

## APPENDIX

## RESPONDENT PROFILE

Questions 1 - 10 require you to indicate your response by circling the appropriate number that appears in the box.

1. Are you male or female?

Male	1
Female	2

2. To which population group do you belong?

African	1
Afrikaans-speaking white	2
English-speaking white	3
Coloured	4
Indian	6
Other (specify)	5

3. What is the highest educational qualification that you have?

Std 9 or lower (i.e. grade II or lower)	1
Matric (grade 12)	2
Matric and tertiary (e.g. Damelin, teacher training, etc.)	3
National Diploma (Technikon)	4
Degree	5
Post-graduate qualification	6

4. What is your occupation?

\_\_\_\_\_

5. How old are you?

\_\_\_\_\_

6. What is your gross (family) annual income estimate?

\_\_\_\_\_

7. What is your home language?

Afrikaans	1
Zulu	2
Sotho	3
Xhosa	4
English	5
English and Afrikaans	6
Other (specify)	7

8. In which suburb or town do you live?

\_\_\_\_\_

9. What is your favourite radio station?

\_\_\_\_\_

10. What is your second favourite radio station?

\_\_\_\_\_

11. Please read the statements below concerning radio broadcasts and circle the number that corresponds to your opinion.

**EXAMPLE:**

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
I cannot imagine my life without the radio	1	2	3	4	5

Circling a 4 means that you agree with the statement and circling a 1 means that you strongly disagree. You may choose to circle any ONE of the numbers. Remember there is no right or wrong answer. All we are interested in is a number that shows how you personally feel about the statement.

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
11.1 A radio announcer who has a good voice makes radio listening a pleasant experience	1	2	3	4	5
11.2 I find it difficult to tolerate any radio announcer who is rude	1	2	3	4	5
11.3 I admire any radio announcer who is sensitive to the listeners	1	2	3	4	5
11.4 I admire a radio announcer who is patient with the listeners	1	2	3	4	5

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
11.5 It is a waste of time to listen to a radio announcer who does not know what he or she is talking about	1	2	3	4	5
11.6 I admire a radio announcer who is polite when talking to the listeners	1	2	3	4	5
11.7 A good radio announcer comes across naturally when she or he is on air	1	2	3	4	5
11.8 As a radio listener I always want to feel that the radio announcer is talking to me during the radio broadcast	1	2	3	4	5
11.9 A radio announcer who talks to his or her listeners as if reading what to say to them will definitely annoy most listeners	1	2	3	4	5
11.10 A good radio announcer is someone who does not talk a lot about himself/herself on air	1	2	3	4	5
11.11 I cannot stand a radio announcer who sensationalises issues on radio	1	2	3	4	5
11.12 I hate to feel that I am in a lecture or classroom when listening to the radio	1	2	3	4	5
11.13 To intellectualise about issues on radio is something I find very annoying	1	2	3	4	5
11.14 It is the duty of every radio station to broadcast programmes that teach the country's citizens to behave in a way that is socially acceptable	1	2	3	4	5
11.15 It is the duty of every radio station to broadcast programmes that will mould the listeners to be responsible citizens of their country	1	2	3	4	5
11.16 It is the responsibility of any radio station in the country to promote good societal values that are a foundation of every nation	1	2	3	4	5
11.17 Too much open sex talk on radio puts me off	1	2	3	4	5
11.18 The broadcasting of issues or topics that are emotionally draining, such as violence and killings, makes radio listening an unpleasant experience	1	2	3	4	5
11.19 A radio announcer who has a well modulated voice makes radio listening a pleasant experience	1	2	3	4	5



