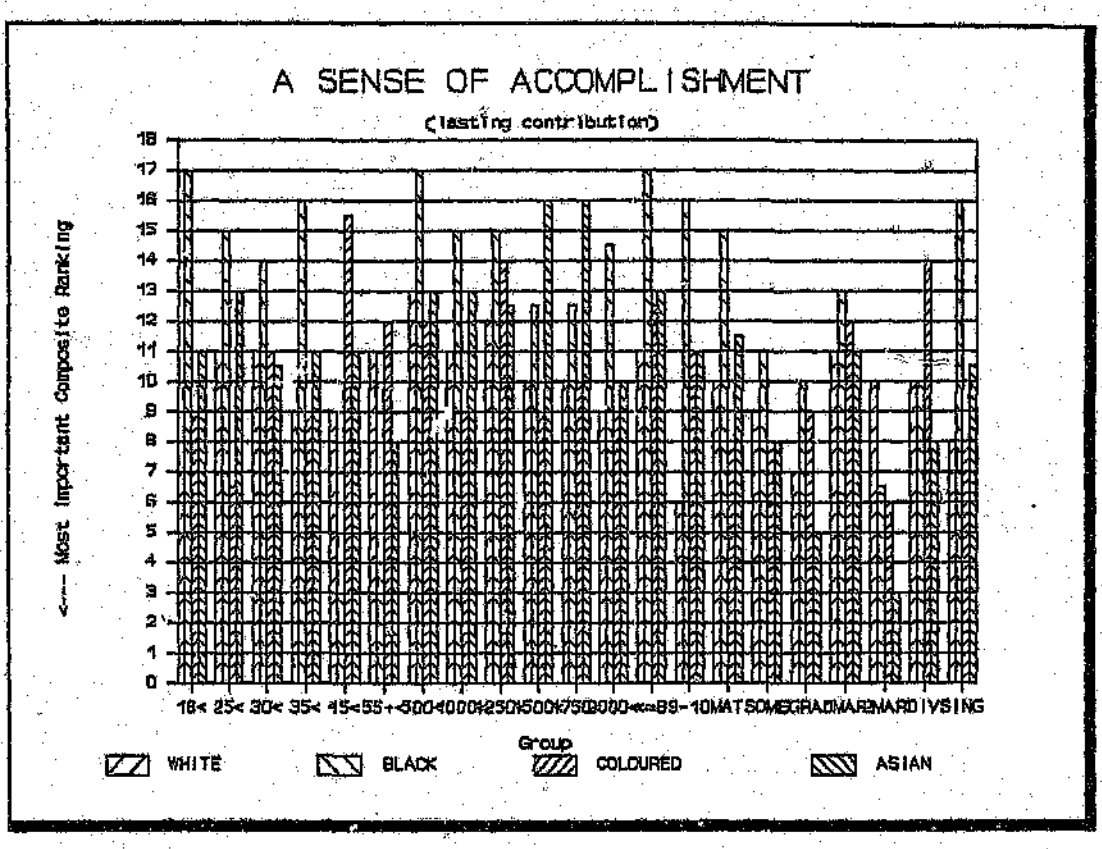


AN EXCITING LIFE

AN EXCITING LIFE is a fairly unimportant value to all population groups with the exception of Blacks. It is [illegible] near the middle of the scale by Whites during the 1[illegible]riod 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.

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

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.



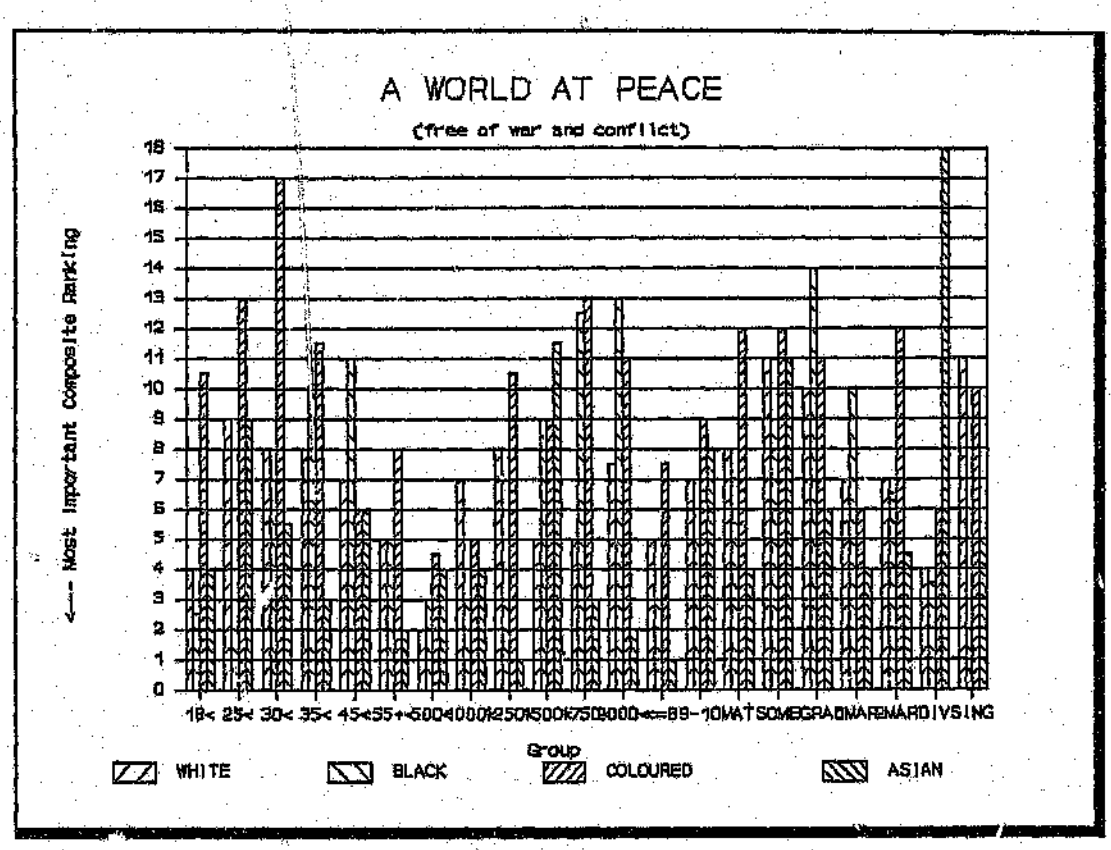
A SENSE OF ACCOMPLISHMENT

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.

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 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.



A WORLD AT PEACE

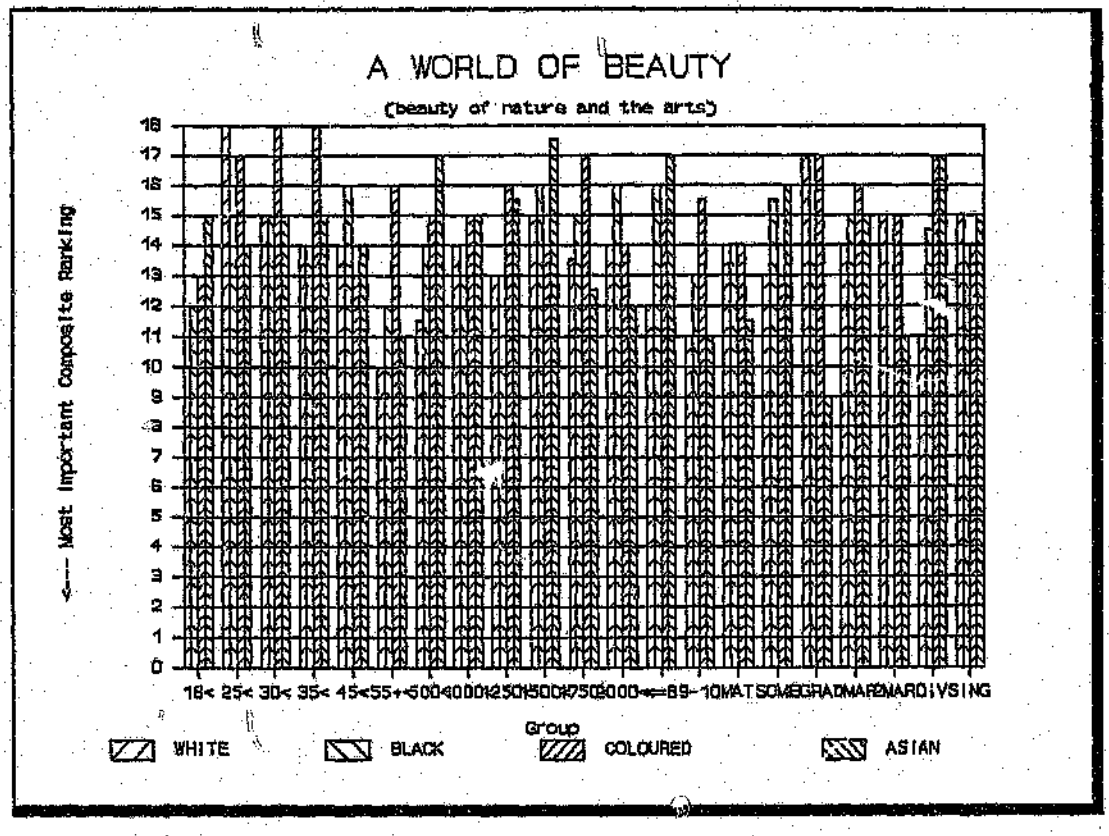
A WORLD AT PEACE is a moderately important value to all race groups. Among Whites, it is of moderate importance to 18-24 year olds and declines to the middle of the scale until the age of 55 when again it assumes moderate importance.

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.

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

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.



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.

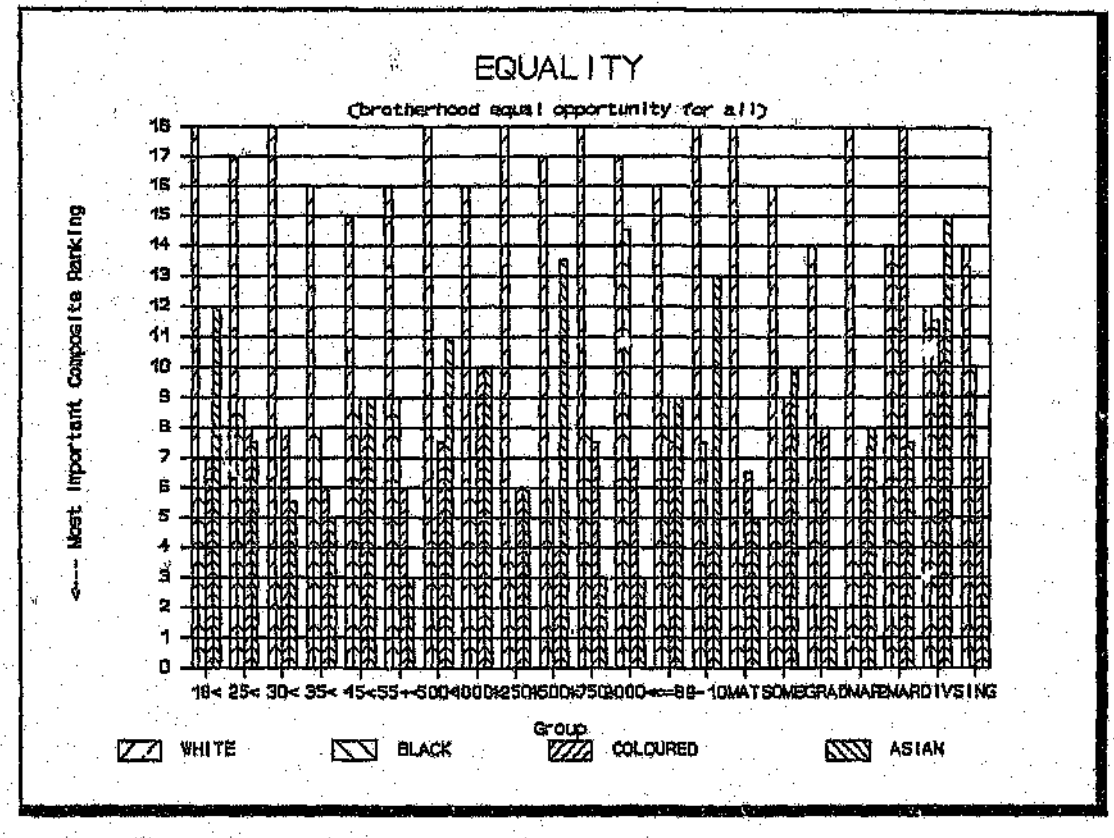
Whites rank this value near the middle of the scale in the 18-24 year old age group and as very unimportant to 25-29 year old age group. **A WORLD OF BEAUTY** then assumes moderate unimportance until the age of 55 when it returns to where it started, at the middle of the scale.

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

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.



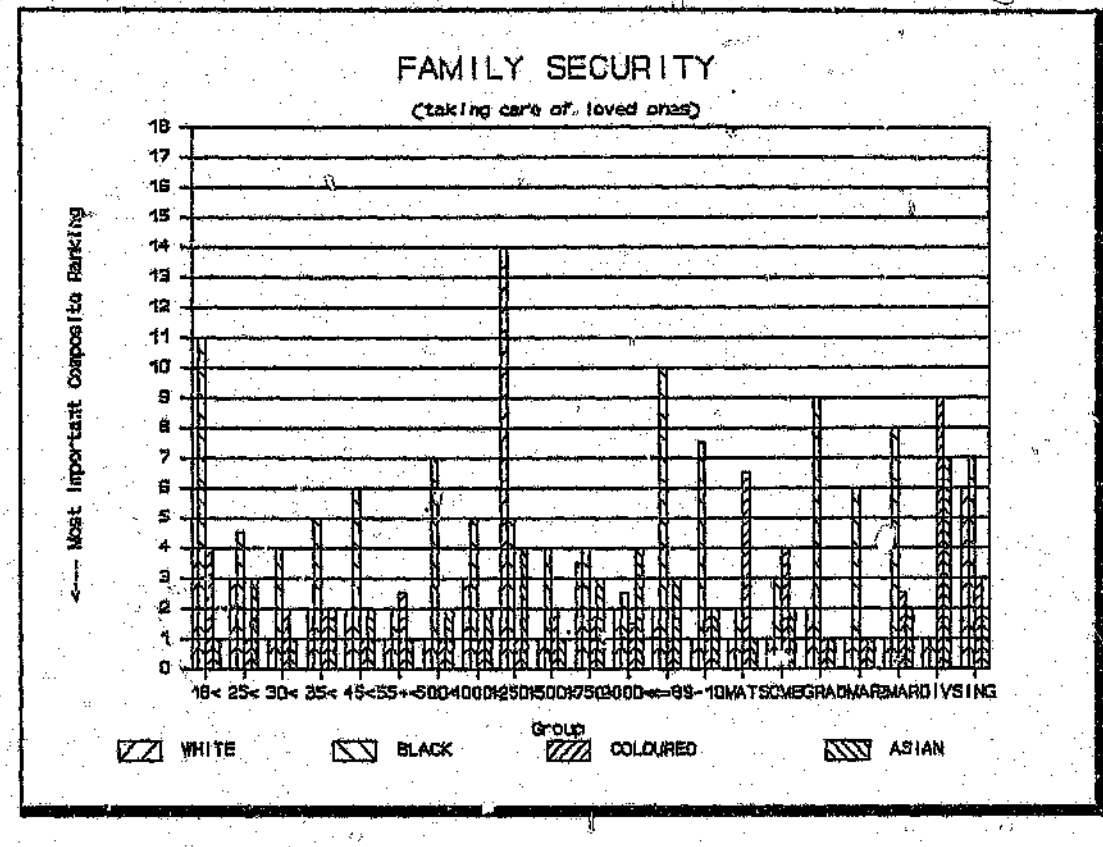
EQUALITY

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.

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

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.

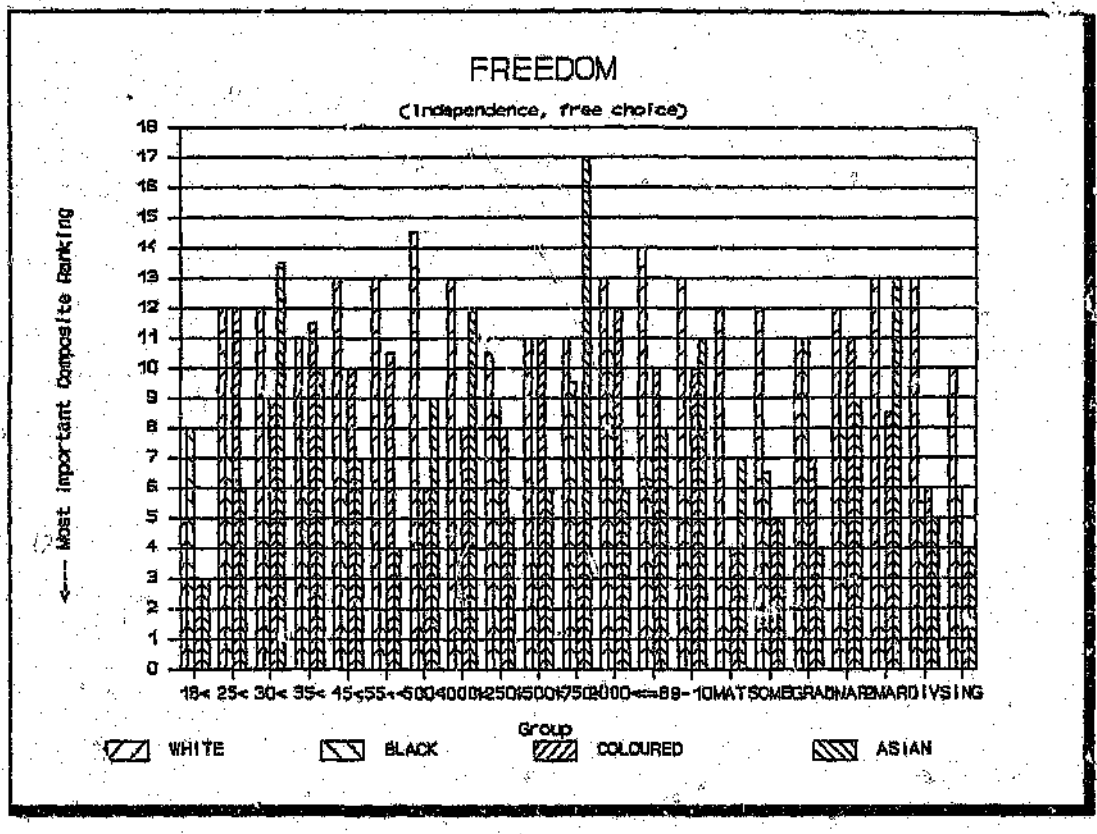
EQUALITY is ranked near the middle of the scale by Coloureds of all age groups with the exception of 35-44 year olds and over-55's who rank it at a level of moderate importance. Similarly, **EQUALITY** is ranked at the middle of the scale by Asians of all age groups with the exception of 30-34 year olds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



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



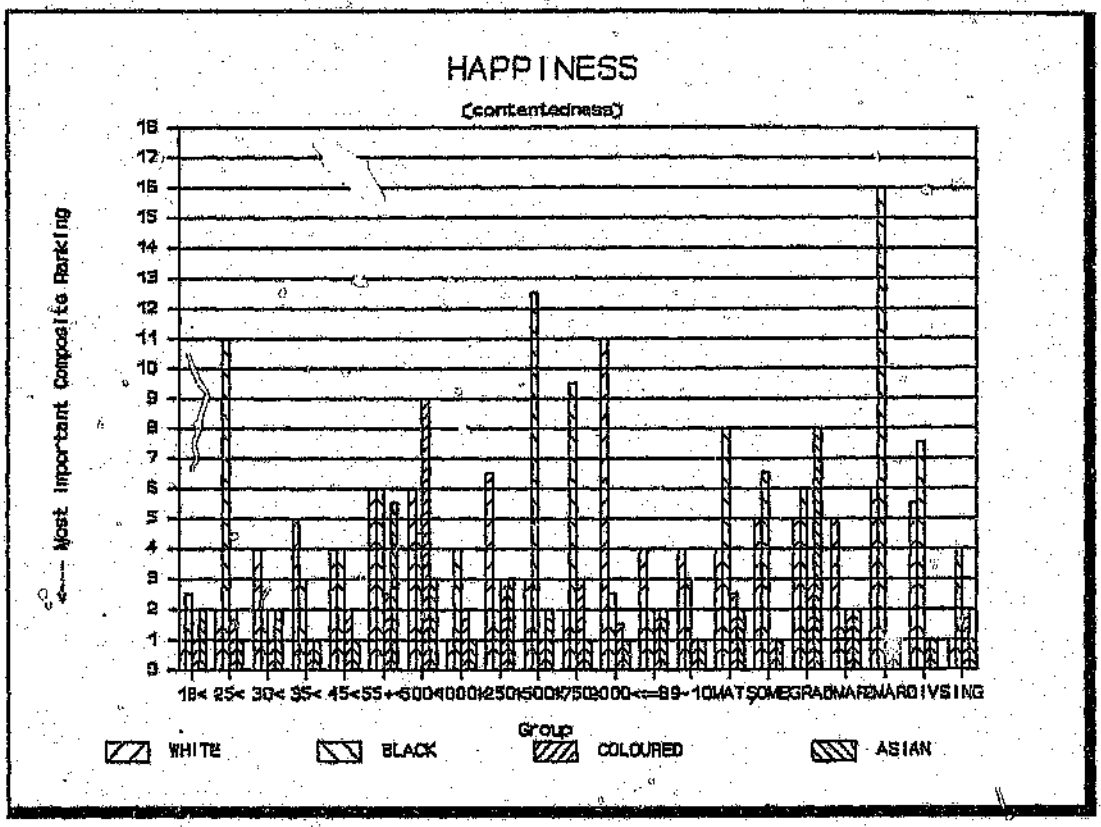
FREEDOM

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

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.



