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DEPARTMENT OF EDUCATION, ARTS AND SCIENCE

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THE DRINKING PATTERN
OF THE COLOURED
IN THE
TRANSVAAL AND THE
ORANGE FREE STATE

by

J. D. Venter

and

D. S. Goosen

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THE TRANSVAAL AND THE ORANGE FREE STATE

by

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en

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1966

GRANTS FROM THE NATIONAL COUNCIL FOR SOCIAL RESEARCH TO
COVER THE COSTS OF THIS SURVEY AND PUBLICATION OF THIS RE-
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P R E F A C E

This report is Part Four of a series describing the drinking pattern of different population groups in the Republic of South Africa.

Owing to differences in legislation in the various provinces at the time of the survey, the results of the investigation among the Coloured population have been divided into two parts. This report presents the data regarding the drinking pattern of the Coloured population of the Transvaal and the Orange Free State. The drinking pattern of the Coloured population of the Cape Province and Natal is reviewed in Research Series No. 19.

In this survey, as in the previous ones of this series, the emphasis is not on the pathological aspects of liquor consumption. The basis of approach here is that a thorough knowledge of the drinking pattern is of far greater value in developing healthy drinking habits than continual emphasis on abnormal phenomena which might result from liquor consumption.

I wish to extend my gratitude and appreciation to all persons and organisations who have assisted in the successful completion of this inquiry, and in particular to the officers of the Bureau who conducted this survey, as well as to members of the advisory ad hoc committee, viz., Dr. J.A. Grobler, Prof. F.W. Blignaut and Prof. G. Cronjé, for their valuable advice.

P. M. ROBBERTSE
DIRECTOR

NATIONAL BUREAU OF EDUCATIONAL AND SOCIAL RESEARCH

CONTENTS

Chapter		Page
1.	INTRODUCTION	1
1.1	Object of the survey	1
1.2	Method of survey	1
1.2.1	The survey group	1
1.2.2	The survey	4
1.3	Definitions	5
1.4	Division of report	6
2.	GENERAL CHARACTERISTICS OF SAMPLE	7
2.1	Introduction	7
2.2	Sex distribution	7
2.3	Age distribution	7
2.4	Home language	8
2.5	Marital status	9
2.6	Domicile	10
2.7	Standard of education	10
2.8	Occupation	11
2.9	Income	11
2.10	Religious denomination	12
2.11	Literacy	12
2.12	Summary	13
3.	TOTAL ABSTAINERS AND CONSUMERS	14
3.1	Introduction	14
3.2	Total abstainers and consumers according to sex	14
3.3	Total abstainers and consumers according to age	14
3.4	Total abstainers and consumers according to home language	15
3.5	Total abstainers and consumers according to marital status	16
3.6	Total abstainers and consumers according to domicile	16
3.7	Total abstainers and consumers according to standard of education	17
3.8	Total abstainers and consumers according to literacy	17
3.9	Total abstainers and consumers according to occupation	18
3.10	Total abstainers and consumers according to income	19
3.11	Total abstainers and consumers according to religious denomination	19

3.12	Summary	21
4.	MOTIVE FOR ABSTINENCE	22
4.1	Introduction	22
4.2	Motive for abstinence according to sex	22
4.3	Motive for abstinence according to age	22
4.4	Motive for abstinence according to home language	24
4.5	Motive for abstinence according to domicile	24
4.6	Summary	25
5.	MOTIVE FOR DRINKING	26
5.1	Introduction	26
5.2	Motive for drinking according to sex	26
5.3	Motive for drinking according to age	27
5.4	Motive for drinking according to home language	28
5.5	Motive for drinking according to marital status	28
5.6	Motive for drinking according to domicile	29
5.7	Motive for drinking according to standard of education	30
5.8	Motive for drinking according to occupation	30
5.9	Motive for drinking according to weekly income	32
5.10	Motive for drinking according to the monetary value of liquor consumed weekly by the subject	32
5.11	Motive for drinking according to number of drinks consumed by the subject during the preceding seven days	33
5.12	Motive for drinking according to literacy	35
5.13	Summary	35
6.	LIQUOR PREFERENCE	37
6.1	Introduction	37
6.2	Liquor preference according to sex	37
6.3	Liquor preference according to age	37
6.4	Liquor preference according to home language	39
6.5	Liquor preference according to domicile	39
6.6	Liquor preference according to standard of education	40
6.7	Liquor preference according to number of years at school	41
6.8	Liquor preference according to literacy	41
6.9	Liquor preference according to occupation	42
6.10	Liquor preference according to income	43
6.11	Summary	43