	<b>STRONGLY DISAGREE</b>	<b>DISAGREE</b>	<b>NEUTRAL</b>	<b>AGREE</b>	<b>STRONGLY AGREE</b>
11.20 A radio announcer who is perceived to be 'too black' will have difficulty attracting black and white listeners	1	2	3	4	5
11.21 A radio announcer who is perceived to be 'too white' will have difficulty attracting black and white listeners	1	2	3	4	5
11.22 An English radio station that caters for a multicultural audience should strive to broadcast programmes that black and white listeners can relate to	1	2	3	4	5
11.23 Getting the facts about events that have taken place, in the news coverage on radio, is the most important thing to me	1	2	3	4	5
11.24 Reporting of events that have taken place, or are taking place, on the scene during the news coverage is what I like	1	2	3	4	5
11.25 I wouldn't mind a radio announcer who speaks with an accent as long as his/her English is good	1	2	3	4	5
11.26 A multicultural English radio station requires a radio presenter who can speak good English	1	2	3	4	5
11.27 I wouldn't mind a radio announcer who speaks with an accent as long as his/her pronunciation of words in English is good	1	2	3	4	5
11.28 Music that is traditionally African would alienate any white or black person who listens to an English radio station that caters for black and white listeners	1	2	3	4	5
11.29 Music that is traditionally European would alienate any white or black person who listens to an English radio station that caters for black and white listeners	1	2	3	4	5
11.30 An English radio station that caters for a multicultural audience should broadcast topical issues that both blacks and whites can relate to	1	2	3	4	5
11.31 International or local music that has universal appeal should feature prominently on an English radio station that serves a multicultural audience	1	2	3	4	5

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
11.32 A good radio announcer should be impartial in almost everything that she/he says or does during the radio broadcast	1	2	3	4	5
11.33 Issues or topics that are of national importance will definitely arouse a great deal of interest from both black and white listeners	1	2	3	4	5
11.34 A good sense of humour is a mark of a good radio presenter	1	2	3	4	5
11.35 A good radio announcer must be able to capture the imagination of his/her listeners	1	2	3	4	5
11.36 I adore a radio announcer who is creative in his/her programme presentation	1	2	3	4	5
11.37 I adore a radio announcer who is witty in his/her programme presentation	1	2	3	4	5
11.38 I like a radio announcer who can make me laugh	1	2	3	4	5
11.39 A radio announcer who gives a good but short background on music, artists, celebrities, etc. to his/her listeners makes radio listening an enjoyable experience	1	2	3	4	5
11.40 I don't like to hear too much of the same music or discussion or topic when I listen to the radio	1	2	3	4	5
11.41 It is important for every radio announcer to be always himself/herself during a radio broadcast	1	2	3	4	5
11.42 The important thing in any radio broadcast is to broadcast programmes that listeners would be really interested in	1	2	3	4	5
11.43 Professionalism, as evidenced by good interviewing skills on the part of the radio announcer, is important in any radio broadcast	1	2	3	4	5
11.44 A good radio announcer must be able to say things that are constructive to the listeners	1	2	3	4	5

12. Listed below are statements about feelings and sentiments experienced by being part of an English radio station that serves a multicultural audience. Please read each statement carefully. Then indicate the extent to which you associate yourself with the statement by drawing a circle round the number in the box that best represents your sentiments or feelings about the statement.

The numbers and their meanings are as follows:

- 1 = Never**  
**2 = Seldom**  
**3 = Sometimes**  
**4 = Often**  
**5 = Always**

- 12.1 I readily feel at home when listening to an English radio station that serves a multicultural audience.

Never 

1	2	3	4	5
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 Always

- 12.2 I would feel happy to be part of an English radio station that serves a multicultural audience.

Never 

1	2	3	4	5
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 Always

- 12.3 I would be glad to be part of the loyal listenership of an English radio station that serves as a unifying force for all South Africans through its varied and interesting programmes.

Never 

1	2	3	4	5
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 Always

- 12.4 I cannot make excuses to anyone for being a loyal listener to an English radio station that caters for the needs of black and white South Africans.

Never 

1	2	3	4	5
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 Always

- 12.5 I will always have the highest regard for an English radio station that caters for the needs and tastes of both black and white listeners.

Never 

1	2	3	4	5
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 Always

- 12.6 I would be happy to see a multicultural English radio station succeed in this country.

Never 

1	2	3	4	5
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 Always

- 12.7 I will always feel that it is important to have an English radio station to serve both white and black listeners.

Never 

1	2	3	4	5
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 Always



12.8 I will always have strong ties with an English radio station that serves both white and black listeners.

Never    

1	2	3	4	5
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    Always

12.9 I will always regard a multicultural English radio station as a sign of progress in our country.

Never    

1	2	3	4	5
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    Always

12.10 I will always feel a sense of great pleasure at being part of the listeners of an English radio station that serves both white and black listeners.