HAPPINESS

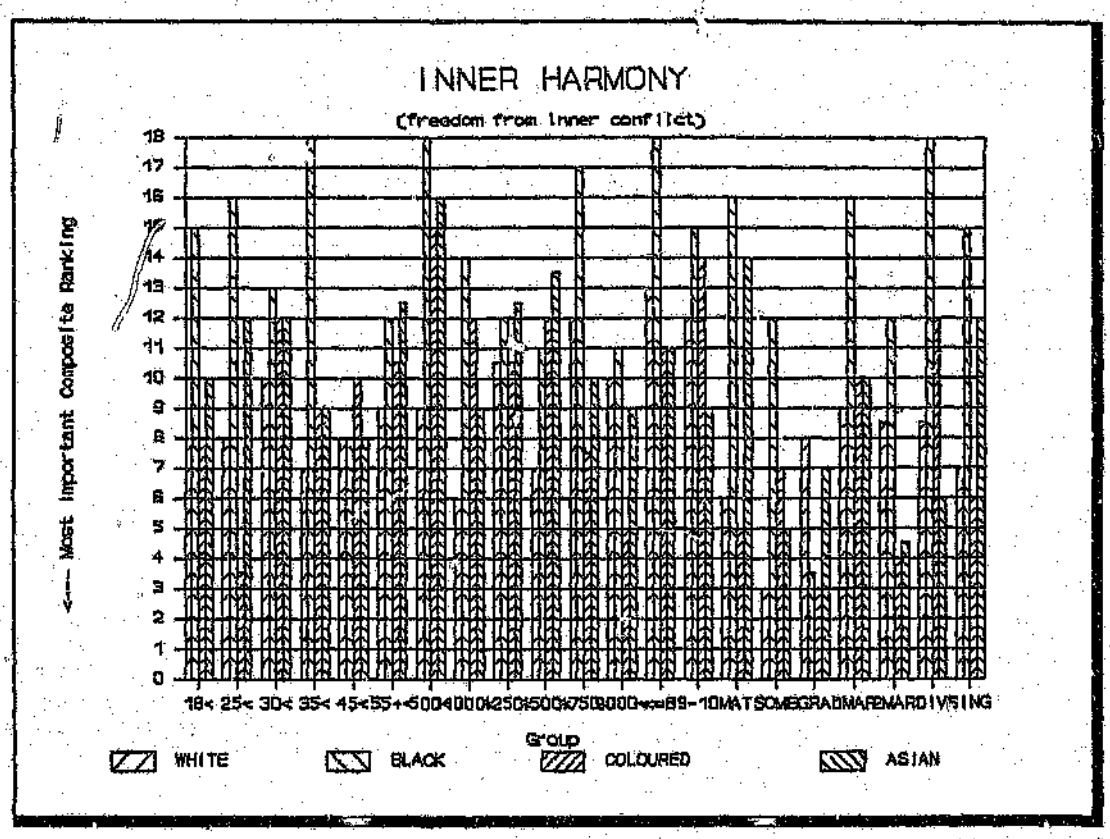
HAPPINESS is an important value to South Africans of all race groups and is generally most important in younger years.

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.

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

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.



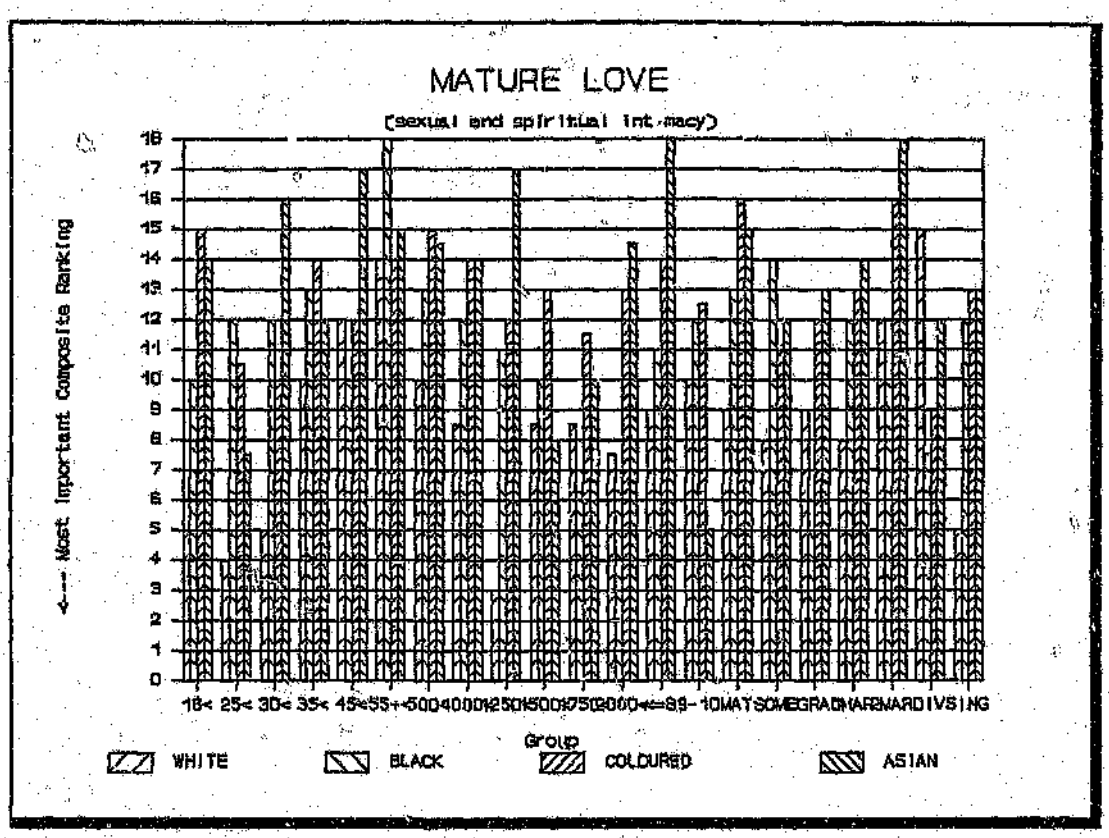
INNER HARMONY

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.

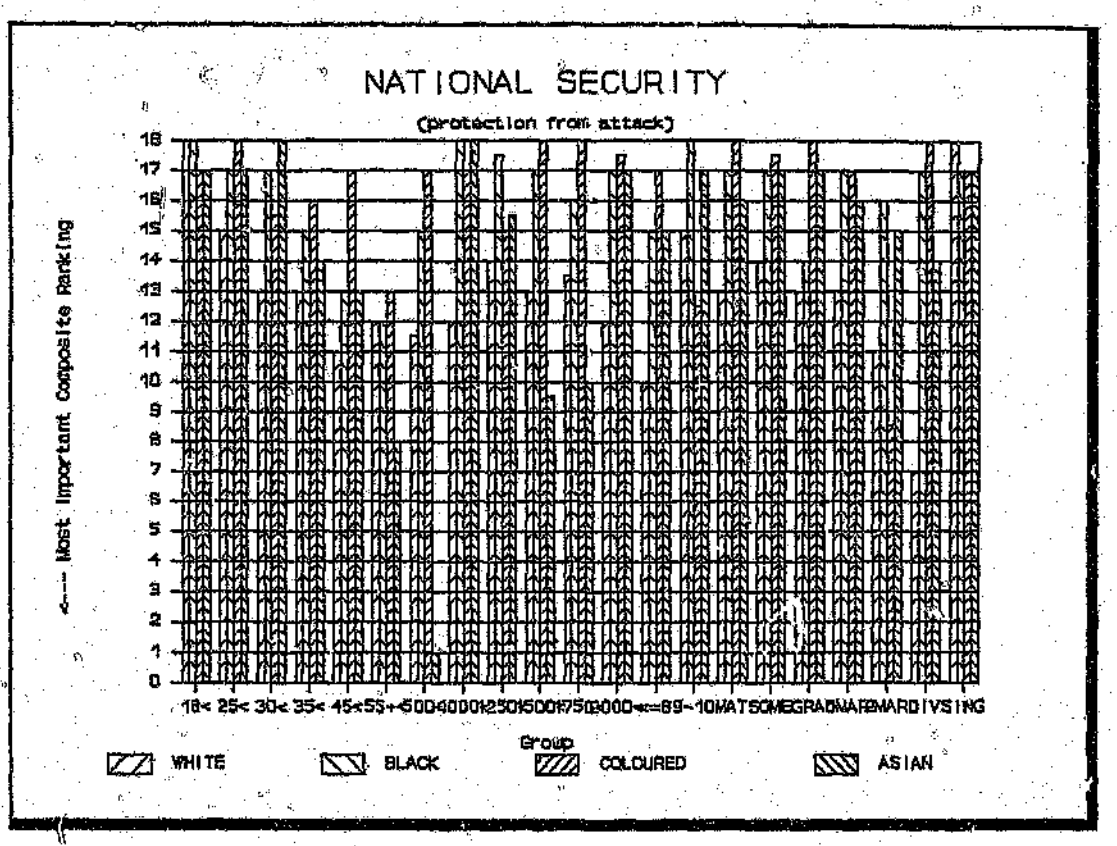
18-24, 25-29 and 30-34 Whites rank **MATURE LOVE** as moderately important, after which time it declines to the middle of the scale for the 35-44 and 45-54 year old age groups. **MATURE LOVE** again becomes moderately important to over-55s.

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 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.



NATIONAL SECURITY

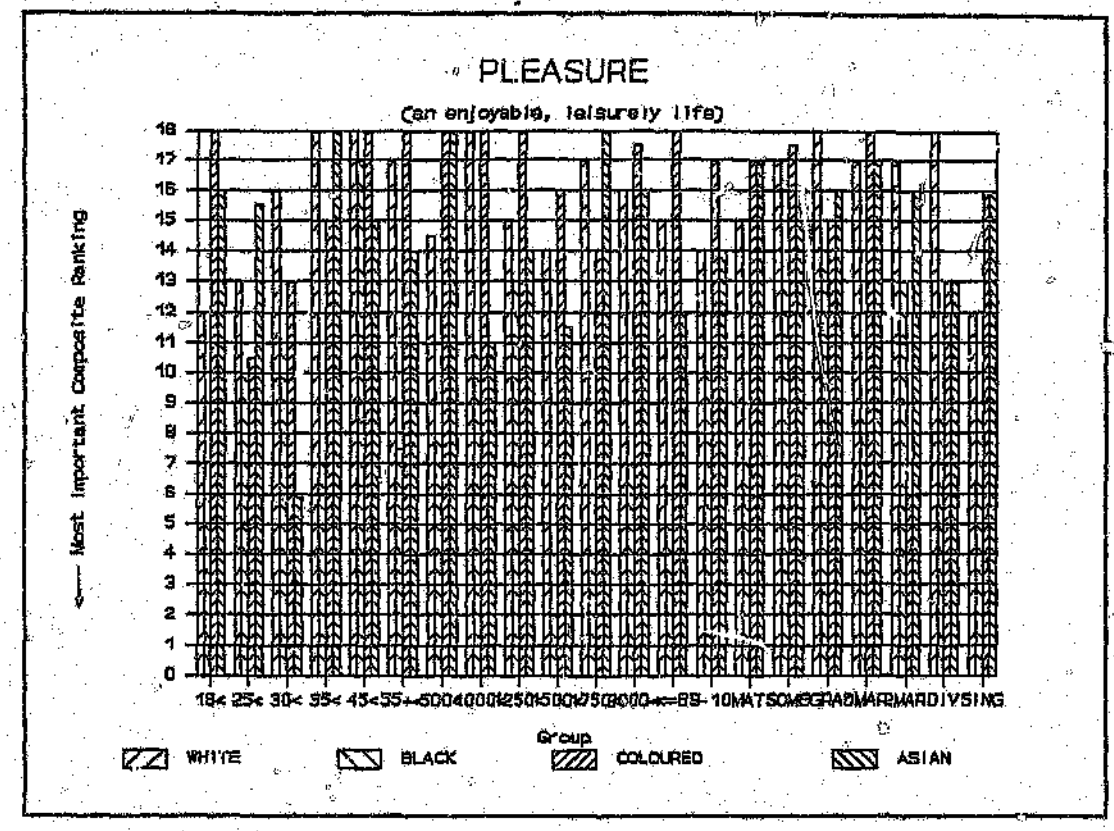
NATIONAL SECURITY is a very unimportant value to most race groups.

NATIONAL SECURITY is very unimportant to 18-24 year old Whites but rises to moderate importance at the age of 25. The value assumes a position in the middle of the scale at the age of 45, where it stays for periods thereafter.

Among Blacks **NATIONAL SECURITY** is very unimportant until the age of 35 when it rises to moderate unimportance. It finally rises to the middle of the scale 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

Coloureds find **NATIONAL SECURITY** to be very unimportant with the exception of 30-34 year olds and over-55s who rank it as moderately unimportant. Similar to Blacks, Asians rank **NATIONAL SECURITY** as very unimportant until the age of 35 when it rises to moderate unimportance. Blacks over 55 rank the value at the middle of the scale.



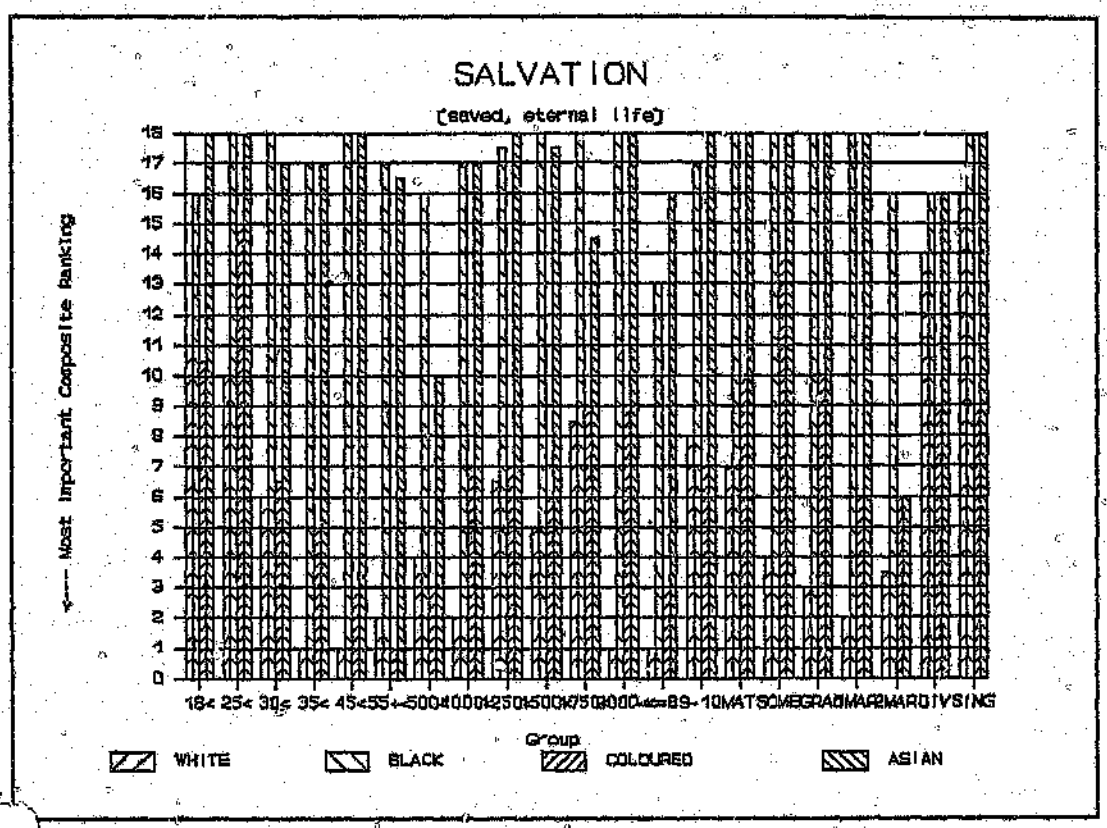
PLEASURE

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



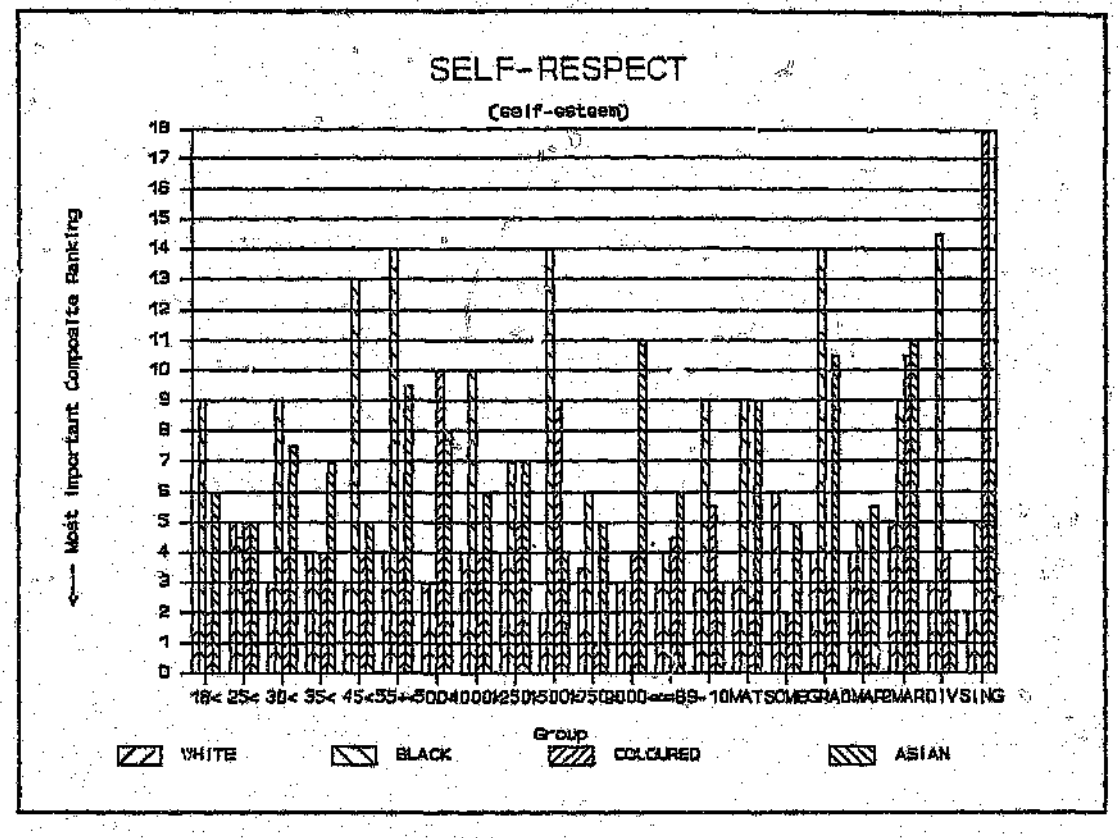
SALVATION

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

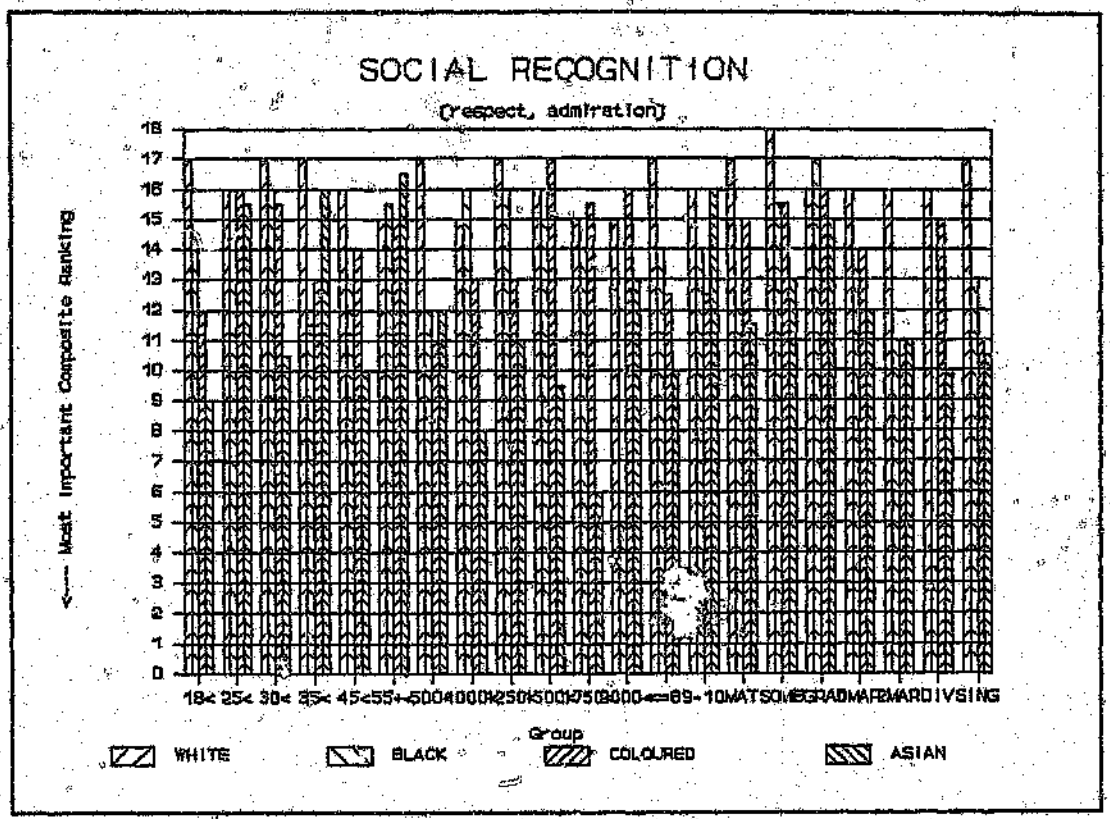
SELF RESPECT is generally an important value to all South Africans.