7.	DRINKING FREQUENCY	45
7.1	Introduction	45
7.2	Drinking frequency according to sex	45
7.3	Drinking frequency according to age	45
7.4	Drinking frequency according to home language	46
7.5	Drinking frequency according to marital status	47
7.6	Drinking frequency according to domicile	47
7.7	Drinking frequency according to standard of education	48
7.8	Drinking frequency according to occupation	48
7.9	Drinking frequency according to income	49
7.10	Drinking frequency according to liquor preference	49
7.11	Drinking frequency according to the monetary value of liquor consumed by the subject	50
7.12	Drinking frequency according to household expenditure on liquor	50
7.13	Summary	51
8.	PLACE WHERE LIQUOR FOR WHITES IS USUALLY CONSUMED	53
8.1	Introduction	53
8.2	Drinking place according to sex	53
8.3	Drinking place according to age	53
8.4	Drinking place according to home language	54
8.5	Drinking place according to marital status	55
8.6	Drinking place according to domicile	55
8.7	Drinking place according to standard of education	56
8.8	Drinking place according to occupation	56
8.9	Drinking place according to income	57
8.10	Drinking place according to motive for drinking	58
8.11	Drinking place according to the monetary value of liquor consumed weekly by the subject	58
8.12	Summary	59
9.	QUANTITY OF LIQUOR CONSUMED DURING THE SEVEN DAYS PRECEDING THE SURVEY	60
9.1	Introduction	60
9.2	Number of drinks consumed during the seven days under review according to sex	60
9.3	Number of drinks consumed during the seven days under review according to age	61
9.4	Number of drinks consumed during the seven days under review according to home language	61

9.5	Number of drinks consumed during the seven days under review according to domicile	62
9.6	Number of drinks consumed during the seven days under review according to standard of education	63
9.7	Number of drinks consumed during the seven days under review according to occupation	63
9.8	Summary	64
10.	WEEKLY HOUSEHOLD EXPENDITURE ON LIQUOR	66
10.1	Introduction	66
10.2	Weekly expenditure on liquor according to home language	66
10.3	Weekly expenditure on liquor according to marital status	66
10.4	Weekly expenditure on liquor according to domicile	67
10.5	Weekly expenditure on liquor according to standard of education	68
10.6	Weekly expenditure on liquor according to occupation	68
10.7	Weekly expenditure on liquor according to income	69
10.8	Weekly expenditure on liquor according to household weekly expenditure on food	70
10.9	Summary	70
11.	ATTITUDE TOWARDS THE GENERAL AVAILABILITY OF LIQUOR: MOTIVES	72
11.1	Introduction	72
11.2	Attitude towards the general availability of liquor	72
11.2.1	Attitude according to sex	72
11.2.2	Attitude according to age	73
11.2.3	Attitude according to marital status	73
11.2.4	Attitude according to religious denomination	74
11.2.5	Attitude according to domicile	74
11.2.6	Attitude according to occupation	74
11.3	Motive for attitude towards the general availability of liquor	76
11.3.1	Motive for supporting general availability	76
11.3.2	Motive for supporting general availability according to sex	76
11.3.3	Motive for opposing general availability according to sex	77
11.4	Summary	78
12.	SUMMARY	79
12.1	General	79
12.2	Sex	79
12.3	Age	79
12.4	Home language	79

12.5	Marital status	80
12.6	Domicile	80
12.7	Standard of education	80
12.8	Occupation	81
12.9	Income	81
12.10	Religious denomination	81
	APPENDIX	82
	BIBLIOGRAPHY	97

TABLES

No.		Page
1.1	NUMBER OF COLOURED AND SUBJECTS IN THE TRANSVAAL	2
1.2	NUMBER OF COLOURED AND SUBJECTS ACCORDING TO MAGISTERIAL DISTRICT SELECTED	3
2.1	SEX DISTRIBUTION OF SAMPLE	7
2.2	AGE DISTRIBUTION OF SAMPLE	8
2.3	HOME LANGUAGE OF SAMPLE	9
2.4	MARITAL STATUS OF SAMPLE	9
2.5	DOMICILE OF SAMPLE	10
2.6	STANDARD OF EDUCATION OF SAMPLE	10
2.7	OCCUPATIONAL DISTRIBUTION OF SAMPLE	11
2.8	INCOME DISTRIBUTION OF SAMPLE	11
2.9	RELIGIOUS DENOMINATION OF SAMPLE	12
2.10	LITERACY OF SAMPLE	13
3.1	TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO SEX	14
3.2	TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO AGE	15
3.3	TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO HOME LANGUAGE	15
3.4	TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO MARITAL STATUS	16
3.5	TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO DOMICILE	17
3.6	TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO STANDARD OF EDUCATION	17
3.7	TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO LITERACY	18
3.8	TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO OCCU- PATION	18
3.9	TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO INCOME	19
3.10	TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO RELI- GIOUS DENOMINATION	20
4.1	MOTIVE FOR ABSTINENCE ACCORDING TO SEX	22
4.2	MOTIVE FOR ABSTINENCE ACCORDING TO AGE	23
4.3	MOTIVE FOR ABSTINENCE ACCORDING TO HOME LANGUAGE	24
4.4	MOTIVE FOR ABSTINENCE ACCORDING TO DOMICILE	25
5.1	MOTIVE FOR DRINKING ACCORDING TO SEX	27
5.2	MOTIVE FOR DRINKING ACCORDING TO AGE	27