Never    

1	2	3	4	5
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    Always

13. Listed below are a number of statements. Read each statement carefully. Then indicate the extent to which you agree or disagree with the statement by drawing a circle round the number in the box that best represents your sentiments or feelings about the statement

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
13.1 I can listen to any radio station as long as I can understand the language that is used during the radio broadcast	1	2	3	4	5
13.2 I might have great difficulty listening to a radio announcer who does not come from the same population group as mine, regardless of his or her ability to speak my home language fluently	1	2	3	4	5
13.3 A radio station that is designed to broadcast to a multicultural audience will definitely not be suitable for South African	1	2	3	4	5
13.4 A radio station that is designed to broadcast to a multicultural audience will definitely not succeed in South Africa.	1	2	3	4	5
13.5 A radio station that serves a multicultural audience will definitely help to promote tolerance between the various population groups in South Africa	1	2	3	4	5
13.6 There is nothing that would change the loyalty I have for my favourite radio station	1	2	3	4	5
13.7 There is a great need for a radio station that can unite all South Africans	1	2	3	4	5
13.8 There is a definite need for a multicultural radio station that could help nurture or develop a unique South African culture that both black and white South Africans would be proud to share	1	2	3	4	5



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
13.9 South Africa can best be served by radio stations that serve the different population groups	1	2	3	4	5
13.10 A radio station that serves a multicultural audience will definitely be a threat to the cultures of the different population groups in South Africa	1	2	3	4	5
13.11 A radio station that serves a multicultural audience will definitely promote understanding between blacks and whites.	1	2	3	4	5

14. Listed below are a number of statements. Read each statement carefully. Then indicate the extent to which you agree or disagree with the statement by drawing a circle round the number in the box that best represents your sentiments or feelings about the statement.

The numbers and their meanings are as follows:

- 1 = Strongly Disagree**
- 2 = Disagree**
- 3 = Neutral**
- 4 = Agree**
- 5 = Strongly Agree**

14.1 I listen to an English station to improve my English.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.2 I listen to an English radio station because I consider myself English.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.3 I listen to an English radio station because I can identify with what the station represents.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.4 I readily feel a sense of belonging when I listen an English radio station.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.5 I listen to an English radio station because I can identify with the white radio presenters.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.6 I like to listen to an English radio station because the programmes that are presented are typically European.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.7 I listen to an English radio station because it helps me refine my English.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.8 I listen to an English radio station like most of the educated élite in South Africa.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.9 I feel comfortable listening to an English radio station because I will always be in the company of people who speak English.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.10 It is true that the English language enjoys high status internationally, it therefore makes sense to me to listen to a good English radio station.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.11 I will continue to listen to an English radio station as long as it caters for the needs and tastes of any English-speaking South African.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.12 As an English-speaking person in South Africa who has a typical European lifestyle, I find that listening to an English radio station fits my lifestyle.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.13 Since I take pride in speaking good English, I make sure that I listen to an English radio station to maintain a high standard of English.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.14 The high status I enjoy in South African society strengthens my need to listen to an English radio station continually.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.15 I always find that listening to an English radio station is a 'cool' thing to do.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.16 Listening to an English radio station will help me speak English like an English citizen.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.17 As a person whose home language is mainly English, I find it appropriate that I should listen to English an radio station.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.18 I listen to an English radio station regardless of where I am in South Africa.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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14.19 It is true that English enjoys a high status internationally, it therefore makes me feel good to listen to a good English radio station.

Strongly Disagree	1	2	3	4	5	Strongly Agree
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15. If an English radio station is NOT your favourite station, what is the likelihood that you will listen to this kind of station in the future?

Most likely	1
Most unlikely	2

16. Would you listen to an English radio station that is targeted at both black and white audiences in South Africa?

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Yes	1
No	2

17. If an English radio station is NOT your favourite station, what is the likelihood that you will listen to this kind of station in the future?

Most likely	1
Most unlikely	2

18. Would you listen to an English radio station that is targeted at both black and white audiences in South Africa?

Yes	1
No	2