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, Grad, 1st Marriage, 2nd+ Marriage, Divorced, Single



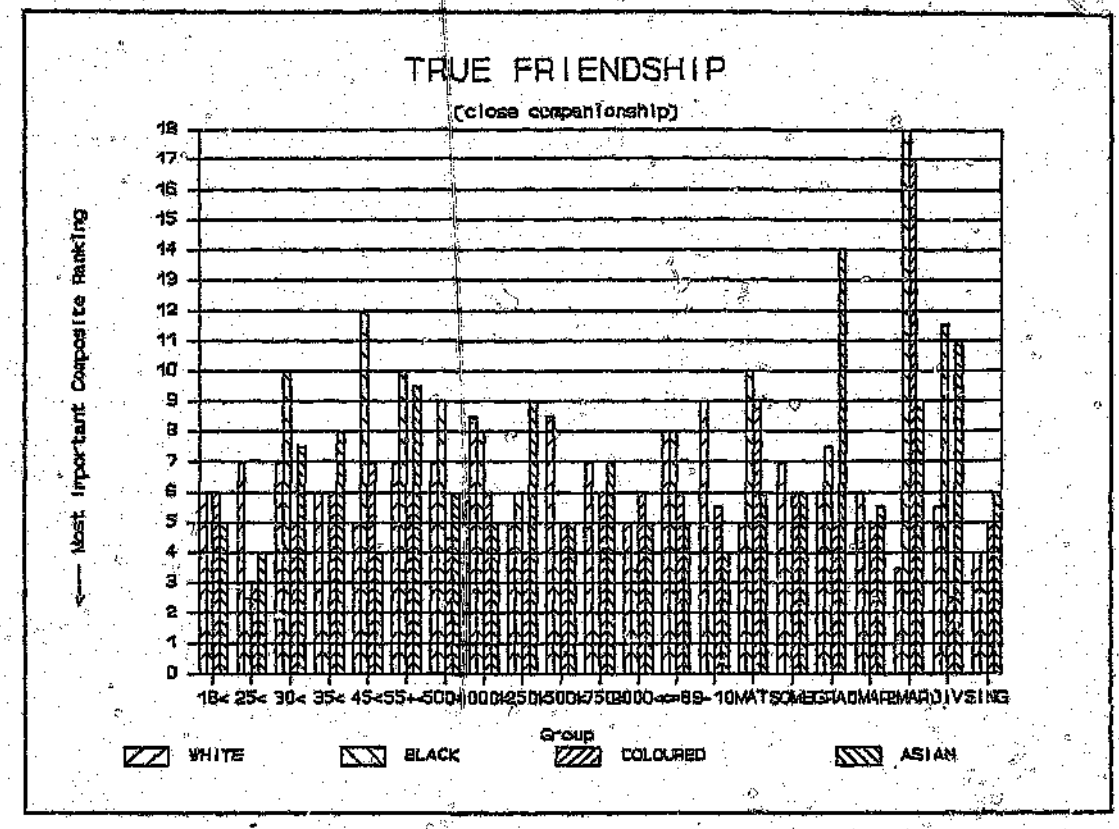
SOCIAL RECOGNITION

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



TRUE FRIENDSHIP

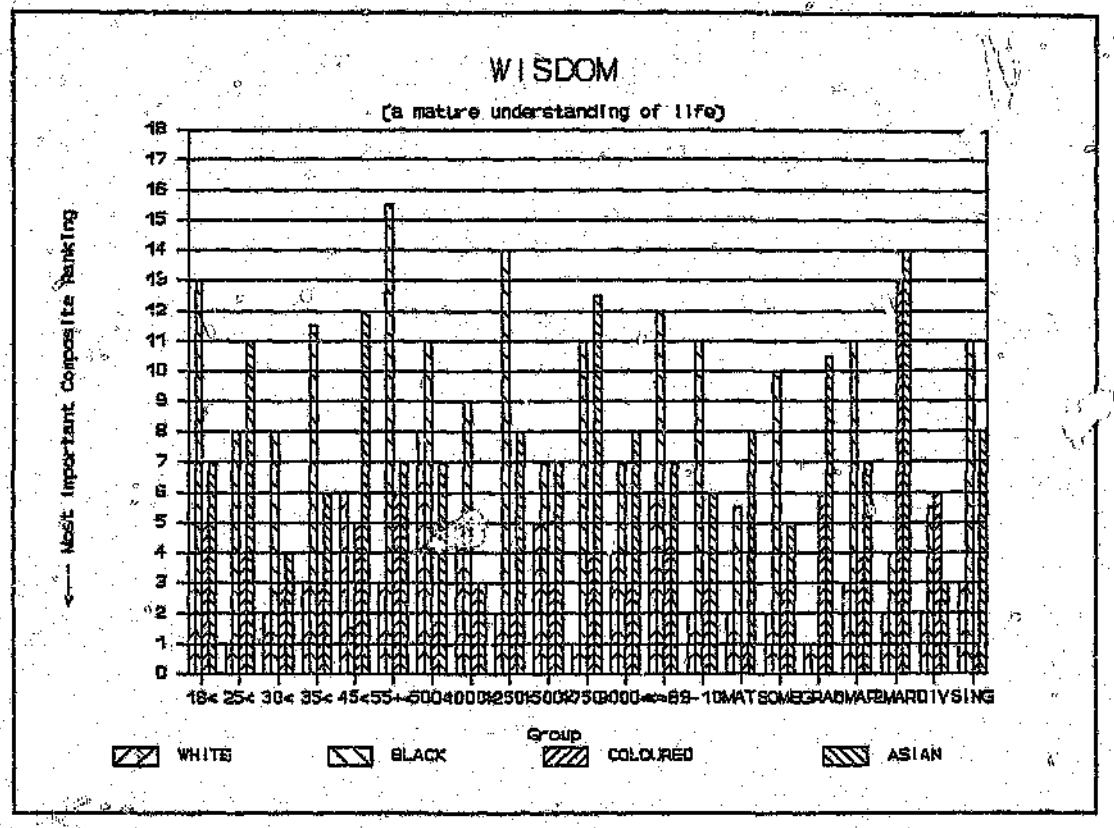
TRUE FRIENDSHIP is a moderately important value to most race groups.

18-24 year old Whites rank this value as moderately important. After a brief decline to the middle of the scale among 25-29 and 30-34 year olds, **TRUE FRIENDSHIP** rises again to moderate importance until finally again declining to the middle of the scale among over-55s.

Blacks rank **TRUE FRIENDSHIP** as being moderately important in the 18-24 year old age group but find it to be very important in the 25-29 and 35-44 year old age groups. It is ranked in the middle of the scale for all other Black age groups.

TRUE FRIENDSHIP is ranked as moderately important by all age groups of Coloureds with the exception of 25-29 year olds who rank it as very important and 45-54 year olds who rank it near the middle of the scale. Somewhat similarly, it is ranked as moderately important by 18-24 year olds, 25-29 year old and 45-54 year old Asians and at the middle of the scale by all other 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



WISDOM

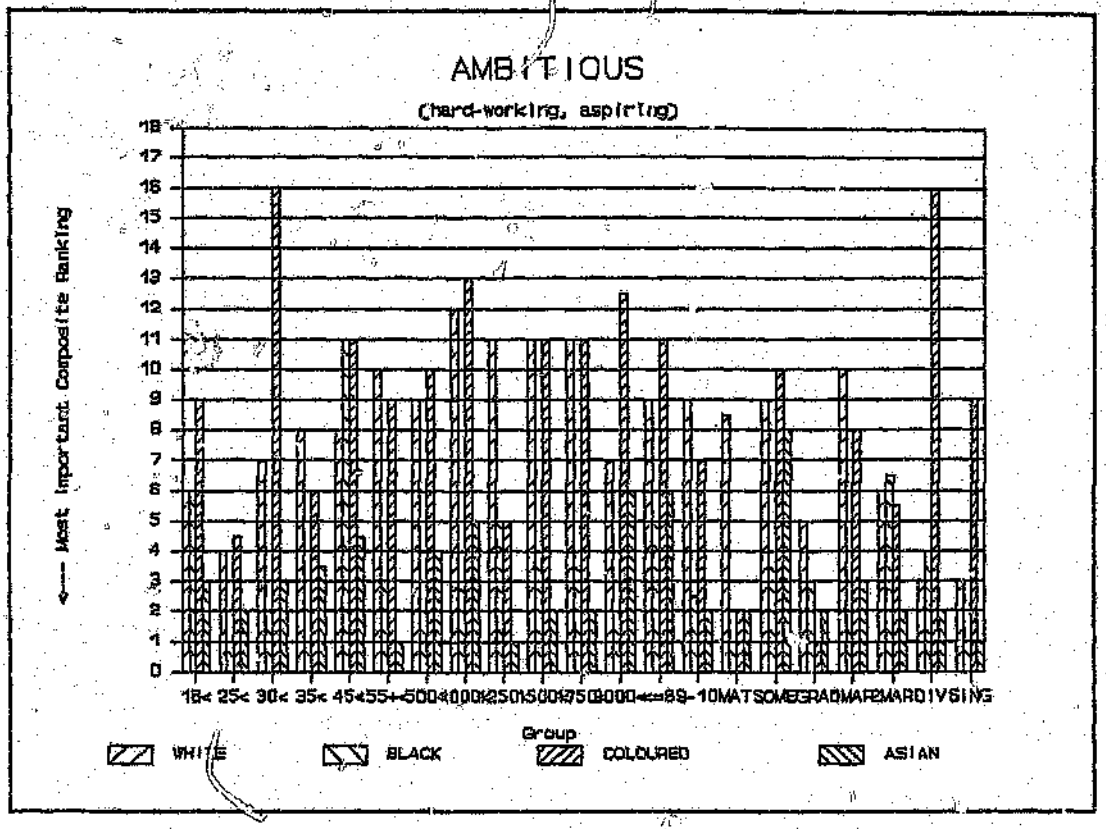
WISDOM is another value which shows strong correlations between the ranks given by Whites and Coloureds and those given by Blacks and Asians.

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

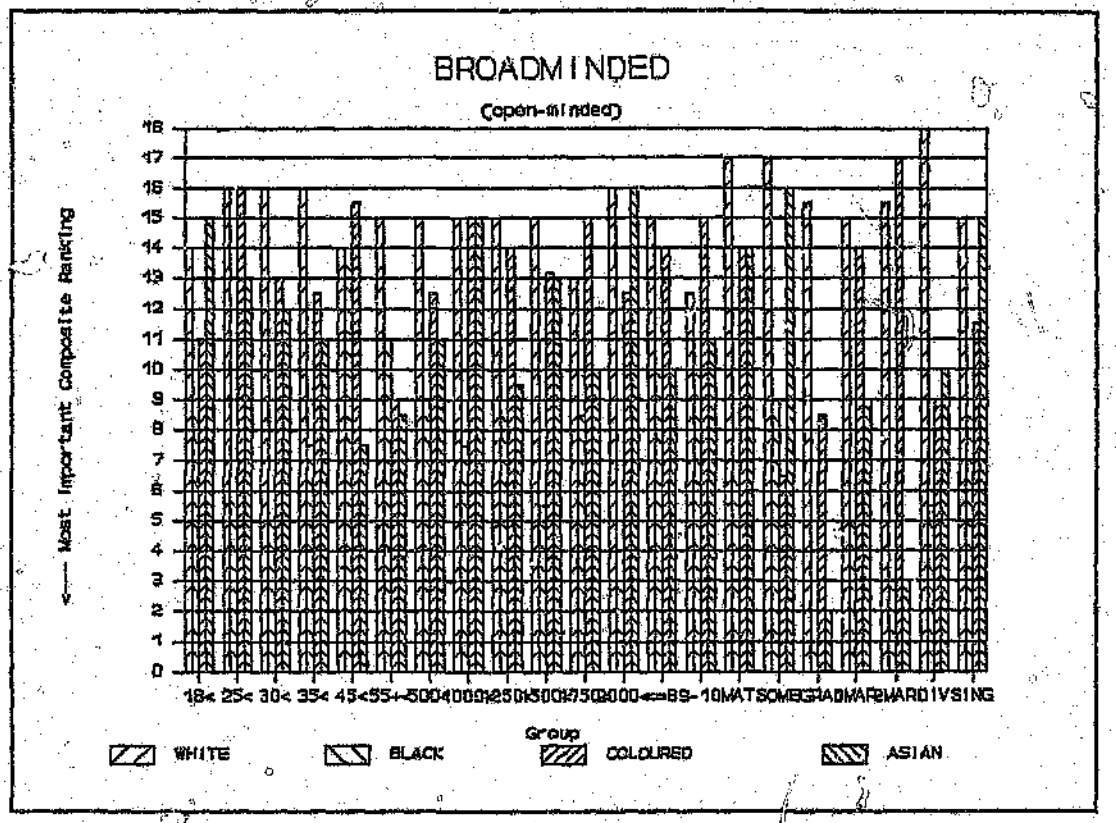
AMBITIOUS is another value which shows a similar development pattern among Whites and Coloureds and among Blacks and Asians.

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

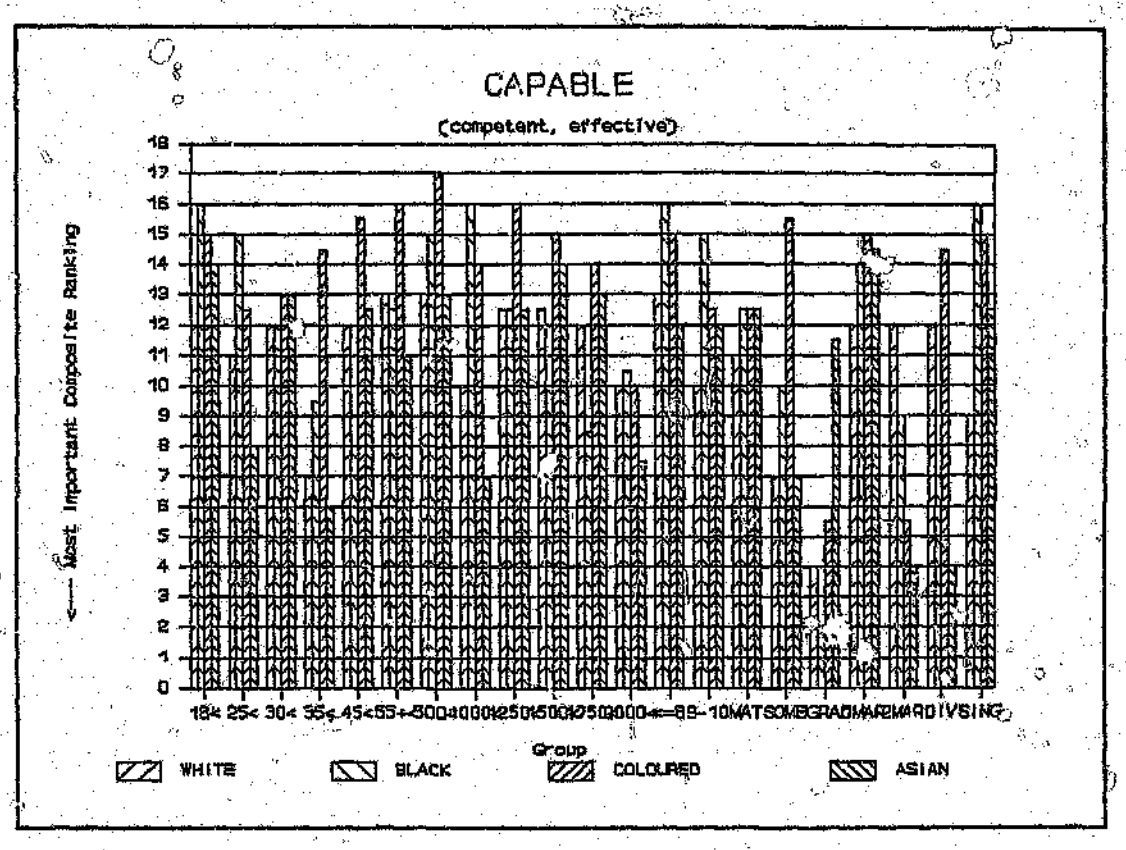
BROADMINDED is not a very important value to most South Africans.

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

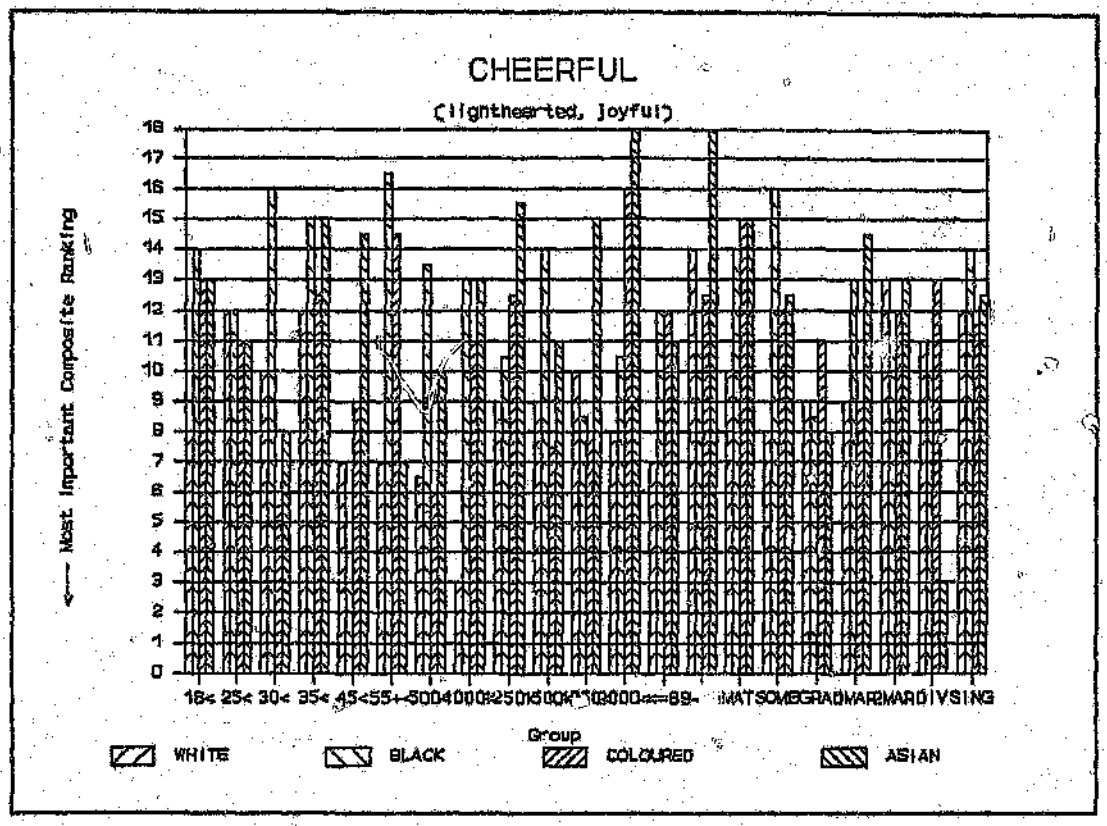
CAPABLE is generally not a very important value and is ranked near the middle of the scale or slightly lower by most race groups.

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



CHEERFUL

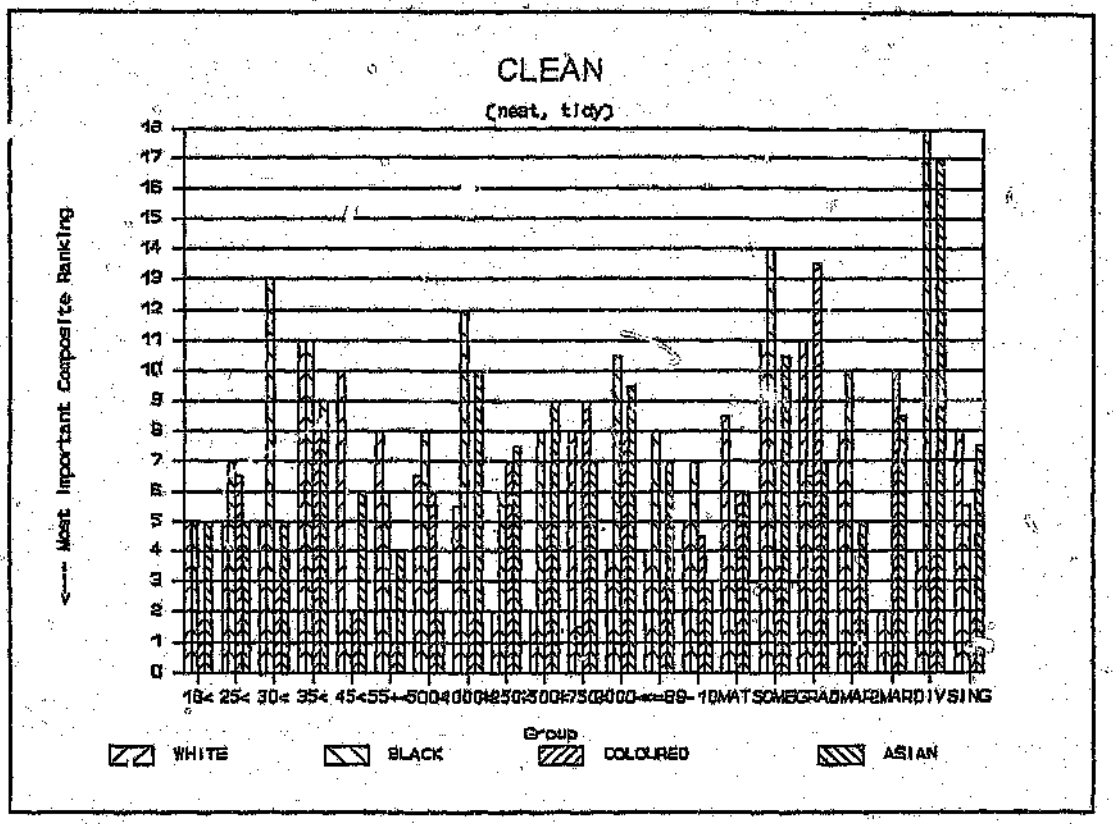
CHEERFUL is another value which shows a developmental pattern with a strong correlation between White and Coloured values.