5.3	MOTIVE FOR DRINKING ACCORDING TO HOME LANGUAGE	28
5.4	MOTIVE FOR DRINKING ACCORDING TO MARITAL STATUS	29
5.5	MOTIVE FOR DRINKING ACCORDING TO DOMICILE	29
5.6	MOTIVE FOR DRINKING ACCORDING TO STANDARD OF EDUCATION	30
5.7	MOTIVE FOR DRINKING ACCORDING TO OCCUPATION	31
5.8	MOTIVE FOR DRINKING ACCORDING TO WEEKLY INCOME	32
5.9	MOTIVE FOR DRINKING ACCORDING TO THE MONETARY VALUE OF LIQUOR CONSUMED BY THE SUBJECT	33
5.10	MOTIVE FOR DRINKING ACCORDING TO NUMBER OF DRINKS CONSUMED DURING THE PRECEDING SEVEN DAYS	34
5.11	MOTIVE FOR DRINKING ACCORDING TO LITERACY	35
6.1	LIQUOR PREFERENCE ACCORDING TO SEX	37
6.2	LIQUOR PREFERENCE ACCORDING TO AGE	38
6.3	LIQUOR PREFERENCE ACCORDING TO HOME LANGUAGE	39
6.4	LIQUOR PREFERENCE ACCORDING TO DOMICILE	40
6.5	LIQUOR PREFERENCE ACCORDING TO STANDARD OF EDUCATION	40
6.6	LIQUOR PREFERENCE ACCORDING TO NUMBER OF YEARS AT SCHOOL	41
6.7	LIQUOR PREFERENCE ACCORDING TO LITERACY	42
6.8	LIQUOR PREFERENCE ACCORDING TO OCCUPATION	42
6.9	LIQUOR PREFERENCE ACCORDING TO INCOME	43
7.1	DRINKING FREQUENCY ACCORDING TO SEX	45
7.2	DRINKING FREQUENCY ACCORDING TO AGE	46
7.3	DRINKING FREQUENCY ACCORDING TO HOME LANGUAGE	46
7.4	DRINKING FREQUENCY ACCORDING TO MARITAL STATUS	47
7.5	DRINKING FREQUENCY ACCORDING TO DOMICILE	47
7.6	DRINKING FREQUENCY ACCORDING TO STANDARD OF EDUCATION	48
7.7	DRINKING FREQUENCY ACCORDING TO OCCUPATION	48
7.8	DRINKING FREQUENCY ACCORDING TO INCOME	49
7.9	DRINKING FREQUENCY ACCORDING TO LIQUOR PREFERENCE	50
7.10	DRINKING FREQUENCY ACCORDING TO THE MONETARY VALUE OF LIQUOR CONSUMED BY THE SUBJECT	50
7.11	DRINKING FREQUENCY ACCORDING TO HOUSEHOLD EXPENDITURE ON LIQUOR	51
8.1	DRINKING PLACE ACCORDING TO SEX	53
8.2	DRINKING PLACE ACCORDING TO AGE	54

8.3	DRINKING PLACE ACCORDING TO HOME LANGUAGE	54
8.4	DRINKING PLACE ACCORDING TO MARITAL STATUS	55
8.5	DRINKING PLACE ACCORDING TO DOMICILE	55
8.6	DRINKING PLACE ACCORDING TO STANDARD OF EDUCATION	56
8.7	DRINKING PLACE ACCORDING TO OCCUPATION	57
8.8	DRINKING PLACE ACCORDING TO INCOME	57
8.9	DRINKING PLACE ACCORDING TO MOTIVE FOR DRINKING	58
8.10	DRINKING PLACE ACCORDING TO THE MONETARY VALUE OF LIQUOR CONSUMED BY THE SUBJECT	58
9.1	NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO SEX	60
9.2	NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO AGE	61
9.3	NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO HOME LANGUAGE	62
9.4	NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO DOMICILE	62
9.5	NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO STANDARD OF EDUCATION	63
9.6	NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO OCCUPATION	64
10.1	WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO HOME LANGUAGE	66
10.2	WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO MARITAL STATUS	67
10.3	WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO DOMICILE	67
10.4	WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO STANDARD OF EDUCATION	68
10.5	WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO OCCUPATION	69
10.6	WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO INCOME	69
10.7	WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO HOUSEHOLD WEEKLY EXPENDITURE ON FOOD	70
11.1	ATTITUDE ACCORDING TO SEX	72
11.2	ATTITUDE ACCORDING TO AGE	73
11.3	ATTITUDE ACCORDING TO MARITAL STATUS	73
11.4	ATTITUDE ACCORDING TO RELIGIOUS DENOMINATION	75
11.5	ATTITUDE ACCORDING TO DOMICILE	74
11.6	ATTITUDE ACCORDING TO OCCUPATION	76
11.7	MOTIVE FOR SUPPORTING AVAILABILITY ACCORDING TO SEX	77
11.8	MOTIVE FOR OPPOSING AVAILABILITY ACCORDING TO SEX	77

CHAPTER 1

INTRODUCTION

1.1 OBJECT OF THE SURVEY

The object of this survey, which was launched before the Liquor Amendment Act (Act No. 72 of 1961) superseded the Liquor Act (Act No. 30 of 1928) is to analyse the drinking pattern of the Coloured population of the Transvaal and the Orange Free State. The following was investigated in the course of the survey: What percentage of the Coloured population in the provinces concerned consumes alcoholic liquor, and in what quantity; what kind of liquor is preferred; the frequency with which liquor is consumed; how much is spent on liquor and why it is consumed. Another question which has been investigated is whether there is any connection between socio-cultural factors such as standard of education, income, home language, occupation, marital status, age, domicile, religious denomination, etc., and certain features of the drinking pattern.