CHEERFUL is ranked at the middle of the scale by Whites of all ages and Coloureds of all ages, with the exception of 18-24 year olds and over-55s, who rank it as being moderately unimportant.

On the other hand, **CHEERFUL** is moderately unimportant to 18-24 year old Blacks and rises briefly to the middle of the scale before declining to a position at the bottom of the scale in the 30-34 year old age group. It is moderately unimportant to 35-44 year old Blacks but then rises to being very important to 45-54 year olds, then declining to the bottom of the scale being very unimportant to over-55's.

CHEERFUL is moderately unimportant to Asians of all age groups with the exception of a rise to the middle of the scale in the 25-29 and 30-34 year old age groups and again 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

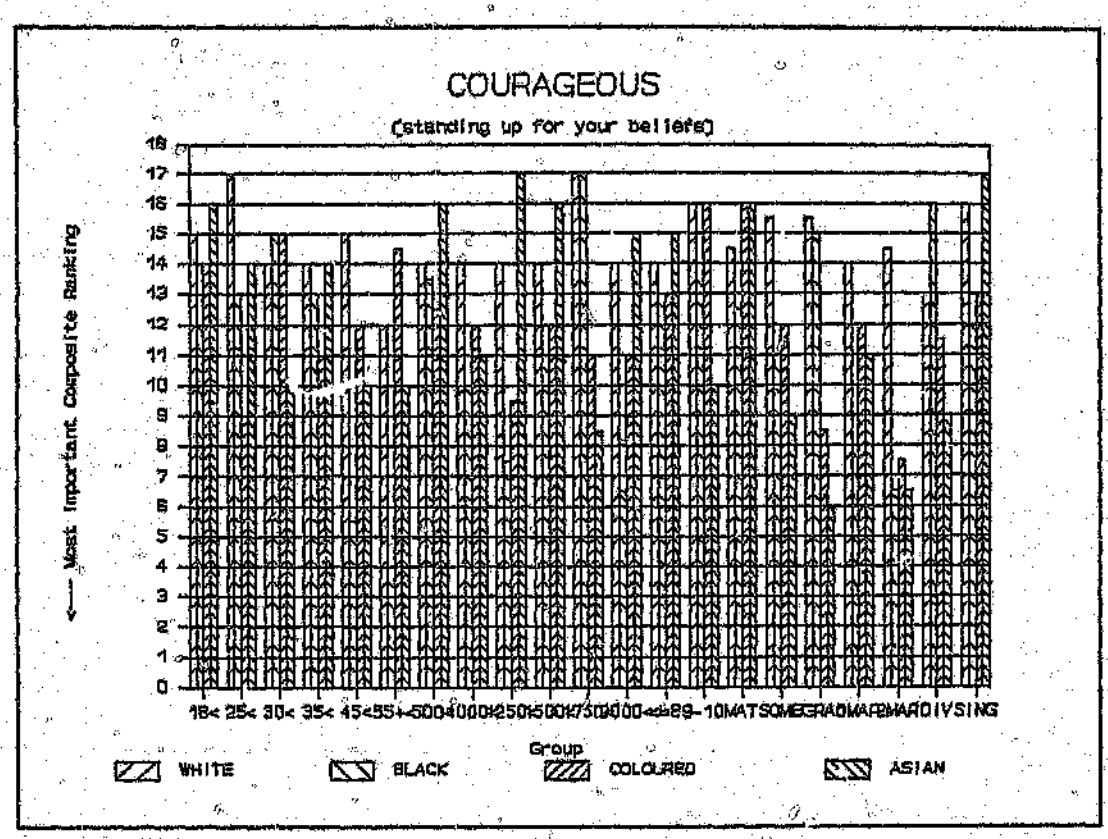


CLEAN

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



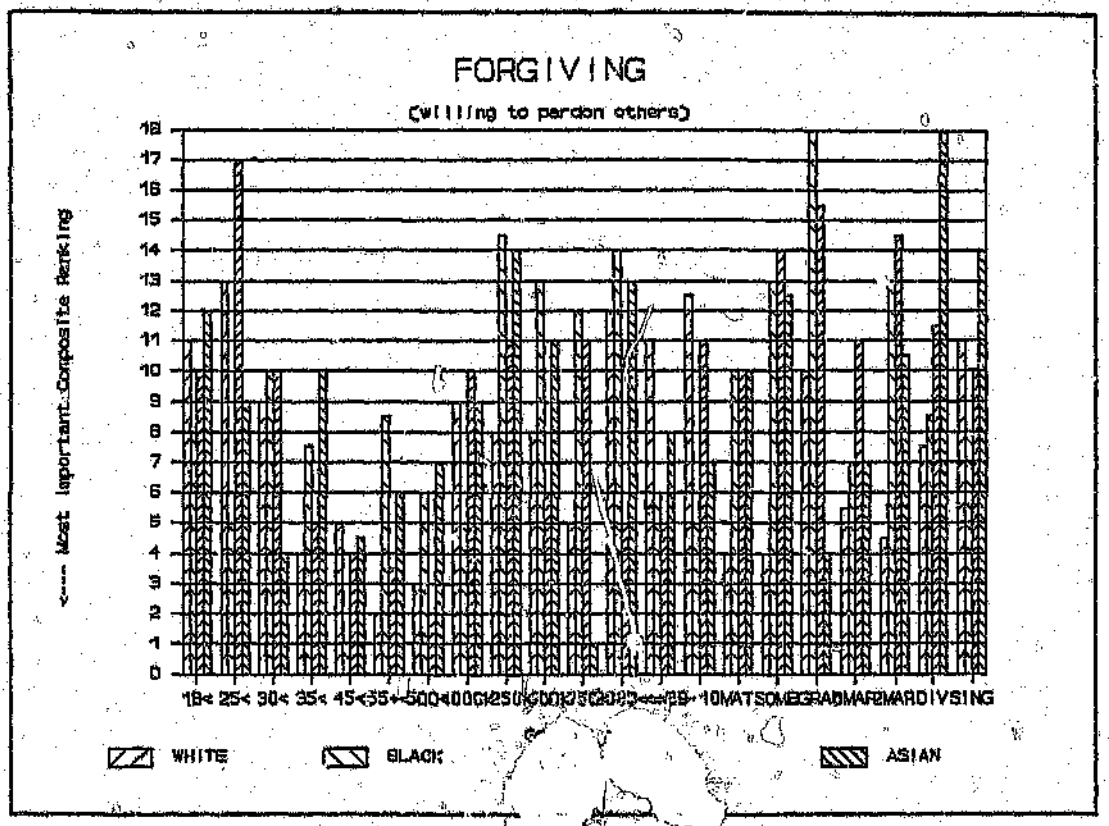
COURAGEOUS

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

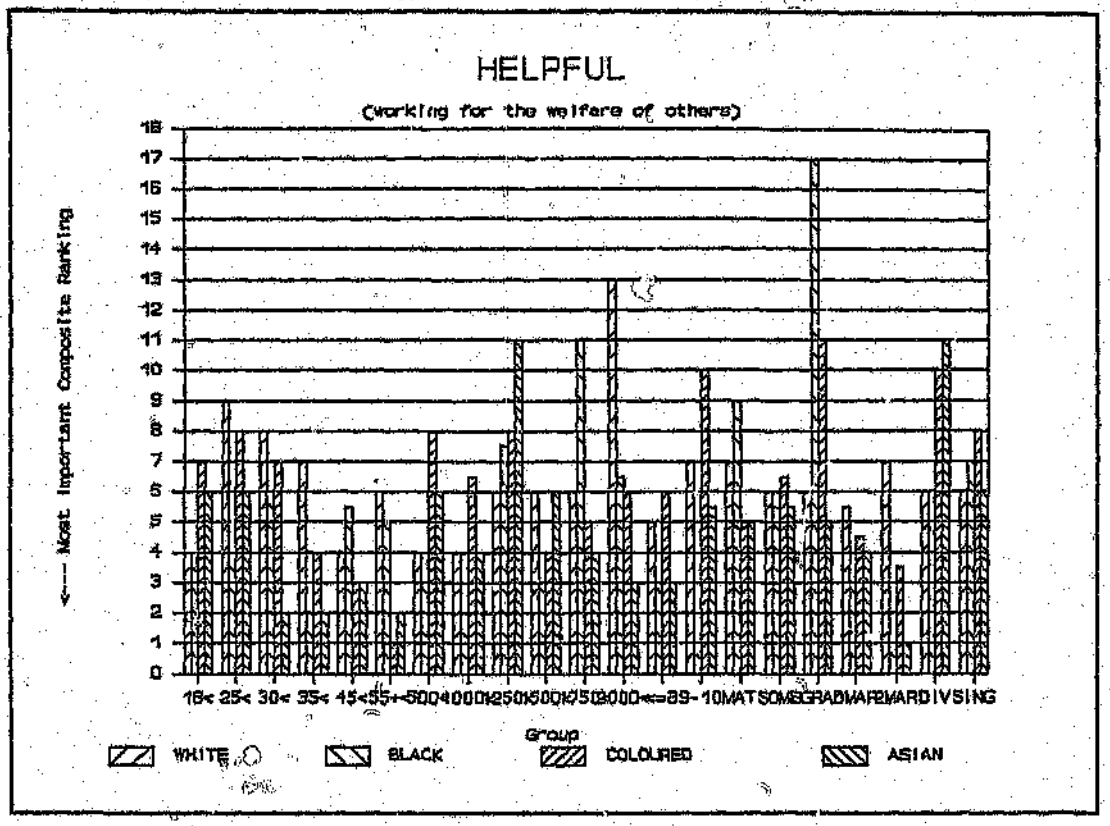
FORGIVING generally is ranked near the middle of the scale but becomes more important as life goes on.

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 at 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.

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

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.