Researchers J.D. Venter^{(1)*} and J.D. Miles⁽²⁾ have already conducted similar surveys of the drinking pattern of Whites and Bantu, respectively, in the Republic. The present survey is concerned with the Coloured population of only two provinces of the Republic of South Africa, a separate survey having been conducted in connection with the drinking pattern of the Coloureds in the Cape Province and Natal⁽³⁾. It was necessary to conduct separate surveys, since at the time the relevant legislation in the various provinces was not the same in all respects.

1.2 METHOD OF SURVEY

1.2.1 The survey group

Since field-workers had to visit different families in order to collect certain data from them, a sample was used. Each person within the population group had to have an equal chance of being included in the sample.

Experience has taught that a sample involving 1,500 subjects yields good results for the purposes of a survey of this nature. In order to determine the range and extent of the sample in a survey like this where a variety of factors have to be related to one another, the researcher has to rely greatly on the results of similar surveys. As in the case of surveys in respect of other population groups, the number of subjects to be used for this sample for Coloureds was fixed at 1,500.

At the time when this survey was launched, the liquor legislation in the Cape Province and Natal differed considerably from that of the Transvaal and the Orange Free State, especially as regards the Coloured population. For this reason the survey had to be divided into two separate sections.

* The number in brackets refers to the number of the source in the bibliography.

Further investigation revealed that if the 1,500 subjects were to be divided proportionately, the number of subjects in the Transvaal and the Orange Free State would amount to a mere 140. This number was considered too small for the purpose of a separate survey. To obtain some criterion it was assumed that in certain frequency distributions involved, the standard deviation would be 15. In order to allow for a standard error of 0.75, the sample number had to be 400. Since it was not proposed to use a random sample but a cluster sample, the number of subjects for the Transvaal and the Orange Free State was fixed at 500. The number for the Cape Province and Natal was accordingly fixed at 1,000, which was justified considering that not only is the universe so much bigger, but more important, that the far larger area over which the population is distributed might well occasion a greater measure of variability in the pattern. In the Transvaal and the Orange Free State the bulk of the Coloured population is concentrated in a much smaller area.

The first step in drawing the sample was to sub-divide the provinces into various regions in accordance with the Market Research Bureau's economic regional classification.

Table 1.1 reflects the sampling distribution of the Transvaal; the data are derived from the provisional results of the 1960 Census.

TABLE 1.1

NUMBER OF COLOURED AND SUBJECTS IN THE TRANSVAAL

Region	Number of Coloureds	Number of subjects
Johannesburg	59,368	220
Witwatersrand	21,061	80
Pretoria	7,987	40
Rest of the Transvaal	19,891	60
TOTAL	108,307	400

After the Orange Free State had been subdivided into three regions, namely North, South and Bloemfontein (separate) it was decided to choose those magisterial districts where the greatest concentration of Coloureds is to be found namely Kroonstad and Fauresmith in addition to Bloemfontein. Since the number of subjects in the Orange Free State would be limited to 100 any other method of conducting the survey would have entailed too many difficulties. The representative quality of this sample is therefore subject to some limitation.

Table 1.2 shows the relevant magisterial districts. It also includes a division into cities and towns on the one hand and rural areas on the other.

For census purposes the Bureau of Statistics subdivided each magisterial district into a number of enumerator's districts. It was accordingly decided to interview ten subjects per enumerator's district, and the required districts were selected from among those with a Coloured population of 100 or more.

TABLE 1.2

NUMBER OF COLOUREDS AND SUBJECTS ACCORDING TO MAGISTERIAL DISTRICT SELECTED

Magisterial district	Urban population	Rural population	Sample		
			City/town	Rural area	Total
<u>Transvaal</u>					
Johannesburg	58,555	813	180	40	220
Germiston	4,278	10	40	-	40
Benoni	5,481	64	40	-	40
Vereeniging	1,557	232	30	-	30
Pretoria	7,460	527	40	-	40
Klerksdorp	1,885	172	30	-	30
TOTAL	79,216	1,818	360	40	400
<u>Orange Free State</u>					
Bloemfontein	6,281	901	30	20	50
Fauresmith	1,370	2,085	10	20	30
Kroonstad	819	101	20	-	20
TOTAL	8,470	3,087	60	40	100
GRAND TOTAL	87,686	4,905	420	80	500

The survey

The field-work was undertaken during July and August, 1962, by Coloured field-workers. All field-workers were thoroughly trained in the procedure to be followed in regard to the completion of the questionnaires and they were also instructed in interviewing technique. Upon completion of the field-work the completed questionnaires were checked by professional officers from the National Bureau of Educational and Social Research of the Department of Education, Arts and Science, under whose supervision the field-workers operated.

A map was drawn of each enumerator's district and this, together with a set of instructions, was given to the field-worker concerned. The field-workers' starting point, chosen at random, was indicated on each map. In urban areas five starting points were marked on each map and in rural areas three. The field-workers had to begin at the first starting point, follow the route indicated, and interview five subjects, after which five subjects on the second route had to be interviewed. The remaining starting points were to be used only if the field-worker had been unable to find five subjects along any of the first two routes. According to the 1951 Census 50.6 per cent of Coloured men and 49.4 per cent of Coloured women were over 18 years of age in the aggregate Coloured population. In view of the very slight numerical difference between the sexes, it was decided to interview 5 men and 5 women over 18 years of age in each enumerator's district. The sample therefore consisted of 50 per cent men and 50 per cent women.

The questionnaire used in this survey was codified beforehand; an example appears in the annexure. To eliminate errors the questionnaire was drawn up in such a way that the answers to certain questions could be cross-checked with answers to questions appearing elsewhere in the questionnaire. Upon completion of the field-work the data were transferred to punched cards and processed mechanically.

The chi-square test was applied to the results obtained wherever this was feasible, but it should be noted that the null hypothesis was not employed. Wherever the chi-square test was applied, the chi-square value obtained appears at the foot of the tables. Two types of tables appear in the report. In the first type two groups are compared with each other each time according to a given variable. The chi-square value obtained in such cases indicates the degree of significance of the difference between the groups compared. Although the null hypothesis is not repeated separately in each case, it was nevertheless kept in mind in the evaluation of the data, as will appear from the nature of the review wherever this is relevant. The second type of table contains comparisons of more than two groups. The chi-square values at the foot of the tables in such cases, indicate that a closer analysis of the relevant data with regard to the groups will reveal a greater or lesser degree of significance. However, for purposes of this report the data for the respective groups have not been subjected to closer analysis, since the review is limited to the discovery of definite patterns and trends in the wider comparisons of the groups as such, and is not concerned with the differences from group to group, which a closer scrutiny would reveal. It should be stated clearly that where the concept significant is used in this report it does not refer to statistical importance, but is used in its everyday connotation.

1.3 DEFINITIONS

For the purposes of this survey it has been deemed advisable to define certain concepts.

- 1.3.1 Act: The word "Act" refers throughout to Act No. 30 of 1928, also known as the Liquor Act of 1928 or simply the Liquor Act.
- 1.3.2 Liquor: Wherever the word "liquor" appears in this report it is synonymous with alcoholic liquor, as defined in the Act.
- 1.3.3 Wine: Wine is alcoholic liquor obtained by the fermentation of the juice of fresh grapes or other fruit without the addition of any substance which is not permitted by Section 2 of the Wine, Spirits and Vinegar Act, Act No. 15 of 1913. It includes sweet, dry and sparkling wine as well as cider, perry and orange wine.
- 1.3.4 Beer: Beer is the alcoholic liquor obtained from the fermentation of malt, containing more than 2 per cent alcohol. It does not include Bantu beer.
- 1.3.5 Spirits: Spirits is liquor obtained by the distillation of fermented fruit juice, grain, sugar or other alcoholic liquor and includes brandy, whisky, gin, rum, liqueur, vodka, etc.
- 1.3.6 Bantu beer: Bantu beer is a type of drink usually brewed by the Bantu by fermentation of kaffircorn or other grain. In terms of the Act the alcohol content of Bantu beer may not exceed two per cent of its total volume. Contrary to the provisions of the Act, the percentage of alcohol content did not constitute the criterion for this report, for where a higher percentage of alcohol is obtained through a natural but prolonged fermentation process, the drink is still classified as Bantu beer; it ceases to be classified as such only if "foreign" substances like methylated spirits have been added to it.
- 1.3.7 Bantu liquor: This includes Bantu beer as well as other types of liquor consumed by Bantu.
- 1.3.8 Sample: The total number of subjects is termed "the sample".
- 1.3.9 Population: This term refers throughout to the Coloured population of the Transvaal and the Orange Free State.
- 1.3.10 Marital status: Subjects who were legally married as well as those who were not married but were living together as man and wife were regarded as persons living in wedlock. Those subjects who were either unmarried, or had been married but who at the time of the survey were divorced or had been deserted, as well as widowers and widows, have been classified as persons living out of wedlock.
- 1.3.11 Domicile: Two classifications were made, viz., firstly the urban areas, which included all subjects living in towns and cities, and secondly the rural areas which included subjects living on farms and smallholdings.
- 1.3.12 Total abstainers: This refers to a subject who consumes no alcoholic liquor whatever except for sacramental purposes.

- 1.3.13 Consumer: Any subject who drinks alcoholic liquor of any kind, however small the quantity consumed, is termed a consumer.
- 1.3.14 Household: A household is an economic and social unit consisting of persons living in the same home, eating at the same table, and having only one family budget.
- 1.3.15 Income: This is the total net income of a household, whether earned by one or both spouses. In cases where the wife is the subject and has no remunerative occupation outside the home, the husband's income is regarded as hers.
- 1.3.16 Afrikaans churches: This term refers to the three Afrikaans sister churches, viz. the Nederduits Gereformeerde Kerk, the Nederduitsch Hervormde Kerk and the Gereformeerde Kerk.
- 1.3.17 English churches: For purposes of this survey the Congregational Church, the Anglican Church and the Methodist Church are grouped together.
- 1.3.18 Liquor measures: For the purpose of this survey the following measures are given:

1 bottle of spirits	=	21 drinks
1 bottle of fortified wine	=	+ 14 glasses
1 bottle of natural wine	=	6 glasses
1 small bottle of beer	=	1 pint
1 large bottle of beer	=	2 pints
4 shandies	=	1 pint of beer

1.4 DIVISION OF REPORT

An explanation of how the contents of this report have been arranged, is given below. Chapter 1 is the introductory chapter in which the aims and methods of the survey are set forth and the composition of the sample and the definition of certain concepts are discussed.