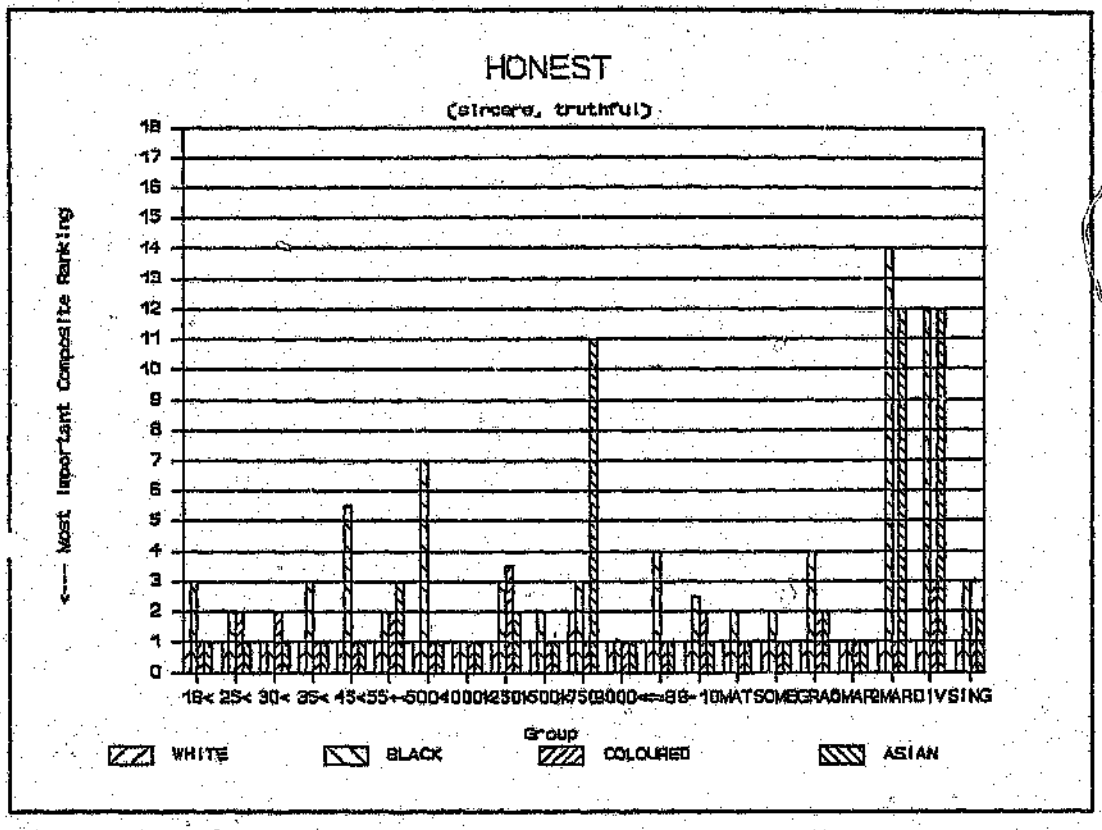


HELPFUL

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



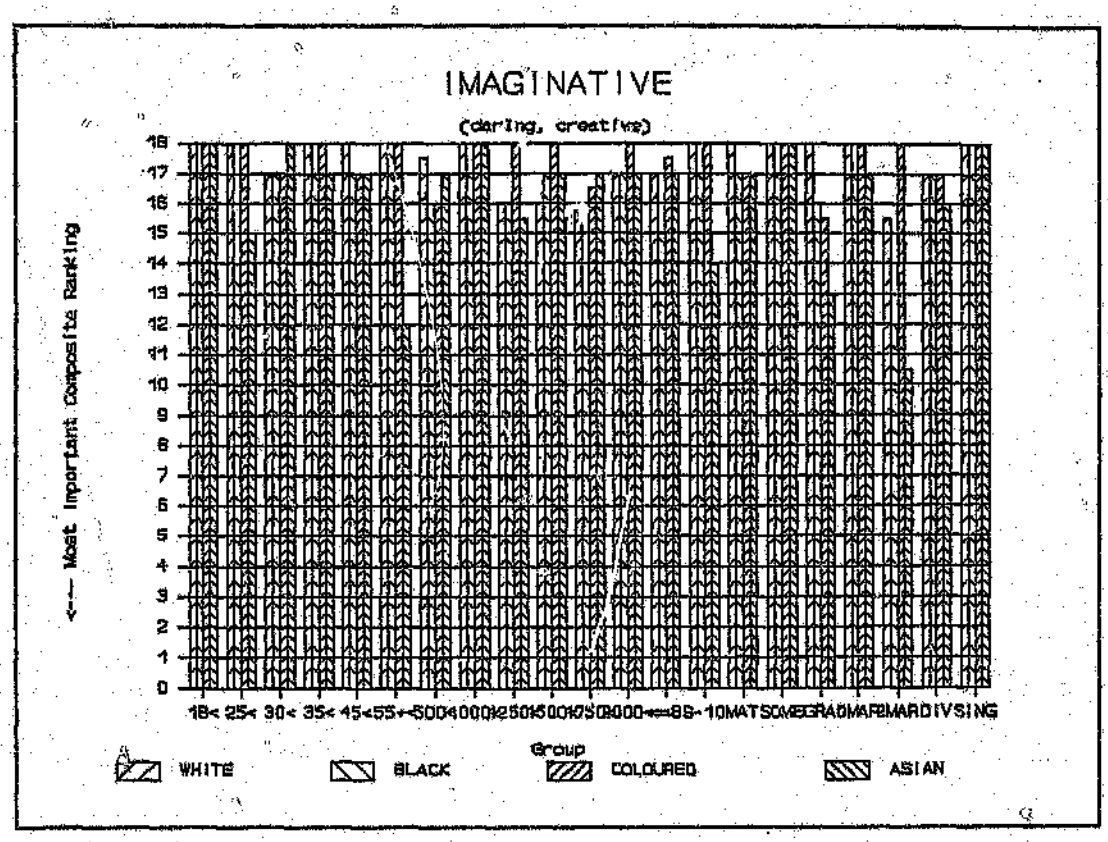
HONEST

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

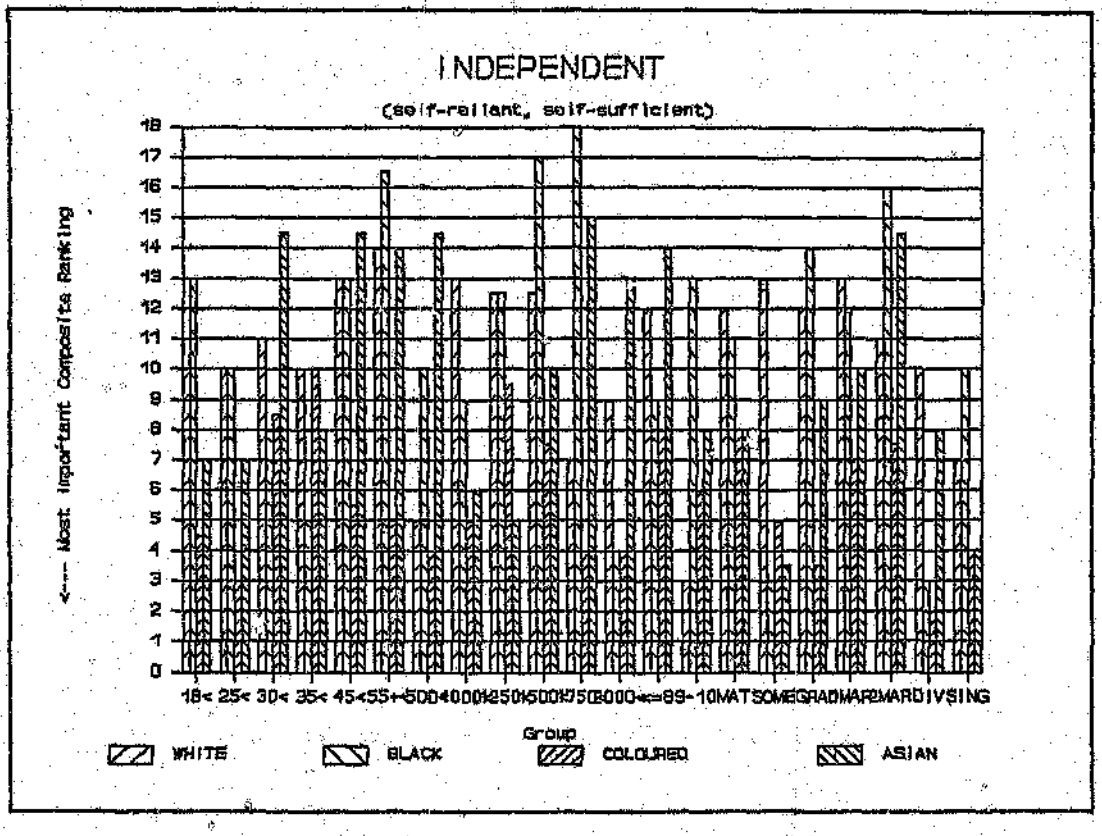


IMAGINATIVE

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



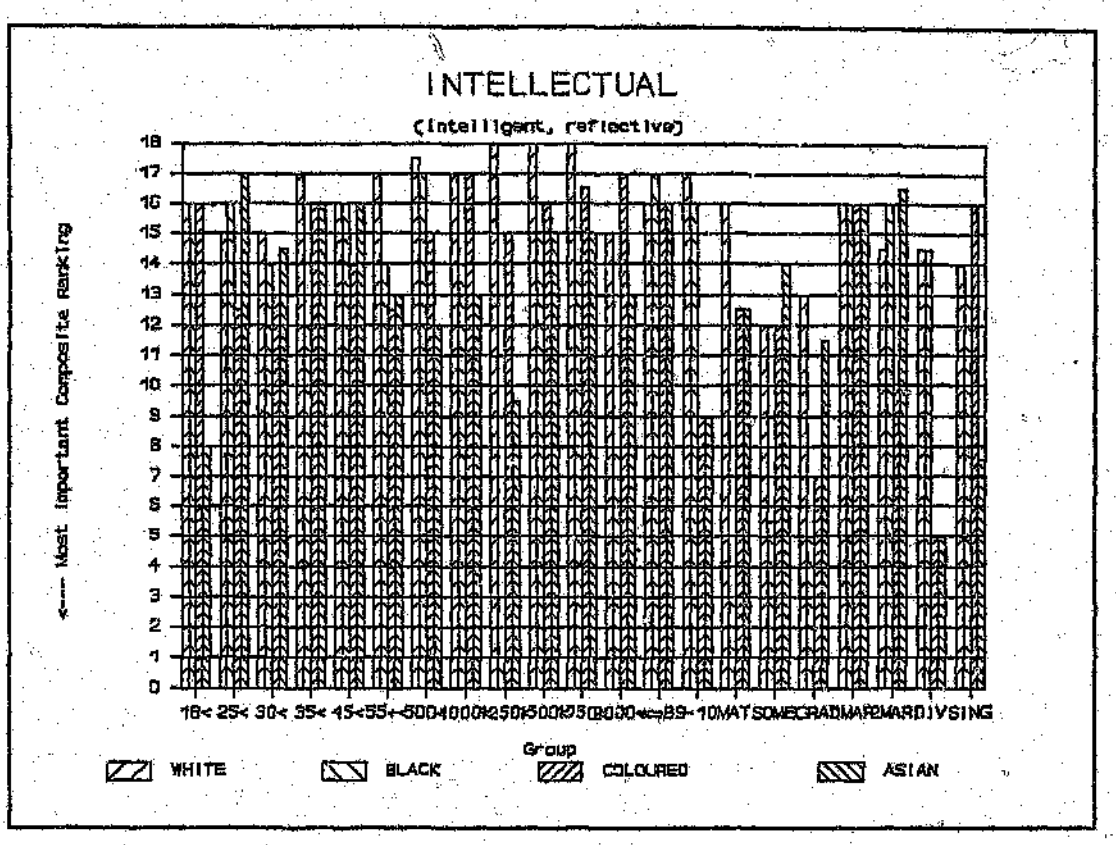
INDEPENDENT

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

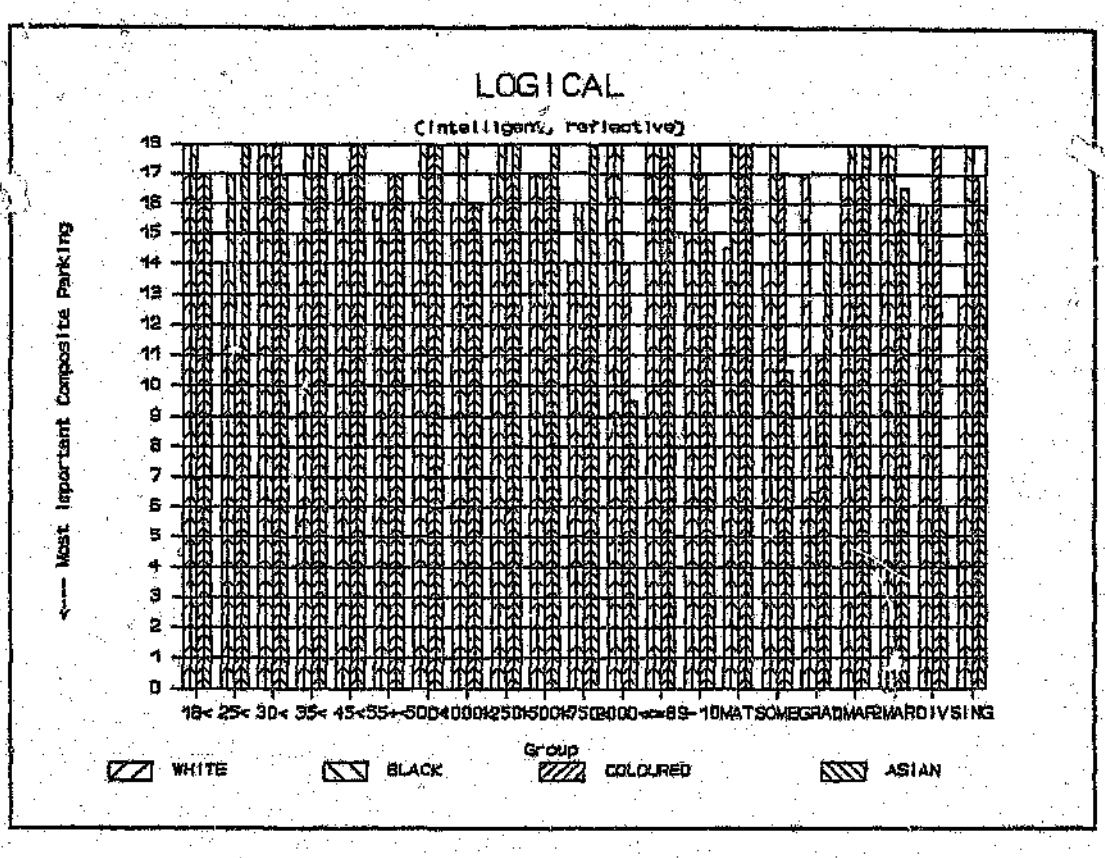
INTELLECTUAL is another value which is not important to any race group. It is very unimportant to Whites of all age groups except for a brief rise to moderate unimportance among 25-29 and 30-34 year olds.

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 45. It finally rises to moderate importance, it's highest level, 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

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.



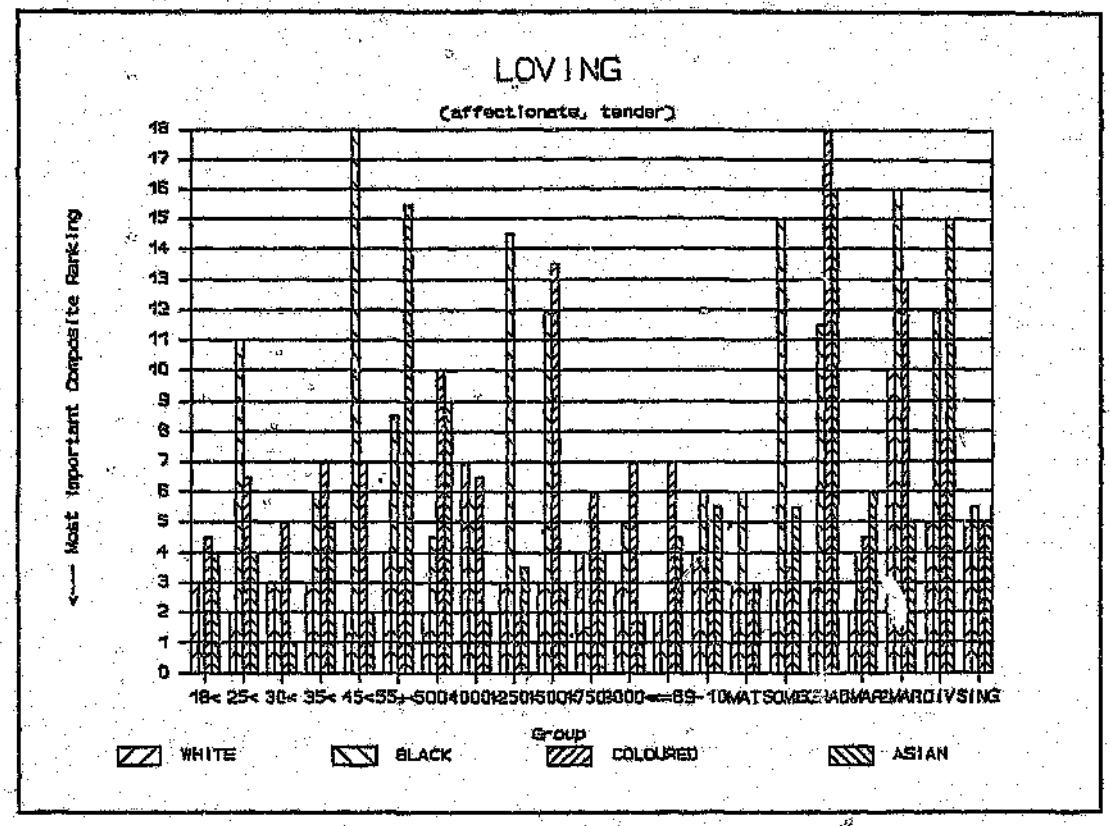
LOGICAL

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



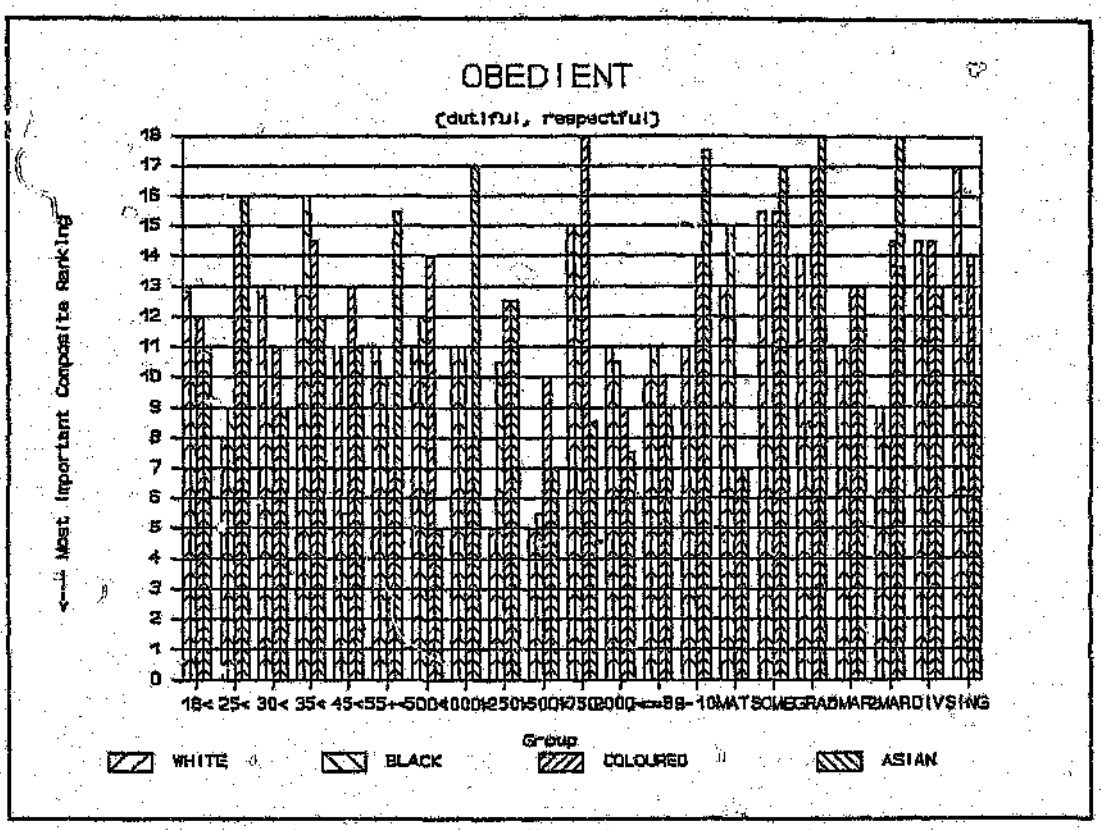
LOVING

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



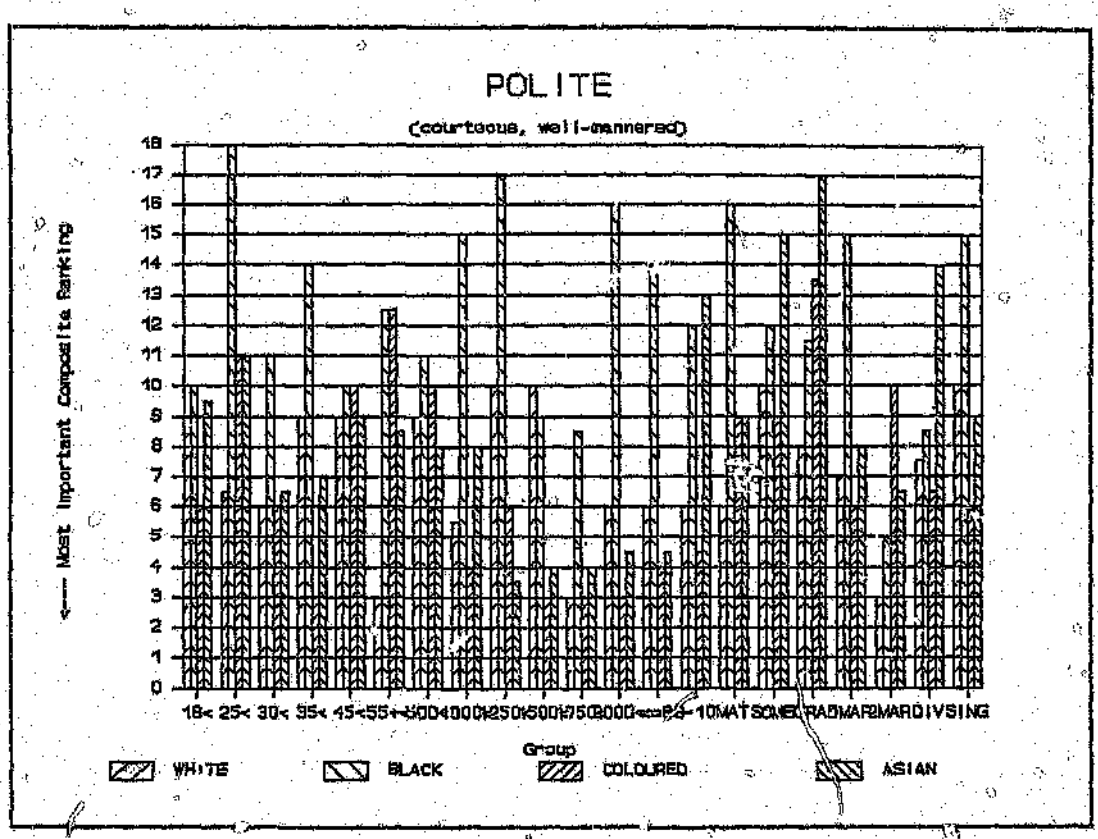
OBEDIENT

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

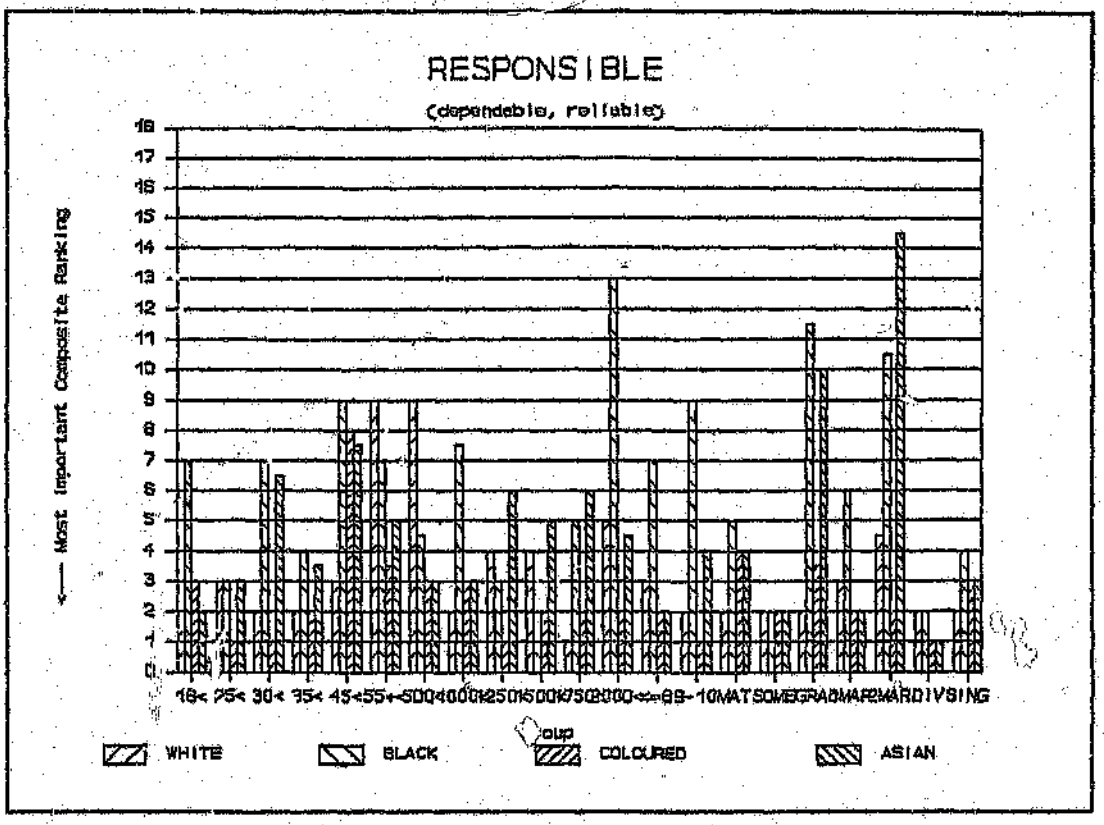
POLITE is of moderate importance to all race groups with the exception of Blacks.

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



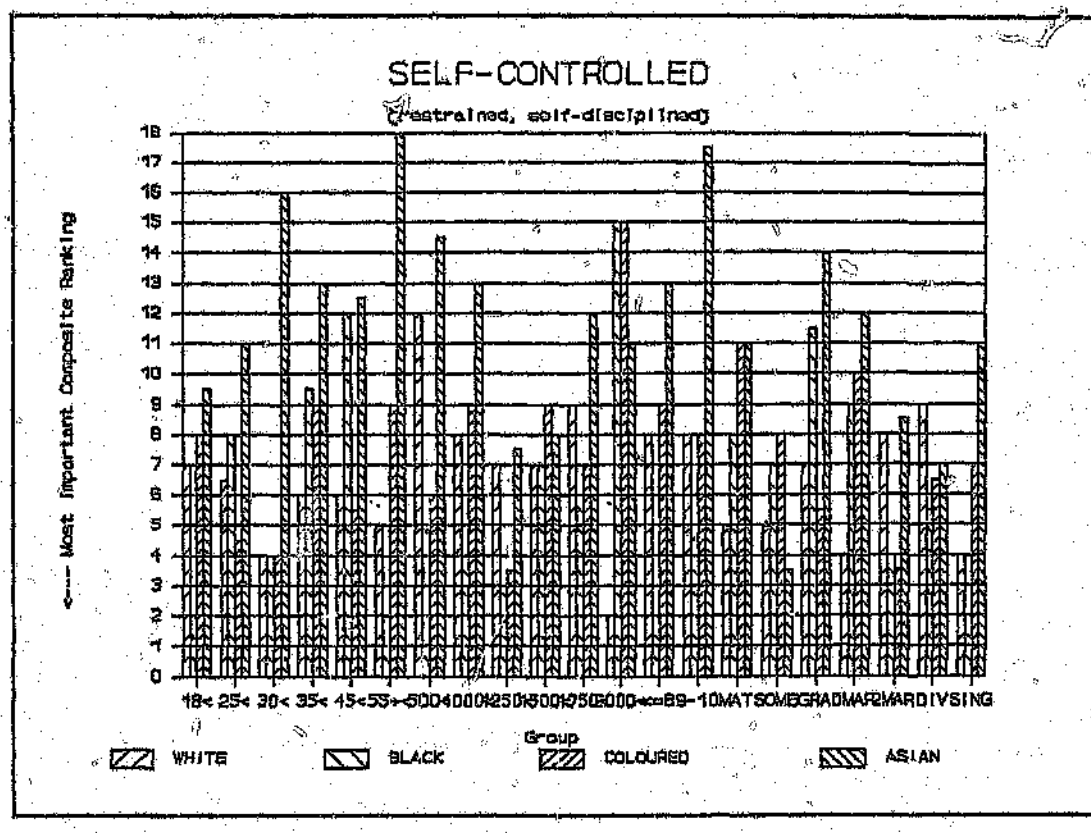
RESPONSIBLE

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 a 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



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.

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-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.

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

PH : (021) 23-4116

RESEARCH SURVEYS
3RD FLOOR, PARK TERRAS
PRINCESS OF WALES TERRACE
PARKTOWN 2193

PH: (011) 643-8226

RESEARCH SURVEYS
1502 GENERAL BUILDING
47 FIELD STREET
DURBAN 4001

PH: (031) 3017965

	QUERY (1)	OMISSION (2)	CHECKBACK (3)	DATE	INITIALS	F-T-F (4)	T-PHONE
FIELD	-1	-1	-1 YES			-1	-2
CODING	-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) .....(W).....

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. Are you willing to participate? IF NO OR IN DOUBT, CLOSE INTERVIEW	•1	Hallo, my naam is...Ek werk vir Research Surveys. Ons is besig met 'n opname. Mag ek asseblief 'n paar vrae aan u stel? Is u bereid om deel te neem? INDIEN NEE OF HUIWERIG, 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: MARKET RESEARCH COMPANY/•MARKNAVORSINGSMAATSKAPPY -1 YES/•JA -2 NO/•NEE ADVERTISING AGENCY/•ADVERTENSIE-AGENTSKAP -1 -2 IF YES TO ANY, CLOSE INTERVIEW	•2	Ons soek na mense wat vir sekere maatskappye werk. Werk u of enige lid van u gesin of goeie vriende vir 'n: INDIEN JA OP ENIGE, SLUIT ONDERHOUD
3a.	When last were you or any member of your family interviewed for market research purposes? 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	•3a.	Wanneer laas was u of enige lid van u gesin vir marknavorsingsdoeleindes ondervra?

The South African Values Association Study is being conducted as part of a post-graduate research project by Steven M Burgess of the Department of Business Economics at the University of the Witwatersrand. Portions of the study are adapted by special permission of the publisher, Consulting Psychology Press, Palo Alto, California 94306 from the Rokeach Value Survey by Milton Rokeach ©1983.