In Chapter 2 the general characteristics of the sample are described; in Chapter 3 the total abstainers and the drinkers are compared in respect of specific social factors. In Chapter 4 the reasons for abstinence, as stated by the subjects, are given. The seven chapters from Chapter 5 up to and including Chapter 10, which are exclusively concerned with consumers, contain an analysis of motives for drinking, liquor preference, drinking frequency, places where liquor for whites is usually consumed, the quantity of liquor consumed during the seven days preceding the survey, the weekly family expenditure on liquor and the drinking situation.

In Chapter 11 the attitude of the subjects to the liquor legislation at the time of the survey is dealt with. Chapter 12 consists of a general résumé of the contents of the report.

CHAPTER 2

GENERAL CHARACTERISTICS OF SAMPLE

2.1 INTRODUCTION

This chapter deals with characteristics of the sample, e.g. classification according to sex, age distribution, home language, marital status, standard of education, occupation, income, domicile, religious denomination and literacy. As far as possible, these attributes are compared with the 1951 Census data, since at the time when this survey was in preparation, the data of the 1960 Census were not yet available; the sample therefore had to be based on the 1951 Census data. The official census figures are presented in such a way that some of the data are available only in respect of the population aged 18 years and over and in other cases of the population of 15 years and older.

2.2 SEX DISTRIBUTION

In Table 2.1 the sex distribution of the sample is compared with that of the population of 18 years and over of the provinces concerned.

TABLE 2.1
SEX DISTRIBUTION OF SAMPLE

Sex	No.	%	Percentage of population aged 18 years and over
Men	250	50.0	50.6
Women	250	50.0	49.4
TOTAL	500	100.0	100.0

The data in Table 2.1 show that the sample consisted of 50.0 per cent male and 50.0 per cent female subjects, whereas the actual population figures are 50.6 per cent male and 49.4 per cent female. In this respect therefore the sample is a true reflection of the population.

2.3 AGE DISTRIBUTION

In Table 2.2 the age distribution of the sample is compared with that of the population aged 18 years and over.

TABLE 2.2

AGE DISTRIBUTION OF SAMPLE

Age	No.	%	Percentage of population aged 18 years and over
18-20 years	6	1.2	10.7
21-30 years	155	31.0	31.9
31-40 years	165	33.0	23.9
Sub-total	326	65.2	66.5
41-50 years	94	18.8	16.1
51-60 years	55	11.0	7.9
61-70 years	20	4.0	6.1
71 years and older	5	1.0	3.5
Sub-total	174	34.8	33.6
TOTAL	500	100.0	100.0

According to Table 2.2 the percentage (1.2) of subjects in the youngest age group is below that in the case of the total population (10.7). The opposite applies to the age group 31 to 40 years, so that there is little difference between the percentages of the age group and the total population in respect of all the age groups between 18 and 40 years taken together.

The differences observed between the sample and the population with regard to the youngest age group, may possibly be attributed to the fact that persons in this age group are often away from home, so that fewer of them could be interviewed by the fieldworkers. The converse, it appears, is partly responsible for the fact that the sample contained a larger percentage of persons in the 31-40, 41-50 and 51-60 year age groups than does the total population.

2.4

HOME LANGUAGE

In Table 2.3 the distribution of the sample according to home language is compared with the 1951 Census data. The census data here include all Coloureds aged 15 years and over.

It appears that the sample differs only slightly from the population of 15 years and over as far as the home language of the two groups is concerned, 80.2 per cent of the sample were Afrikaans-speaking and 19.8 per cent English-speaking, as against 85.3 per cent Afrikaans-speaking and 12.3 per cent English-speaking subjects in the population of 15 years and over.

TABLE 2.3
HOME LANGUAGE OF SAMPLE

Home language	No.	%	Percentage of population aged 15 years and over
Afrikaans	401	80.2	85.3
English	99	19.8	12.3
Other	-	-	2.3
TOTAL	500	100.0	100.0

2.5 MARITAL STATUS

In Table 2.4 the marital status of the sample is compared with that of the population of 15 years and older.

TABLE 2.4
MARITAL STATUS OF SAMPLE

Marital status	No.	%	Percentage of population aged 15 years and over
Not yet married	72	14.4	40.1
Married	364	72.8	49.5
Formerly married, now divorced or deserted	17	3.4	1.8
Not married, but living together as man and wife	15	3.0	0.5
Widower/widow	32	6.4	8.1
TOTAL	500	100.0	100.0

From Table 2.4 it appears that the not-yet-married group constitutes a smaller percentage of the sample than of the total population of 15 years and older. The opposite applies in the case of married subjects, who constitute a far higher percentage of the sample than of the population as a whole. It should be noted, however, that the sample includes persons aged 18 and over, whereas the census data relate only to persons of 15 and over. It is therefore to be expected that the population referred to will include a higher percentage of not-yet-married persons than the sample. The difference may also be partly attributable to the fact that, as pointed out in Table 2.2, the young people were more often absent from home than the married ones when the fieldworkers called.

DOMICILE

In Table 2.5 the domicile of the sample is compared with that of the population according to the 1951 Census data.

TABLE 2.5
DOMICILE OF SAMPLE

Domicile	No.	%	Percentage of population aged 18 years and over
Urban areas	422	84.4	85.4
Rural areas	78	15.6	14.6
TOTAL	500	100.0	100.0

According to Table 2.5, 84.4 per cent of the sample as against 85.4 per cent of the population aged 18 and over were domiciled in urban areas, whereas 15.6 per cent and 14.6 per cent, respectively, lived in rural areas. This is evidence that the sample is truly representative of the population as a whole.

STANDARD OF EDUCATION

Table 2.6 shows the distribution of the sample's standard of education. Owing to the absence of comparable census figures, these data cannot be compared with those for the population as a whole.

TABLE 2.6
STANDARD OF EDUCATION OF SAMPLE

Educational standard group	No.	%
Never attended school or failed to pass any standard	50	10.0
Attended primary school	311	62.2
Attended high school	136	27.2
Received post-school training	3	0.6
TOTAL	500	100.0

The largest percentage of the subjects had attended primary school, while just over a quarter of them had attended high school (27.2%). Those who had never attended school or never passed any standard, constituted 10.0 per cent of the sample. Three persons (0.6%) had received post-school training.

2.8

OCCUPATION

The occupational distribution of the sample is shown in Table 2.7. Here, too, it was not possible to make use of the data of the Bureau of Statistics since the classification of occupations in this report is not comparable with that used in the census tables.

TABLE 2.7

OCCUPATIONAL DISTRIBUTION OF SAMPLE

Occupational group	No.	%
Unskilled workers	244	48.8
Skilled workers, security services and private entrepreneurs	49	9.8
Housewives and other persons engaged in non-remunerative occupations	148	29.6
Professional, technical and related occupations	59	11.8
TOTAL	500	100.0

Approximately half of the subjects belonged to the occupational group of unskilled workers (48.8%); housewives and others engaged in non-remunerative occupations constituted the second largest group (29.6%); then came the professional, technical and related occupations (11.8%) and finally the occupational group of skilled workers, security services and private entrepreneurs (9.8%).

2.9

INCOME

Table 2.8 shows the distribution of the weekly income of the sample. Here, too, no corresponding census data were available.

TABLE 2.8

INCOME DISTRIBUTION OF SAMPLE

Weekly income	No.	%
Up to R14.99	269	53.8
R15.00 - R29.99	185	37.0
R30.00 and over	46	9.2
TOTAL	500	100.0

The weekly income of more than half of the sample was below R15.00 (53.8%); the income of 37.0 per cent of the subjects was between R15.00 and R29.99 per week, while 9.2 per cent had a weekly income of R30.00 or more.

None of the subjects were without any income at all.

2.10 RELIGIOUS DENOMINATION

Table 2.9 shows the distribution of the sample according to religious denomination and the extent to which this distribution corresponds with that of the population of 15 years old and over.

TABLE 2.9
RELIGIOUS DENOMINATION OF SAMPLE

Religious denomination	No.	%	Percentage of population aged 15 years and over
Afrikaans churches	65	13.0	15.5
English churches	278	55.6	44.1
Roman Catholic Church	51	10.2	8.2
Apostolic faiths and Full Gospel Church	50	10.0	6.0
No church	2	0.4	1.0
Other churches	54	10.8	25.2
TOTAL	500	100.0	100.0

From the data in Table 2.9 it would appear that the sample, 55.6 per cent of which belong to English churches, as somewhat over-represented in this respect in comparison with the corresponding census figure (44.1%). On the other hand the subjects in the category "other churches" are under-represented, since 10.8 per cent of the sample, as against 25.2 per cent of the population belong to "other churches". These anomalies are probably attributable to difference in classification.

In this connection it is, however, significant that nearly half (44.1%) of the Coloured population belong to English churches, even though Table 2.3 shows that more than four fifths (85.3%) are Afrikaans-speaking.

2.11 LITERACY

Table 2.10 reflects the sample's knowledge of reading and writing. No figures in respect of the population were available in this regard.

TABLE 2.10
LITERACY OF SAMPLE

Literacy	No.	%
Literates	439	87.8
Illiterates	61	12.2
TOTAL	500	100.0

The above table shows that the great majority of subjects are able to read and write (87.8%) and that 12.2 per cent are illiterate.

2.12 SUMMARY

As regards sex distribution, age, home language, domicile and religious denomination, the sample was compared with the population on the basis of the 1951 Census data. This comparison shows that the sample corresponds to a large extent with the corresponding population group. The sample may therefore be regarded as representative of the population from which it was drawn.

CHAPTER 3

TOTAL ABSTAINERS AND CONSUMERS

3.1 INTRODUCTION

In this chapter total abstainers and consumers are compared with regard to different personal attributes, e.g. sex, age, home language, marital status, domicile, standard of education, literacy, occupation, income and religious denomination.

The emphasis here is solely on whether or not the subjects drink at all, however small the quantity. This survey is not concerned with the intensity of the drinking habit.

3.2 TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO SEX

Table 3.1 compares total abstainers and drinkers classified according to sex.

TABLE 3.1

TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO SEX

Group	Men		Women		Total	
	No.	%	No.	%	No.	%
Total abstainers	35	14.0	123	49.2	158	31.6
Consumers	215	86.0	127	50.8	342	68.4
TOTAL	250	100.0	250	100.0	500	100.0

$$X^2 = 71.6558; p < 0.1\%$$

The data in Table 3.1 show that 31.6 per cent, i.e. nearly one third, of the sample are total abstainers.