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 VROUE)

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?

.....( )(6)

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.

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

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.

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.

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.

• 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.

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

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.

Werk stadig en dink versigtig. Indien u van mening verander, wees gerus en verander u antwoorde. U mag die kaarte herrangskik 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.

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

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

(1-18)

1. AMBITIOUS/•AMBISIEUS
(hard-working, aspiring)/•(hardwerkend, vooruitstrewend) 01

2. BROADMINDED/•ONBEKROMPENHEID
(open-minded)/•(nie kleingeestig nie) 02

3. CAPABLE/•BEKWAAMHEID
(competent, effective)/•(kundigheid, doeltreffenheid) 03

4. CHEERFUL/•OPGERUIMD
(lighthearted, joyful)/•(vrolik, blymoedig, opgewek) 04

5. CLEAN/•NETHEID
(neat, tidy)/•(skoon, sindelik, ordelik) 05

6. COURAGEOUS/•DAPPERHEID
(standing up for your beliefs)/•(die moed van 'n mens se oortuiging) 06

7. FORGIVING/•VERGEEWENSGESIND
(willing to pardon others)/•(die gewilligheid om andere te vergewe) 07

8. HELPFUL/•HULPVAARDIGHEID
(working for the welfare of others)/•(om na die welsyn van andere om te sien) 08

9. HONEST/•EERLIKHEID
(sincere, truthful)/•(waarheid,omregtheid) 09

10. IMAGINATIVE/•VERBEELDINGRYK
(daring, creative)/•(durf, waagmoed, kreatief) 10

11. INDEPENDENT/•ONAFHANKLIKHEID
(self-reliant, self-sufficient)/•(selfvertroue, selfversorgend) 11

12. INTELLECTUAL/•INTELLEKTUEEL
(intelligent, reflective)/•(intelligent, denkend) 12

13. LOGICAL/•LOGIES
(consistent, rational)/•(konstandheid, rasioneel) 13

14. LOVING/•LIEFDEVOL
(affectionate, tender)/•(beminlik, toegenee, liefhebbend) 14

15. OBEDIENT/•GEHOORSAAM
(dutiful, respectful)/•(pligsgetrou, eerbiedig) 15

16. POLITE/•HOFLIKHEID
(courteous, well-mannered)/•(beleef, beskaafde maniere) 16

17. RESPONSIBLE/•VERANTWOORDELIKHEID
(dependable, reliable)/•(betroubaarheid, vertroubaarheid) 17

18. SELF-CONTROLLED/•SELFBEHEERSING
(re)trained, self-disciplined)/•(in toom hou, selfdissipline) 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.

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 gesoekteerde produkte en handelsmerke.

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

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(i) Hier is die name van 'n paar gewilde handelsmerke van sjampoe. 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) 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)

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

*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. 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 6 UNDER Q.6c.
*CIRCLE THE RELEVANT VALUE.

*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 6 ONDER V.6c

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.

*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 toestaan of nie? ENKELE ANTWOORD. NOTEER OP BLADSY 7 ONDER V.6d.

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.

*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) Q.6a(i) MOST OFTEN /*MEES WAARSKYNLIK	(2) Q.6a(ii) MOST LIKELY /*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 6	-09	-09
REDKEN	-10	-10
REVLON AQUAMARINE	-11	-11
REVLON FLEX	-12	-12
REVLON ZP11	-13	-13
SILKIENCE	-14	-14
SILVIKRIN	-15	-15
SUNSILK	-16	-16
TIMOTEI	-17	-17
WELLA ONE-WASH	-18	-18
OTHER (SPECIFY) /*ANDER (SPESIFISEER).....	-19	-19
NONE/*GEEN	-20	

Q.6b/●V.6b VALUE A/●WAARDE A	(13)	Q.6c/●V6.c VALUE B/●WAARDE B	(14)
A COMFORTABLE LIFE/●'n GERIEFLIKE 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, doeltreffenheid)	-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 VANSKOONHEID (beauty of nature and the arts)/●(die skone natuur en kunste)	-05	CLEAN/●NETHEID (neat, tidy)/●(skoon, sindelik, ordelik)	-0
EQUALITY/●GELYKHEID (brotherhood, equal opportunity for all) /●(broederskap en gelyke gejeenthede vir almal)	-06	COURAGEOUS/●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)/●(onafhank-likheid, vrye keuse)	-08	HELPFUL/●HULPVAARDIGHEID (working for the welfare of others)/●(om na die welsyn van andere om te sien)	-0
HAPPINESS/●GELUKSALIGHEID (contentedness)/●(tevredenheid, voldaanheid)	-09	HONEST/●EERLIKHEID (sincere, truthful)/●(waarheid,omregtheid)	-0
INNER HARMONY/●INNERLIKE EENSGESINDHEID (freedom from inner conflict)/●(vry van innerlike konflik)	-10	IMAGINATIVE/●VERBEELDINGRYK (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/●VERLOSSING (saved, eternal life)/●(tot bekering kom, ewige lewe)	-14	LOVING/●LIEFDEVOL (affectionate, tender)/●(beminlik, toegenee, liefhebbend)	-1
SELF-RESPECT/●SELFRESPEK (self-esteem)/●(selfingenomenheid)	-15	OBEDIENT/●GEHOORSAAM (dutiful, respectful)/●(pligsgetrou, eerbiedig)	-1
SOCIAL RECOGNITION/●SOSIALE ERKENNING (respect, admiration)/●(respek, bewondering van andere)	-16	POLITE/●HOFLIKHEID (courteous, well-mannered)/●(beleef, 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/●SELFBEHEERSING (restrained, self-disciplined)/●(in toom hou, selfdissipline)	-1

Q.6d/eV.dd IDEAL A/eIDEAAL A (5)	
A COMFORTABLE LIFE/e'n GERIEFLIKE LEWE (a prosperous life)/e('n voorspoedige lewe)	-01
AN EXCITING LIFE/e'n OPWINDENDE LEWE (a stimulating, active life)/e('n opwekkende, aktiewe lewe)	-02
A SENSE OF ACCOMPLISHMENT/e'n GEVOEL VAN VERVULLING (lasting contribution)/e('n blywende bydrae om te lewer)	-03
A WORLD AT PEACE/e'n WERELD VAN VREDE (free of war and conflict)/e(sonder oorlog en konflik)	-04
A WORLD OF BEAUTY/e'n WERELD VAN SKOONHEID (beauty of nature and the arts)/e(die skone natuur en kunste)	-05
EQUALITY/eGELYKHEID (brotherhood, equal opportunity for all)/e(broederskap en gelyke geleenthede vir almal)	-06
FAMILY SECURITY/eGESIN SEKURITEIT (taking care of loved ones)/e(ontferming oor geliefdes)	-07
FREEDOM/eVRYHEID (independence, free choice)/e(onafhanklikheid, vrye keuse)	-08
HAPPINESS/eGELUKSALIGHEID (contentedness)/e(tevredenheid, voldaanheid)	-09
INNER HARMONY/eINNERLIKE EENSGESINDHEID (freedom from inner conflict)/e(vry van innerlike konflik)	-10
MATURE LOVE/eVOLWASSE LIEFDE (sexual and spiritual intimacy)/e(seksuele en geestelike intiemheid)	-11
NATIONAL SECURITY/eNASIONALE SEKURITEIT (protection from attack)/e(beskerming teen aanvalle)	-12
PLEASURE/ePLESIER (an enjoyable, leisurely life)/e('n genotvolle, ontspannende lewe)	-13
SALVATION/eVERLOSSING (saved, eternal life)/e(tot bekering kom, ewige lewe)	-14
SELF-RESPECT/eSELFRESPEK (self-esteem)/e(selfingenomendheid)	-15
SOCIAL RECOGNITION/eSOSIALE ERKENNING (respect, admiration)/e(respek, bewondering van andere)	-16
TRUE FRIENDSHIP/eWARE VRIENDSKAP (close companionship)/e(hegte kameraadskap)	-17
WISDOM/eWYSHEID (a mature understanding of life)/e('n volwasse begrip van die lewe)	-18

Q.6e/eV.6e IDEAL B/eIDEAAL B (16)	
AMBITIOUS/eAMBISIEUS (hard-working, aspiring)/e(hardwerkend, vooruitstrewend)	-01
BROADMINDED/eONBEKROMPENHEID (open-minded)/e(nie kleingeestig nie)	-02
CAPABLE/eBEKWAAMHEID (competent, effective)/e(kundigheid, doeltreffendheid)	-03
CHEERFUL/eOPGERUIMD (lighthearted, joyful)/e(vrolik, blymoedig, opgewek)	-04
CLEAN/eNETHEID (neat, tidy)/e(skoon, sindelik, ordelik)	-05
COURAGEOUS/eDAPPERHEID (standing up for your beliefs)/e(die moed van 'n mens se oortuiging)	-06
FORGIVING/eVERGEEWENSGESIND (willing to pardon others)/e(die gewilligheid om andere te vergewe)	-07
HELPFUL/eHULPVAARDIGHEID (working for the welfare of others)/e(om na die welsyn van andere om te sien)	-08
HONEST/eEERLIKHEID (sincere, truthful)/e(waarheid,omregtheid)	-09
IMAGINATIVE/eVERBEELDINGRYK (daring, creative)/e(durf, waagmoed, kreatief)	-10
INDEPENDENT/eONAFHANKLIKHEID (self-reliant, self-sufficient)/e(selfvertroue, selfversorgend)	-11
INTELLECTUAL/eINTELLEKTUEEL (intelligent, reflective)/e(intelligent, denkend)	-12
LOGICAL/eLOGIES (consistent, rational)/e(konstandheid, rasioneel)	-13
LOVING/eLIEFDEVOL (affectionate, tender)/e(beminlik, toegenee, liefhebend)	-14
OBEDIENT/eGEHOORSAAM (dutiful, respectful)/e(pligsgetrou, eerbiedig)	-15
POLITE/eHOFLIKHEID (courteous, well-mannered)/e(beleef, beskaafde maniere)	-16
RESPONSIBLE/eVERANTWOORDELIKHEID (dependable, reliable)/e(betroubaarheid, vertroubaarheid)	-17
SELF-CONTROLLED/eSELFBEHEERSING (restrained, self-disciplined)/e(in toom hou, selfdissipline)	-18

	BANKS	•	BANKE
7a.	Here are the names of some well-known banks. SHOW CARD 8. 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.	•7a	Hier is die name van 'n paar bekende banke. TOON KAART 8. 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.	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.	o7b	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.	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.	•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.	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.	•7d	Almal kan daardie ideale bank visualiseer waar almal 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.	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.	•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

(17)

Q.7a/•v.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 VALUE A/#WAARDE A (18)		Q.7c/V.7c VALUE B/#WAARDE B (19)	
A COMFORTABLE LIFE/#'n GERIEFLIKE LEWE (a prosperous life)/#('n voorspoedige lewe)	-01	AMBITIOUS/#AMBISIEUS (hard-working, aspiring)/#(hardwerkend, vooruitstrewend)	-
AN EXCITING LIFE/#'n OPWINDENDE LEWE (a stimulating, active life)/#('n opwekkende, aktiewe lewe)	-02	BROADMINDED/#ONBEKROMPENHEID (open-minded)/#(nie kleingeestig nie)	-
A SENSE OF ACCOMPLISHMENT/#'n GEVOEL VAN VERVULLING (lasting contribution)/#('n blywende bydrae om te lewer)	-03	CAPABLE/#BEKWAAMHEID (competent, effective)/#(kundigheid, doeltreffenheid)	-
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)	-
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, sindelik, ordelik)	-
EQUALITY/#GELYKHEID (brotherhood, equal opportunity for all)/#(broederskap en gelyke geleenthede vir almal)	-06	COURAGEOUS/#DAPPERHEID (standing up for your beliefs)/#(die moed van 'n mens se oortuiging)	-
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)	-
FREEDOM/#VRYHEID (independence, free choice)/#(onafhanklikheid, vrye keuse)	-1	HELPFUL/#HULPVAARDIGHEID (working for the welfare of others)/#(om na die welsyn van andere om te sien)	-
HAPPINESS/#GELUKSALIGHEID (contentedness)/#(tevredenheid, voldaanheid)	-09	HONEST/#EERLIKHEID (sincere, truthful)/#(waarheid,omregtheid)	-
INNER HARMONY/#INNERLIKE EENSGESINDHEID (freedom from inner conflict)/#(vry van innerlike konflik)	-10	IMAGINATIVE/#VERBEELDINGRYK (daring, creative)/#(durf, waagmoed, kreatief)	-
MATURE LOVE/#VOLWASSE LIEFDE (sexual and spiritual intimacy)/#(seksuele en geestelike intiemheid)	-11	INDEPENDENT/#ONAFHANKLIKHEID (self-reliant, self-sufficient)/#(selfvertroue, selfversorgend)	-
NATIONAL SECURITY/#NASIONALE SEKURITEIT (protection from attack)/#(beskerming teen aanvalle)	-12	INTELLECTUAL/#INTELLEKTUEEL (intelligent, reflective)/#(intelligent, denkend)	-
PLEASURE/#PLESIER (an enjoyable, leisurely life)/#('n genotvolle, ontspannende lewe)	-13	LOGICAL/#LOGIES (consistent, rational)/#(konstandheid, rasioneel)	-
SALVATION/#VERLOSSING (saved, eternal life)/#(tot bekering kom, ewige lewe)	-14	LOVING/#LIEFDEVOL (affectionate, tender)/#(beminlik, toegenee, liefhebbend)	-
SELF-RESPECT/#SELFRESPEK (self-esteem)/#(Selfingenomandheid)	-15	OBEDIENT/#GEHOORSAAM (dutiful, respectful)/#(pligsgetrou, eerbiedig)	-
SOCIAL RECOGNITION/#SOSIALE ERKENNING (respect, admiration)/#(respek, bewondering van andere)	-16	POLITE/#HOFLIKHEID (courteous, well-mannered)/#(beleef, beskaafde maniere)	-
TRUE FRIENDSHIP/#WARE VRIENDSKAP (close companionship)/#(hegte kameraadskap)	-17	RESPONSIBLE/#VERANTWOORDELIKHEID (dependable, reliable)/#(betroubaarheid, vertroubaarheid)	-
WISDOM/#WYSHEID (a mature understanding of life)/#('n volwasse begrip van die lewe)	-18	SELF-CONTROLLED/#SELFBEHEERSING (restrained, self-disciplined)/#(in toom hou, selfdissipline)	-

Q.7d/●V.7d IDEAL A/●IDEAAL A (20)	Q.7e/●V.7e IDEAL B/●IDEAAL B (21)
A COMFORTABLE LIFE/●'n GERIEFLIKE 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, doeltreffenheid) -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, sindelik, ordelik) -0
EQUALITY/●GELYKHEID (brotherhood, equal opportunity for all)/●(broederskap en gelyke geleenthede vir almal) -06	COURAGEOUS/●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)/●(tevredenheid, voldaanheid) -09	HONEST/●EERLIKHEID (sincere, truthful)/●(waarheid,omregtheid) -0
INNER HARMONY/●INNERLIKE EENSGESINDHEID (freedom from inner conflict)/●(vry van innerlike konflik) -10	IMAGINATIVE/●VERBEELDINGRYK (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/●VERLOSSING (saved, eternal life)/●(tot bekering kom, ewige lewe) -14	LOVING/●LIEFDEVOL (affectionate, tender)/●(beminlik, toegange, liefhebbend)-1
SELF-RESPECT/●SELFRESPEK (self-esteem)/●(selfingenomendheid) -15	OBEDIENT/●GEHOORSAAM (dutiful, respectful)/●(pligsgetrou, eerbiedig) -1
SOCIAL RECOGNITION/●SOSIALE ERKENNING (respect, admiration)/●(respek, bewondering van andere) -16	POLITE/●HOFLIKHEID (courteous, well-mannered)/●(beleef, 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/●SELFBEHERSING (restrained, self-disciplined)/●(in toom hou, selfdissipline) -1

BUILDING SOCIETIES

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.

* BOUVERENIGINGS

*8a Hier is die name van 'n paar bekende bouvereniginge. 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, waater waarde van LYS B stem ooreen met u ideale bouver-eniging? ENKELE ANTWOORD. NOTEER OP BLADSY 13 ONDER V.8e

22

Q.8e/*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
	SAAMBOU	-5
	UBS (UNITED BUILDING SOCIETY)/*(BOUVEREENIGING)	-6

Q.8b/*V.8b VALUE A/*WAARDE A (23)		Q.8c/*V.8c VALUE B/*WAARDE B (24)	
A COMFORTABLE LIFE/*'n GERIEFLIKE LEWE (a prosperous life)/*('n voorspoedige lewe)	-01	AMBITIOUS/*AMBISIEUS (hard-working, aspiring)/*(hardwerkend, vooruitstrewend)	-
AN EXCITING LIFE/*'n OPWINDENDE LEWE (a stimulating, active life)/*('n opwekkende, aktiewe lewe)	-02	BROADMINDED/*ONBEKROMPENHEID (open-minded)/*(nie kleingeestig nie)	-
A SENSE OF ACCOMPLISHMENT/*'n GEVOEL VAN VERVULLING (lasting contribution)/*('n blywende bydrae om te lewer)	-03	CAPABLE/*BEKWAAMHEID (competent, effective)/*(kundigheid, doeltreffenheid)	-
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)	-
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, sindelik, ordelik)	-
EQUALITY/*GELYKHEID (brotherhood, equal opportunity for all)/*(broederskap en gelyke geleenthede vir almal)	-06	COURAGEOUS/*DAPPERHEID (standing up for your beliefs)/*(die moed van 'n mens se oortuiging)	-
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)	-
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)	-
HAPPINESS/*GELUKSALIGHEID (contentedness)/*(tevredenheid, voldaanheid)	-09	HONEST/*EERLIKHEID (sincere, truthful)/*(waarheid,omregtheid)	-
INNER HARMONY/*INNERLIKE EENSGESINDHEID (freedom from inner conflict)/*(vry van innerlike konflik)	-10	IMAGINATIVE/*VERBEELDINGRYK (daring, creative)/*(durf, waagmoed, kreatief)	-
MATURE LOVE/*VOLWASSE LIEFDE (sexual and spiritual intimacy)/*(seksuele en geestelike intiemheid)	-11	INDEPENDENT/*ONAFHANKLIKHEID (self-reliant, self-sufficient)/*(selfvertroue, selfversorgend)	-
NATIONAL SECURITY/*NASIONALE SEKURITEIT (protection from attack)/*(beskerming teen aanvalle)	-12	INTELLECTUAL/*INTELLEKTUEEL (intelligent, reflective)/*(intelligent, denkend)	-
PLEASURE/*PLESIER (an enjoyable, leisurely life)/*('n genotvolle, ontspannende lewe)	-13	LOGICAL/*LOGIES (consistent, rational)/*(konstandheid, rasioneel)	-
SALVATION/*VERLOSSING (saved, eternal life)/*(tot bekering kom, ewige lewe)	-14	LOVING/*LIEFDEVOL (affectionate, tender)/*(beminlik, toegenee, liefhebbend)	-
SELF-RESPECT/*SELFRESPEK (self-esteem)/*(selfingenomenheid)	-15	OBEDIENT/*GEHOORSAAM (dutiful, respectful)/*(pligsgetrou, eerbiedig)	-
SOCIAL RECOGNITION/*SOSIALE ERKENNING (respect, admiration)/*(respek, bewondering van andere)	-16	POLITE/*HOFLIKHEID (courteous, well-mannered)/*(beleef, beskaafde maniere)	-
TRUE FRIENDSHIP/*WARE VRIENDSKAP (close companionship)/*(hegte kameraadskap)	-17	RESPONSIBLE/*VERANTWOORDELIKHEID (dependable, reliable)/*(betroubaarheid, vertroubaarheid)	-
WISDOM/*WYSHEID (a mature understanding of life)/*('n volwasse begrip van die lewe)	-18	SELF-CONTROLLED/*SELFBEHEERSING (restrained, self-disciplined)/*(in toom hou, selfdissipline)	-

Q.8d/V.8d IDEAL A/*IDEAAL A (25)	Q8.e/*V.8e IDEAL B/*IDEAAL B (26)
A COMFORTABLE LIFE/*'n GERIEFLIKE 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/*ONPEKROMPENHEID (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, sindelik, ordelik) -0
EQUALITY/*GELYKHEID (brotherhood, equal opportunity for all)/*(broederskap en gelyke geleenthede vir almal) -06	COURAGEOUS/*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)/*(onafhankelikheid, vrye keuse) -08	HELPFUL/*HULPVAARDIGHEID (working for the welfare of others)/*(om na die welsyn van andere om te sien) -0
HAPPINESS/*GELUKSALIGHEID (contentedness)/*(tevredenheid, voldaanheid) -09	HONEST/*EERLIKHEID (sincere, truthful)/*(waarheid,omregtheid) -0
INNER HARMONY/*INNERLIKE EENSGESINDHEID (freedom from inner conflict)/*(vry van innerlike konflik) -10	IMAGINATIVE/*VERBEELDINGRYK (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) -
PLEASURE/*PLESIER (an enjoyable, leisurely life)/*('n genotvolle, ontspannende lewe) -13	LOGICAL/*LOGIES (consistent, rational)/*(konstandheid, rasioneel) -
SALVATION/*VERLOSSING (saved, eternal life)/*(tot bekering kom, ewige lewe) -14	LOVING/*LIEFDEVOL (affectionate, tender)/*(beminlik, toegenee, liefhebbend)-
SELF-RESPECT/*SELFRESPEK (self-esteem)/*(selfingenomendheid) -15	OBEDIENT/*GEHOORSAAM (dutiful, respectful)/*(pligsgetrou, eerbiedig) -
SOCIAL RECOGNITION/*SOSIALE ERKENNING (respect, admiration)/*(respek, bewondering van andere) -16	POLITE/*HOFLIKHEID (courteous, well-mannered)/*(beleef, beskaafde maniere) -
TRUE FRIENDSHIP/*WARE VRIENDSKAP (close companionship)/*(hegte kameraadskap) -17	RESPONSIBLE/*VERANTWOORDELIKHEID (dependable, reliable)/*(betroubaarheid, vertroubaarheid)-
WISDOM/*WYSHEID (a mature understanding of life)/*('n volwasse begrip van die lewe) -18	SELF-CONTROLLED/*SELFBEHEERSING (restrained, self-disciplined)/*(in toom hou, selfdissipline) -

PETROL BRANDS

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.

PETROLHANDELSMERKE

•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)/•V.9a(i) MOST OFTEN /•MEES DIKWELS	(28) Q.9a(ii)/•V.9a(ii) MOST LIKELY /•MEES WAARSKYNLIK
BP	-1	-1
CALTEX	-2	-2
MOBIL	-3	-3
SASOL	-4	-4
SHELL	-5	-5
TREK	-6	-6
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 GERIEFLIKE LEWE (a prosperous life)/*('n voorspoedige lewe)	-01	AMBITIOUS/*AMBISIEUS (hard-working, aspiring)/*(hardwerkend, vooruitstrewend)	-
AN EXCITING LIFE/*'n OPWINDENDE LEWE (a stimulating, active life)/*('n opwekkende, aktiewe lewe)	-02	BROADMINDED/*ONBEKROMPENHEID (open-minded)/*(nie kleingeestig nie)	-
A SENSE OF ACCOMPLISHMENT/*'n GEVOEL VAN VERVULLING (lasting contribution)/*('n blywende bydrae om te lewer)	-03	CAPABLE/*BEKWAAMHEID (competent, effective)/*(kundigheid, doeltreffenheid)	-
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)	-
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, sindelik, ordelik)	-
EQUALITY/*GELYKHEID (brotherhood, equal opportunity for all)/*(broederskap en gelyke geleenthede vir almal)	-06	COURAGEOUS/*DAPPERHEID (standing up for your beliefs)/*(die moed van 'n mens se oortuiging)	-
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)	-
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)	-
HAPPINESS/*GELUKSALIGHEID (contentedness)/*(tevredenheid, voldaanheid)	-09	HONEST/*EERLIKHEID (sincere, truthful)/*(waarheid,omregtheid)	-
INNER HARMONY/*INNERLIKE EENSGESINDHEID (freedom from inner conflict)/*(vry van innerlike konflik)	-10	IMAGINATIVE/*VERBEELDINGRYK (daring, creative)/*(durf, waagmoed, kreatief)	-
MATURE LOVE/*VOLWASSE LIEFDE (sexual and spiritual intimacy)/*(seksuele en geestelike intiemheid)	-11	INDEPENDENT/*ONAFHANKLIKHEID (self-reliant, self-sufficient)/*(selfvertroue, selfversorgend)	-
NATIONAL SECURITY/*NASIONALE SEKURITEIT (protection from attack)/*(beskerming teen aanvalle)	-12	INTELLECTUAL/*INTELLEKTUEEL (intelligent, reflective)/*(intelligent, denkend.	-
PLEASURE/*PLESIER (an enjoyable, leisurely life)/*('n genotvolle, ontspannende lewe)	-13	LOGICAL/*LOGIES (consistent, rational)/*(konstandheid, rasioneel)	-
SALVATION/*VERLOSSING (saved, eternal life)/*(tot bekering kom, ewige lewe)	-14	LOVING/*LIEFDEVOL (affectionate, tender)/*(beminlik, toegenee, liefhebbend)	-
SELF-RESPECT/*SELFRESPEK (self-esteem)/*(selfingenomendheid)	-15	OBEDIENT/*GEHOORSAAM (dutiful, respectful)/*(pligsge[illegible]eerbiedig)	-
SOCIAL RECOGNITION/*SOSIALE ERKENNING (respect, admiration)/*(respek, bewondering van andere)	-16	POLITE/*HOFLIKHEID (courteous, well-mannered)/*(beleef, beskaafde maniere)	-
TRUE FRIENDSHIP/*WARE VRIENDSKAP (close companionship)/*(hegte kameraadskap)	-17	RESPONSIBLE/*VERANTWOORDELIKHEID (dependable, reliable)/*(betroubaarheid, vertroubaarheid)	-
WISDOM/*WYSHEID (a mature understanding of life)/*('n volwasse begrip van die lewe)	-18	SELF-CONTROLLED/*SELFBEHEERSING (restrained, self-disciplined)/*(in toom hou, selfdissipline)	-

Q.9d/•V.9d IDEAL A/•IDEAAL A (31)		Q.9e/•Q.9e IDEAL B/•IDEAAL B (32)	
A COMFORTABLE LIFE/•'n GERIEFLIKE LEWE (a prosperous life)/•('n voorspoedige lewe)	-01	AMBITIOUS/•AMBISIEUS (hard-working, aspiring)/•(hardwerkend, voortstrewend)	-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, doeltreffenheid)	-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, sindelik, ordelik)	-0
EQUALITY/•GELYKHEID (brotherhood, equal opportunity for all)/•(broederskap en gelyke geleenthede vir almal)	-06	COURAGEOUS/•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)/•(onafhankelikheid, vrye keuse)	-08	HELPFUL/•HULPVAARDIGHEID (working for the welfare of others)/•(om na die welsyn van andere om te sien)	-0
HAPPINESS/•GELUKSALIGHEID (contentedness)/•(tevredenheid, voldaanheid)	-09	HONEST/•EERLIKHEID (sincere, truthful)/•(waarheid,omragtheid)	-0
INNER HARMONY/•INNERLIKE GEMSGESINDHEID (freedom from inner conflict)/•(vry van innerlike konflik)	-10	IMAGINATIVE/•VERBEELDINGRYK (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/•VERLOSSING (saved, eternal life)/•(tot bekering kom, ewige lewe)	-14	LOVING/•LIEFDEVOL (affectionate, tender)/•(beminlik, toegenee, liefhebbend)	-1
SELF-RESPECT/•SELFRESPEK (self-esteem)/•(selfingenomendheid)	-15	OBEDIENT/•GEHOORSAAM (dutiful, respectful)/•(pligsgetrou, eerbiedig)	-1
SOCIAL RECOGNITION/•SOSIALE ERKENNING (respect, admiration)/•(respek, bewondering van andere)	-16	POLITE/•HOFLIKHEID (courteous, well-mannered)/•(beleef, 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/•SELFBEHEERSING (restrained, self-disciplined)/•(in toom hou, selfdissipline)	-1

DEODORANTS

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(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)

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.

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

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 not? SINGLE MENTION. RECORD ON PAGE 19 UNDER Q.10d. *CIRCLE THE RELEVANT IDEAL.

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.

REUKWEERHIDDELS

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

*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 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 19 ONDER V.10d

*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)/*V10a(i) MOST OFTEN /*MEES DIKWELS (33)	Q10.a(ii)/*V.10a(ii) MOST LIKELY /*MEES WAARSKYNLIK (34)
AEROSOLS/*AEROSOL :		
BODY MIST	-01	-01
CHASE	-02	-02
EGO	-03	-03
IMPULSE	-04	-04
MUM FOR [illegible]	-05	-05
MUM 2 [illegible]	-06	-06
MUM FOR WOMEN	-07	-07
PEARS	-08	-08
SHIELD FOR SPORTSMEN	-09	-09
SHIELD FOR WOMEN	-10	-10
SIXTH SENSE	-11	-11
STORM	-12	-12
ROLL ONS/*AANROL :		
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	

Q.10b/*V.10B VALUE A/*WAARDE A (35)		Q.10c/*Q.10c VALUE B/*WAARDE B (36)	
A COMFORTABLE LIFE/*'n GERIEFLIKE LEWE (a prosperous life)/*('n voorspoedige lewe)	-01	AMBITIOUS/*AMBISIEUS (hard-working, aspiring)/*(hardwerkend, voortstrewend)	-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, doeltreffenheid)	-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, sindelik, ordelik)	-0
EQUALITY/*GELYKHEID (brotherhood, equal opportunity for all)/*(broederskap en gelyke geleenthede vir almal)	-06	COURAGEOUS/*OPPERHEID (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)/*(onafhank-likheid, vrye keuse)	-08	HELPFUL/*HULPVAARDIGHEID (working for the welfare of others)/*(om na die welsyn van andere om te sien)	-0
HAPPINESS/*GELUKSALIGHEID (contentedness)/*(tevredenheid, voldaanheid)	-09	HONEST/*EERLIKHEID (sincere, truthful)/*(waarheid,omregtheid)	-0
INNER HARMONY/*INNERLIKE EENSGESINDHEID (freedom from inner conflict)/*(vry van innerlike konflik)	-10	IMAGINATIVE/*VERBEELDINGRYK (daring, creative)/*(durf, waagmoed, kreatief)	-·
MATURE LOVE/*VOLWASSE LIEFDE (sexual and spiritual intimacy)/*(seksuele en geestelike intiemheid)	-11	INDEPENDENT/*ONAFHANKLIKHEID (self-reliant, self-sufficient)/*(selfvertroue, selfverseorgend)	-·
NATIONAL SECURITY/*NASIONALE SEKURITEIT (protection from attack)/*(beskerming teen aanvalle)	-12	INTELLECTUAL/*INTELLEKTUEEL (intelligent, reflective)/*(intelligent, denkend)	-·
PLEASURE/*PLESIER (an enjoyable, leisurely life)/*('n genotvolle, ontspannende lewe)	-13	LOGICAL/*LOGIES (consistent, rational)/*(konstandheid, rasioneel)	-·
SALVATION/*VERLOSSING (saved, eternal life)/*(tot bekering kom, ewige lewe)	-14	LOVING/*LIEFDEVOL (affectionate, tender)/*(beminlik, toegenae, liefhebbend)	-·
SELF-RESPECT/*SELFRESPEK (self-esteem)/*(selfingenomendheid)	-15	OBEDIENT/*GEHOORSAAM (dutiful, respectful)/*(pligsgetrou, eerbiedig)	-·
SOCIAL RECOGNITION/*SOSIALE ERKENNING (respect, admiration)/*(respek, bewondering van andere)	-16	POLITE/*HOFLIKHEID (courteous, well-mannered)/*(beleef, beskaafde maniere)	-
TRUE FRIENDSHIP/*WARE VRIENDSKAP (close companionship)/*(hegte kameraadskap)	-17	RESPONSIBLE/*VERANTWOORDELIKHEID (dependable, reliable)/*(betroubaarheid, vertroubaarheid)	-·
WISDOM/*WYSHEID (a mature understanding of life)/*('n volwasse begrip van die lewe)	-18	SELF-CONTROLLED/*SELFBEHEERSING (restrained, self-disciplined)/*(in toom hou, selfdissipline)	-

Q.10d/eV.10d
IDEAL A/eIDEAAL A (37)

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

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

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

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

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

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

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

FREEDOM/eVRYHEID
(independence, free choice)/e(onafhanklikheid, vrye keuse) -08

HAPPINESS/eGELUKSALIGHEID
(contentedness)/e(tevredenheid, voldaanheid) -09

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

MATURE LOVE/eVOLWASSE LIEFDE
(sexual and spiritual intimacy)/e(seksuele en geestelike intiemheid) -11

NATIONAL SECURITY/eNASIONALE SEKURITEIT
(protection from attack)/e(beskerming teen aanvalle) -12

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

SALVATION/eVERLOSSING
(saved, eternal life)/e(tot bekering kom, ewige lewe) -14

SELF-RESPECT/eSELFRESPEK
(self-esteem)/e(selfingenomenheid) -15

SOCIAL RECOGNITION/eSOSIALE ERKENNING
(respect, admiration)/e(respek, bewondering van andere) -16

TRUE FRIENDSHIP/eWARE VRIENDSKAP
(close companionship)/e(hegte kameraadskap) -17

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

Q.10e/eV.10e
IDEAL B/eIDEAAL B (38)

AMBITIOUS/eAMBISIEUS
(hard-working, aspiring)/e(hardwerkend, vooruitstrewend) -c

BROADMINDED/eONBEKROMPENHEID
(open-minded)/e(nie kleingeestig nie) -c

CAPABLE/eBEKWAAMHEID
(competent, effective)/e(kundigheid, doeltreffendheid) -c

CHEERFUL/eOPGERUIMD
(lighthearted, joyful)/e(vrolik, blymoedig, opgewek) -c

CLEAN/eNETHEID
(neat, tidy)/e(skoon, sindelik, ordelik) -c

COURAGEOUS/eDAPPERHEID
(standing up for your beliefs)/e(die moed van 'n mens se oortuiging) -c

FORGIVING/eVERGEEWENSGESIND
(willing to pardon others)/e(die gewilligheid om andere te vergewe) -c

HELPFUL/eHULPVAARDIGHEID
(working for the welfare of others)/e(om na die welsyn van andere om te sien) -c

HONEST/eEERLIKHEID
(sincere, truthful)/e(waarheid, omregtheid) -c

IMAGINATIVE/eVERBEELDINGRYK
(daring, creative)/e(durf, waagmoed, kreatief) -i

INDEPENDENT/eONAFHANKLIKHEID
(self-reliant, self-sufficient)/e(selfvertroue, selfversorgend) -i

INTELLECTUAL/eINTELLEKTUEEL
(intelligent, reflective)/e(intelligent, denkend) -i

LOGICAL/eLOGIES
(consistent, rational)/e(konstandheid, rasioneel) -i

LOVING/eLIEFDEVOL
(affectionate, tender)/e(beminlik, toegenee, liefhebbend) -i

OBEDIENT/eGEHOORSAAM
(dutiful, respectful)/e(pligsgetrou, eerbiedig) -i

POLITE/eHOFLIKHEID
(courteous, well-mannered)/e(beleef, beskaafde maniere) -i

RESPONSIBLE/eVERANTWOORDELIKHEID
(dependable, reliable)/e(betroubaarheid, vertroubaarheid) -i

SELF-CONTROLLED/eSELFBEHEERSING
(restrained, self-disciplined)/e(in toom hou, selfdissipline) -i

FOOD STORES

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(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)

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.

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.

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.

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.

• KRUIDENIERSWARE WINKELS

•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 SY V.11a(i)

•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 SY V.11a(ii).

•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 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 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 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) MOST OFTEN /•MEES DIKWELS (31)	Q.11a(ii)/•V.11a(ii MOST LIKELY /•MEES WAARSKYNLIK (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 /•NABYE KAFEE OF SWART DORPSGEBIED - WINKEL	-11	-11
NONE/•GEEN	-12	

Q.11b/*V.11b VALUE A/*WAARDE A		Q.11c/V.11c VALUE B/*WAARDE B	
	(41)		(42)
A COMFORTABLE LIFE/*'n GERIEFLIKE LEWE (a prosperous life)/*('n voorspoedige lewe)	-01	AMBITIOUS/*AMBISIEUS (hard-working, aspiring)/*(hardwerkend, vooruitstrewend)	-
AN EXCITING LIFE/*'n OPWINDENDE LEWE (a stimulating, active life)/*('n opwekkende, aktiewe lewe)	-02	BROADMINDED/*ONBEKROMPENHEID (open-minded)/*(nie kleingeestig nie)	-
A SENSE OF ACCOMPLISHMENT/*'n GEVOEL VAN VERVULLING (lasting contribution)/*('n blywende bydrae om te lewer)	-03	CAPABLE/*BEKWAAMHEID (competent, effective)/.(bundigheid, doeltreffenheid)	-
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)	-
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, sindelik, ordelik)	-
EQUALITY/*GELYKHEID (brotherhood, equal opportunity for all) /*(broederskap en gelyke geleenthede vir almal)	-06	COURAGEOUS/*OPPERHEID (standing up for your beliefs)/*(die moed van 'n mens se oortuiging)	-
FAMILY SECURITY/*GESIN SEKURITEIT (taking care of loved ones)/*(ontferming oor geliefdes)	-07	FORGIVING/*VERGEEWE'NSGESIND (willing to pardon others)/*(die gewilligheid om andere te vergewe)	-
FREEDOM/*VRYHEID (independence, free choice)/*(onafhank-likheid, vrye keuse)	-08	HELPFUL/*HULPVAARDIGHEID (working for the welfare of others)/*(om na die welsyn van andere om te sien)	-
HAPPINESS/*GELUKSALIGHEID (contentedness)/*(tevredenheid, voldaanheid)	-09	HONEST/*EERLIKHEID (sincere, truthful)/*(waarheid,omregtheid)	-
INNER HARMONY/*INNERLIKE EENSGESINDHEID (freedom from inner conflict)/*(vry van innerlike konflik)	-10	IMAGINATIVE/*VERBEELDINGRYK (daring, creative)/*(durf, waagmoed, kreatief)	-
MATURE LOVE/*VOLWASSE LIEFDE (sexual and spiritual intimacy)/*(seksuele en geestelike intiemheid)	-11	INDEPENDENT/*ONAFHANKLIKHEID (self-reliant, self-sufficient)/*(selfvertroue, selfversorgend)	-
NATIONAL SECURITY/*NASIONALE SEKURITEIT (protection from attack)/*(beskerming teen aanvalle)	-12	INTELLECTUAL/*INTELLEKTUEEL (intelligent, reflective)/*(intelligent. denkend)	-
PLEASURE/*PLESIER (an enjoyable, leisurely life)/*('n genotvolle, ontspannende lewe)	-13	LOGICAL/*LOGIES (consistent, rational)/*(konstandheid, rasioneel)	-
SALVATION/*VERLOSSING (saved, eternal life)/*(tot bekering kom, ewige lewe)	-14	LOVING/*LIEFDEVOL (affectionate, tender)/*(beminlik, toegenee, liefhebbend)	-
SELF-RESPECT/*SELFRESPEK (self-esteem)/*(selfingenome..id)	-15	OBEDIENT/*GEHOORSAAM (dutiful, respectful)/*(pligsgetrou, eerbiedig)	-
SOCIAL RECOGNITION/*SOSIALE ERKENNING (respect, admiration)/*(respek, bewondering van andere)	-16	POLITE/*HOFLIKHEID (courteous, well-mannered)/*(beleef, beskaafde maniere)	-
TRUE FRIENDSHIP/*WARE VRIENDSKAP (close companionship)/*(hegte kameraadskap)	-17	RESPONSIBLE/*VERANTWOORDELIKHEID (dependable, reliable)/*(betroubaarheid, vertroubaarheid)	-
WISDOM/*WYSHEID (a mature understanding of life)/*('n volwasse begrip van die lewe)	-18	SELF-CONTROLLED/*SELFBEHEERSING (restrained, self-disciplined)/*(in toom hou, selfdissiplina)	-

Q.11d/*V.11d IDEAL A/*IDEAAL A (43)	Q.11e/*Q.11e VALUE B/*IDEAAL B (44)
A COMFORTABLE LIFE/*'n GERIEFLIKE LEWE (a prosperous life)/*('n voorspoedige lewe) -01	AMBITIOUS/*AMBISIEUS (hard-working, aspiring)/*(hardwerkend, vooruitstrewend) -(
AN EXCITING LIFE/*'n OPWINDENDE LEWE (a stimulating, active life)/*('n opwekkende, aktiewe lewe) -02	BROADMINDED/*ONBEKROMPENHEID (open-mindedness)/*(nie kleingeestig nie) -(
A SENSE OF ACCOMPLISHMENT/*'n GEVOEL VAN VERVULLING (lasting contribution)/*('n blywende bydrae om te lewer) -03	CAPABLE/*BEKWAAMHEID (competent, effective)/*(kundigheid, doeltreffenheid) -(
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) -(
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, sindelik, ordelik) -(
EQUALITY/*GELYKHEID (brotherhood, equal opportunity for all)/*(broederskap en gelyke geleenthede vir almal) -06	COURAGEOUS/*DAPPERHEID (standing up for your beliefs)/*(die moed van 'n mens se oortuiging) -(
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) -(
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) -(
HAPPINESS/*GELUKSALIGHEID (contentedness)/*(tevredenheid, voldaanheid) -09	HONEST/*EERLIKHEID (sincere, truthful)/*(waarheid,omregtheid) -(
INNER HARMONY/*INNERLIKE EENSGESINDHEID (freedom from inner conflict)/*(vry van innerlike konflik) -10	IMAGINATIVE/*VERBEELDINGRYK (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/*VERLOSSING (saved, eternal life)/*(tot bekering kom, ewige lewe) -14	LOVING/*LIEFDEVOL (affectionate, tender)/*(beminlik, toegenee, liefhebbend) -1
SELF-RESPECT/*SELFRESPEK (self-esteem)/*(selfingenomendheid) -15	OBEDIENT/*GEHOORSAAM (dutiful, respectful)/*(pligsgetrou, eerbiedig) -1
SOCIAL RECOGNITION/*SOSIALE ERKENNING (respect, admiration)/*(respek, bewondering van andere) -16	POLITE/*HOFLIKHEID (courteous, well-mannered)/*(beleef, beskaafde maniere) -1
TRUE FRIENDSHIP/*WARE VRIENDSKAP (close companionship)/*(hegte kameraadskap) -17	RESPONSIBLE/*VERANTWOORDELIKHEID (dependable, r-'nable)/*(betroubaarheid, vertroubaarheid) -1
WISDOM/*WYSHEID (a mature understanding of life)/*('n volwasse begrip van die lewe) -18	SELF-CONTROLLED/*SELFBEHEERSING (restrained, self-disciplined)/*(in toom hou, selfdissipline) -1

MOTOR CARS

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.

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.

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.

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.

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.

(45)

Q.12a/*V.12a		
	AUDI	-01
	BMW	-02
	FORD	-03
	HONDA	-04
	MAZDA	-05
	MERCEDES	-06
	NISSAN	-07
	OPEL	-08
	TOYOTA	-09
	VOLKSWAGEN	-10

MOTORS

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

*12b 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 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 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 idaale motor, of die mo bestaan of nie? ENKELE ANTWOORD. NOTEER OP BLA 25 ONDER V.12d

*12e 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.12b/*V.12b VALUE A/*WAARDE A (46)		Q.12c/*Q.12c VALUE B/*WAARDE B (47)	
A COMFORTABLE LIFE/*'n GERIEFLIKE LEWE (a prosperous life)/*('n voorspoedige lewe)	-01	AMBITIOUS/*AMBISIEUS (hard-working, aspiring)/*(hardwerkend, vooruitstrewend)	-
AN EXCITING LIFE/*'n OPWINDENDE LEWE (a stimulating, active life)/*('n opwekkende, aktiewe lewe)	-02	BROADMINDED/*ONBEKROMPENHEID (open-minded)/*(nie kleingeestig nie)	-
A SENSE OF ACCOMPLISHMENT/*'n GEVOEL VAN VERVULLING (lasting contribution)/*('n blywende bydrae om te lewer)	-03	CAPABLE/*BEKWAAMHEID (competent, effective)/*(kundigheid, doeltreffenheid)	-
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)	-
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, sindelik, ordelik)	-
EQUALITY/*GELYKHEID (brotherhood, equal opportunity for all)/*(Broederskap en gelyke geleenthede vir almal)	-06	COURAGEOUS/*DAPPERHEID (standing up for your beliefs)/*(die moed van 'n mens se oortuiging)	-
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)	-
FREEDOM/*VRYHEID (independence, free choice)/*(onafhank-likheid, vrye keuse)	-08	HELPFUL/*HULPVAARDIGHEID (working for the welfare of others)/*(om na die welsyn van andere om te sien)	-
HAPPINESS/*GELUKSALIGHEID (contentedness)/*(tevredenheid, voldaanheid)	-09	HONEST/*EERLIKHEID (sincere, truthful)/*(waarheid,omregtheid)	-
INNER HARMONY/*INNERLIKE EENSGESINDHEID (freedom from inner conflict)/*(vry van innerlike konflik)	-10	IMAGINATIVE/*VERBEELDINGRYK (daring, creative)/*(durf, waagmoed, kreatief)	-
MATURE LOVE/*VOLWASSE LIEFDE (sexual and spiritual intimacy)/*(seksuele en geestelike intiemheid)	-11	INDEPENDENT/*ONAFHANKLIKHEID (self-reliant, self-sufficient)/*(selfvertroue, selfversorgend)	-
NATIONAL SECURITY/*NASIONALE SEKURITEIT (protection from attack)/*(beskerming teen aanvalle)	-12	INTELLECTUAL/*INTELLEKTUEEL (intelligent, reflective)/*(intelligent, denkend)	-
PLEASURE/*PLESIER (an enjoyable, leisurely life)/*('n genotvolle, ontspannende lewe)	-13	LOGICAL/*LOGIES (consistent, rational)/*(konstandheid, rasioneel)	-
SALVATION/*VERLOSSING (saved, eternal life)/*(tot bekering kom, ewige lewe)	-14	LOVING/*LIEFDEVOL (affectionate, tender)/*(beminlik, toegenee, liefhebbend)	-
SELF-RESPECT/*SELFRESPEK (self-esteem)/*(selfingenomendheid)	-15	OBEDIENT/*GEHOORSAAM (dutiful, respectful)/*(pligsgetrou, eerbiedig)	-
SOCIAL RECOGNITION/*SOSIALE ERKENNING (respect, admiration)/*(respek, bewondering van andere)	-16	POLITE/*HOFLIKHEID (courteous, well-mannered)/*(beleef, beskaafde maniere)	-
TRUE FRIENDSHIP/*WARE VRIENDSKAP (close companionship)/*(hegte kameraadskap)	-17	RESPONSIBLE/*VERANTWOORDELIKHEID (dependable, reliable)/*(betroubaarheid, vertroubaarheid)	-
WISDOM/*WYSHEID (a mature understanding of life)/*('n volwasse begrip van die lewe)	-18	SELF-CONTROLLED/*SELFBEHEERSING (restrained, self-disciplined)/*(in toom hou, selfdissipline)	-

Q.12d/*V.12d IDEAL A/*IDEAALE A (48)		Q.12e/*Q.12e IDEAL B/*IDEAALE B (49)	
A COMFORTABLE LIFE/*'n GERIEFLIKE LEWE (a prosperous life)/*('n voorspoedige lewe)	-01	AMBITIOUS/*AMBISIEUS (hard-working, aspiring)/*(hardwerkend, vooruitstrewend)	-01
AN EXCITING LIFE/*'n OPWINDENDE LEWE (a stimulating, active life)/*('n opwekkende, aktiewe lewe)	-02	BROADMINDED/*ONBEKROMPENHEID (open-minded)/*(nie kleingeestig nie)	-02
A SENSE OF ACCOMPLISHMENT/*'n GEVOEL VAN VERVULLING (lasting contribution)/*('n blywende bydrae om te lewer)	-03	CAPABLE/*BEKWAAMHEID (competent, effective)/*(kundigheid, doeltreffenheid)	-03
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)	-04
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, sindelik, ordelik)	-05
EQUALITY/*GELYKHEID (brotherhood, equal opportunity for all)/*(broederskap en gelyke geleenthede vir almal)	-06	COURAGEOUS/*DAPPERHEID (standing up for your beliefs)/*(die moed van 'n mens se oortuiging)	-06
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)	-07
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)	-08
HAPPINESS/*GELUKSALIGHEID (contentedness)/*(tevredenheid, voldaanheid)	-09	HONEST/*EERLIKHEID (sincere, truthful)/*(waarheid,omregtheid)	-09
INNER HARMONY/*INNERLIKE EENSGESINDHEID (freedom from inner conflict)/*(vry van innerlike konflik)	-10	IMAGINATIVE/*VERBEELDINGRYK (daring, creative)/*(durf, waagmoed, kreatief)	-10
MATURE LOVE/*VOLWASSE LIEFDE (sexual and spiritual intimacy)/*(seksuele en geestelike intiemheid)	-11	INDEPENDENT/*ONAFHANKLIKHEID (self-reliant, self-sufficient)/*(selfvertroue, selfversorgend)	-11
NATIONAL SECURITY/*NASIONALE SEKURITEIT (protection from attack)/*(beskerming teen aanvalle)	-12	INTELLECTUAL/*INTELLEKTUEEL (intelligent, reflective)/*(intelligent, denkend)	-12
PLEASURE/*PLESIER (an enjoyable, leisurely life)/*('n genotvolle, ontspannende lewe)	-13	LOGICAL/*LOGIES (consistent, rational)/*(konstandheid, rasioneel)	-13
SALVATION/*VERLOSSING (saved, eternal life)/*(tot bekering kom, ewige lewe)	-14	LOVING/*LIEFDEVOL (affectionate, tender)/*(beminlik, toegenee, liefhebbend)	-14
SELF-RESPECT/*SELFRESPEK (self-esteem)/*(selfingenomendheid)	-15	OBEDIENT/*GEHOORSAAM (dutiful, respectful)/*(pligsgetrou, eerbiedig)	-15
SOCIAL RECOGNITION/*SOSIALE ERKENNING (respect, admiration)/*(respek, bewondering van andere)	-16	POLITE/*HOFLIKHEID (courteous, well-mannered)/*(beleef, beskaafde maniere)	-16
TRUE FRIENDSHIP/*WARE VRIENDSKAP (close companionship)/*(hegte kameraadskap)	-17	RESPONSIBLE/*VERANTWOORDELIKHEID (dependable, reliable)/*(betroubaarheid, vertroubaarheid)	-17
WISDOM/*WYSHEID (a mature understanding of life)/*('n volwasse begrip van die lewe)	-18	SELF-CONTROLLED/*SELFBEHEERSING (restrained, self-disciplined)/*(in toom hou, selfdissipline)	-18

CARBONATED SOFT DRINKS

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(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)

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.

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.

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.

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.

• BRUISKOELDRANKE

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

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

•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 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 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(i) MOST OFTEN /•MEES DIKWELS	(51) Q13.a(ii) MOST LIKELY /•MEES WAARSKYNLIK
COCA-COLA	-01	-01
DIET COKE	-02	-02
FANTA	-03	-03
KREST GINGER ALE	-04	-04
PEPSI	-05	-05
SCHWEPPES	-06	-06
SPARLETTA	-07	-07
SPRITE	-08	-08
STONEY GINGER BEER	-09	-09
TAB	-10	-10
NONE/•GEEN	-11	

Q.13/*V.13b VALUE A/*WAARDE A (52)		Q.13c/*Q.13c VALUE B/*WAARDE B (53)	
A COMFORTABLE LIFE/*'n GEMIEFLIKE LEWE (a prosperous life)/*('n voorspoedige lewe)	-01	AMBITIOUS/*AMBISIEUS (hard-working, aspiring)/*(hardwerkend, vooruitstrewend)	-
AN EXCITING LIFE/*'n OPWINDENDE LEWE (a stimulating, active life)/*('n opwekkende, aktiewe lewe)	-02	BROADMINDED/*ONBEKROMPENHEID (open-minded)/*(nie kleingeestig nie)	-
A SENSE OF ACCOMPLISHMENT/*'n GEVOEL VAN VERVULLING (lasting contribution)/*('n blywende bydrae om te lewer)	-03	CAPABLE/*BEKWAAMHEID (competent, effective)/*(kundigheid, doeltreffenheid)	-
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)	-
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, sindelik, ordelik)	-
EQUALITY/*GELYKHEID (brotherhood, equal opportunity for all)/*(broederskap en gelyke geleenthede vir almal)	-06	COURAGEOUS/*DAPPERHEID (standing up for yo[illegible] b[illegible]efs)/*(die moed van 'n mens se oortuiging)	-
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)	-
FREEDOM/*VRYHEID (independence, free choice)/*(onafhankelikheid, vrye keuse)	-08	HELPFUL/*HULPVAARDIGHEID (working for the welfare of others)/*(om na die welsyn van andere om te sien)	-
HAPPINESS/*GELUKSALIGHEID (contentedness)/*(tevredenheid, voldaanheid)	-09	HONEST/*EERLIKHEID (sincere, truthful)/*(waarheid,omregtheid)	-
INNER HARMONY/*INNERLIKE EENSGESINDHEID (freedom from inner conflict)/*(vry van innerlike konflik)	-10	IMAGINATIVE/*VERBEELDINGRYK (daring, creative)/*(durf, waagmoed, kreatief)	-
MATURE LOVE/*VOLWASSE LIEFDE (sexual and spiritual intimacy)/*(seksuele en geestelike intiemheid)	-11	INDEPENDENT/*ONAFHANKLIKHEID (self-reliant, self-sufficient)/*(selfvertroue, selfversorgend)	-
NATIONAL SECURITY/*NASIONALE SEKURITEIT (protection from attack)/*(beskerming teen aanvalle)	-12	INTELLECTUAL/*INTELLEKTUEEL (intelligent, reflective)/*(intelligent, denkend)	-
PLEASURE/*PLESIER (an enjoyable, leisurely life)/*('n genotvolle, ontspannende lewe)	-13	LOGICAL/*LOGIES (consistent, rational)/*(konstandheid, rasioneel)	-
SALVATION/*VERLOSSING (saved, eternal life)/*(tot bekering kom, ewige lewe)	-14	LOVING/*LIEFDEVOL (affectionate, tender)/*(beminlik, toegenee, liefhebbend)	-
SELF-RESPECT/*SELFRESPEK (self-esteem)/*(selfingenomenheid)	-15	OBEDIENT/*GEHOORSAAM (dutiful, respectful)/*(pligsgetrou, eerbiedig)	-
SOCIAL RECOGNITION/*SOSIALE ERKENNING (respect, admiration)/*(respek, bewondering van andere)	-16	POLITE/*HOFLIKHEID (courteous, well-mannered)/*(beleef, beskaafde maniere)	-
TRUE FRIENDSHIP/*WARE VRIENDSKAP (close companionship)/*(hegte kameraadskap)	-17	RESPONSIBLE/*VERANTWOORDELIKHEID (dependable, reliable)/*(betroubaarheid, vertroubaarheid)	-
WISDOM/*WYSHEID (a mature understanding of life)/*('n volwasse begrip van die lewe)	-18	SELF-CONTROLLED/*SELFBEHEERSING (restrained, self-disciplined)/*(in toom hou, selfdissipline)	-

Q.13d/*V.13c IDEAL A/*IDEAAL A (54)	
A COMFORTABLE LIFE/*'n GERIEFLIKE 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)/*(onafhanklikheid, vrye keuse)	-08
HAPPINESS/*GELUKSALIGHEID (contentedness)/*(tevredenheid, voldaanheid)	-09
INNER HARMONY/*INNERLIKE EENSGESINDHEID (freedom from inner conflict)/*(vry van innerlike konflik)	-10
MATURE LOVE/*VOLWASSE LIEFDE (sexual and spiritual intimacy)/*(seksuele 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)/*(se *ingenomenheid)	-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

Q.13e/*Q.13e IDEAL B/*IDEAAL B (55)	
AMBITIOUS/*AMBISIEUS (hard-working, aspiring)/*(hardwerkend, vooruitstrewend)	-0
BROADMINDED/*ONBEKROMPENHEID (open-minded)/*(nie kleingeestig nie)	-0
CAPABLE/*BEKWAAMHEID (competent, effective)/*(kundigheid, doeltreffenheid)	-0
CHEERFUL/*OPGERUIMD (lighthearted, joyful)/*(vrolik, blymoedig, opgewek)	-0
CLEAN/*NETHEID (neat, tidy)/*(skoon, sindelik, ordelik)	-0
COURAGEOUS/*DAPPERHEID (standing up for your beliefs)/*(die moed van 'n mens se oortuiging)	-0
FORGIVING/*VERGEEWENSGESIND (willing to pardon others)/*(die gewilligheid om andere te vergewe)	-0
HELPFUL/*HULPVAARDIGHEID (working for the welfare of others)/*(om na die welsyn van andere om te sien)	-0
HONEST/*EERLIKHEID (sincere, truthful)/*(waarheid,omregtheid)	-0
IMAGINATIVE/*VERBEELDINGRYK (daring, creative)/*(durf, waagmoed, kreatief)	-1
INDEPENDENT/*ONAFHANKLIKHEID (self-reliant, self-sufficient)/*(selfvertroue, selfversorgend)	-
INTELLECTUAL/*INTELLEKTUEEL (intelligent, reflective)/*(intelligent, denkend)	-
LOGICAL/*LOGIES (consistent, rational)/*(konstandhe d, rasioneel)	-1
LOVING/*LIEFDEVOL (affectionate, tender)/*(beminlik, toegenee, liefhebbend)	-
OBEDIENT/*GEHOORSAAM (dutiful, respectful)/*(pligsgetrou, eerbiedig)	-
POLITE/*HOFLIKHEID (courteous, well-mannered)/*(beleef, beskaafde maniere)	-
RESPONSIBLE/*VERANTWOORDELIKHEID (dependable, reliable)/*(betroubaarheid, vertroubaarheid)	-
SELF-CONTROLLED/*SELFBEHEERSING (restrained, self-disciplined)/*(in toom hou, selfdissipline)	-

SECTION C : DEMOGRAPHICS

AFDELING C : PERSOONLIKE BESONDERHEDE

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 / GEBIED

Which best describes the residential area in which you live?

Watter beskryf die gebied waar u woon die beste?

(56)

Large city with developed shopping areas and services and a population of more than 750 000 people, including surrounding townships and all race groups /•'n Groot stad met ontwikkelde inkoopsentrums en dienste, met 'n bevolking van meer as 750,000 mense, insluitende die omliggende voorstede van all rassegroepe — -1

A township near a large city /•'n Voorstad naby 'n groot stad — -2

A suburb of a large city /•'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 /•'n Dorp met ontwikkelde inkope area en dienste, met 'n bevolking van meer as 50 000 mense maar minder as 250 000 — -4

A township near a town/•'n Voorstad naby 'n dorp — -5

A suburb of a town/•'n Woonbuurt van 'n dorp — -6

A small town of less than 50 000 people /•'n Klein dorp met minder as 50 000 mense — -7

A rural village or a farm/•'n Plattelandse nedersetting of plaas — -8

15 AGE / 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

(57)

A	18 - 24 YEARS/•JAAR	-1
B	25 - 29 YEARS/•JAAR	-2
C	30 - 34 YEARS/•JAAR	-3
D	35 - 44 YEARS/•JAAR	-4
E	45 - 54 YEARS/•JAAR	-5
F	55 - 64 YEARS/•JAAR	-6
G	65+ YEARS/•JAAR	-7

16 RACE / RAS

Of what Ethnic Group do you consider yourself to be a part?

Watter etniese groep beskou u uself as deel van?

(58) (59)

White/•Blank -1
(Home Language/•Huistaal)
- Afrikaans -01
- English/•Engels -02
- Other/•Ander -03

Coloured/•Kleurling -2
- Cape Malay/•Kaapse Maleier -01
- Other/•Ander -02

Indian/•Indieër -3
- Hindu -01
- Moslem -02
- Other/•Ander -03

Black/•Nie Blank -4
- North Sotho -01
- South Sotho -02
- Tswana -03
- Xhosa -04
- Zulu -05
- Other/•Ander -06

17 WORKING STATUS

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

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/●Beskik 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/●Tuistekeper (huisvrou) -7
Other (please specify)/●Ander (spesifiseer asseblief)..... -8

●17 WERKSTATUS

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

(60)

18 OCCUPATION

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

Professional or technikon (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, bibliotaekaris(se), mondhigienis, mediese suster, lugdiens loods, apteker, dokter, wetenskaplike, onderwyser (es), tegnikus, skrywer, ens) -01

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)/●Verkoops-persoon (bv versekeringsagent, eiendomsagent, verkoopsklerk, aandelemmakelaar, ens) -03

Clerical worker (i.e: bankteller, bookkeeper, cashier, office clerk, postman, receptionist, secretary, telephone operator, etc)/●Klerklike werker (bv bankkassier, boekhouer, kassier, kantoorklerk, 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, elektrisien 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, vullisverwyderaar, vaehanteerder, vakbondhelper, 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)/●Verksaam in die dienste sekter, behalwe private huishulp (bv haarkapper, krogeman/-dame, kok, tandarts assistent, skottelgoedwasser, brandweerman, portier, verpleegster, polisieman, plekaanwyster, 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 militere 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

●18 BEROEP

Watter aan van die volgende kategoriae beskryf u beroep die beste?

(61)

19. EDUCATION / *19 OPVOEDING

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/*Standerd 4 of minder	-01
Standard 5 - 8/*Standerd 5 - 8	-02
Standard 9 - 10 (but not matriculated)/*Standerd 9 - 10 (maar nie gematrikuleer nie)	-03
Matriculated/*Matrikuleerd	-04
One year Technikon 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 gegraduueer	-07
University graduate/*Universiteitsgraad	-08
Other post matric qualifications/*Ander naskoolse kwalifikasies	-09

20. Father's Education / *20 VADER SE OPVOEDING (63)

Standard 4 or less/*Standerd 4 of minder	-01
Standard 5 - 8/*Standerd 5 - 8	-02
Standard 9 - 10 (but not matriculated)/*Standerd 9 - 10 (maar nie gematrikuleer nie)	-03
Matriculated/*Matrikuleerd	-04
One Year Technikon 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 gegraduueer	-07
University graduate/*Universiteitsgraad	-08
Other post matric qualifications/*Ander naskoolse kwalifikasies	-09
Don't know/*Weet 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 var die volgende groepe val u totale maandlikse huishoudelike inkomste? Daarmee bedoel ek die inkomste van al die loontrekkers in u huishouding voor aftrekkings. OORHANDIG INKOMSTEKAART 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	R1000 - R1249	-04
E	R1250 - R1499	-05
F	R1500 - R1749	-06
G	R1750 - R1999	-07
H	R2000 - R2249	-08
I	R2250 - R2499	-09
J	R2500 - R2749	-10
K	R2750 - R2999	-11
L	R3000 - R3249	-12
M	R3250 - R3499	-13
N	R3500 - R3749	-14
O	R3750 - R3999	-15
P	R4000 - R4499	-16
Q	R4500 - R4999	-17
R	R5000 - R5499	-18
S	R5500 - R5999	-19
T	R6000 +	-20

22. MARITAL STATUS
What is your marital status?

•22 HUWELIKSSTATUS
Wat is u huwelikstatus?

(65)

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	-06
Separated/•Verwyderd	-05
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 ooreenskomstig is met die opdrag wat ek van Research Surveys ontvang het, en dat dit nagegaan is.

DATE/•DATUM :.....

SIGNED/•GETEKEN:.....

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