It further appears that far more women than men are classified as total abstainers, i.e. 49.2 per cent as against 14.0 per cent. This difference should probably be ascribed to the fact that most societies prefer women to be abstainers. The Coloured communities in question are no exception.

3.3 TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO AGE

In Table 3.2 total abstainers and consumers are compared according to age distribution.

TABLE 3.2

TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO AGE

Group	30 years and younger		31-40 years		41-50 years		51 years and older		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Total abstainers	48	29.8	40	24.2	33	35.1	37	46.3	158	31.6
Consumers	113	70.2	125	75.8	61	64.9	43	53.7	342	68.4
TOTAL	161	100.0	165	100.0	94	100.0	80	100.0	500	100.0

$$X^2 = 12.8483; 1\% > p > 0.1\%$$

As stated in Table 3.1, 31.6 per cent of the sample are total abstainers. If this percentage is compared with that of total abstainers in each separate age group, we note that the highest age group contains the largest percentage of total abstainers, namely 46.3, whereas the age group 31-40 years contains the smallest number (24.2%). The question now arises: Why are there fewer consumers in the older age groups? The reason for this may be that an older person probably drinks less than a younger one because of lower income, owing to inability to compete to the same extent on the labour market. Another contributory factor, besides the higher age, may be the sex composition of the higher age groups, since it is a well-known fact that women's life expectancy is higher than men's. With reference to the life expectancy of the Coloureds, S. P. Cilliers for example has proved that the life expectancy of Coloured men is 44.82 and that of Coloured women 47.77 years (4, p.21). As Table 3.1 shows, fewer women than men are consumers.

3.4

TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO HOME LANGUAGE

Table 3.3 contains data concerning total abstainers and consumers according to home language.

TABLE 3.3

TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO HOME LANGUAGE

Group	Afrikaans		English		Total	
	No.	%	No.	%	No.	%
Total abstainers	135	33.7	23	23.2	158	31.6
Consumers	266	66.3	76	76.8	342	68.4
TOTAL	401	100.0	99	100.0	500	100.0

$$X^2 = 3.9986; 5\% > p > 2\%$$

Tabel 3.3 shows that the Afrikaans-speaking group includes more total abstainers than the English-speaking one (33.7% as against 23.2%). It is not improbable that the differences observed may bear some relation to factors such as domicile (rural or urban), occupation, income, age, sex, etc. Since only about one fifth of the total number of subjects were English-speaking, it would be unwise to jump to conclusions.

3.5 TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO MARITAL STATUS

Table 3.4 gives an analysis of the relation between the marital status of the subjects and their drinking habits.

TABLE 3.4
TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO
MARITAL STATUS

Group	In wedlock		Out of wedlock		Total	
	No.	%	No.	%	No.	%
Total abstainers	127	33.5	31	25.6	158	31.6
Consumers	252	66.5	90	74.4	342	68.4
TOTAL	379	100.0	121	100.0	500	100.0

$$X^2 = 2.6409; 20\% > p > 10\%$$

The higher percentage (74.4) of consumers among the group living out of wedlock - the percentage for the group living in wedlock being only 66.5 - is probably partly due to the fact that persons living out of wedlock have greater freedom, less responsibility towards other persons, especially dependants, and more money for their personal use; this distinguishes single persons from persons living in wedlock.

3.6 TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO DOMICILE

In Table 3.5 the data are tabulated to determine whether there is any difference between rural and urban Coloureds as regards liquor consumption and total abstinence.

The data in Table 3.5 show that the urban group includes a smaller percentage (66.8) of consumers than the rural group (76.9).

TABLE 3.5

TOTAL ABSTAINERS AND CONSUMERS ACCORDING
TO DOMICILE

Group	Urban		Rural		Total	
	No.	%	No.	%	No.	%
Total abstainers	140	33.2	18	23.1	158	31.6
Consumers	282	66.8	60	76.9	342	68.4
TOTAL	422	100.0	78	100.0	500	100.0

$$X^2 = 3.1058; 10\% > p > 5\%$$

3.7

TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO STANDARD
OF EDUCATION

In Table 3.6 the total abstainers in this survey are compared with the drinkers in respect of their standard of education.

TABLE 3.6

TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO
STANDARD OF EDUCATION

Group	Never attend- ed school or failed to pass any standard		Primary school quali- fications		Post-primary school qualifi- cations		Total	
	No.	%	No.	%	No.	%	No.	%
Total abstainers	15	30.0	107	34.4	36	25.9	158	31.6
Consumers	35	70.0	204	65.6	103	74.1	342	68.4
TOTAL	50	100.0	311	100.0	139	100.0	500	100.0

$$X^2 = 3.2812; 20\% > p > 10\%$$

The distribution of the data in Table 3.6 reveals little difference between the various groups. The group with the lowest standard of education (70.0%) and that with the highest (74.1%) included percentually larger numbers of drinkers than the middle group (65.6%).

3.8

TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO LITERACY

In Table 3.7 the degree of literacy of the subjects is related to their abstention from or consumption of liquor.

TABEL 3.7

TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO LITERACY

Group	Literate		Illiterate		Total	
	No.	%	No.	%	No.	%
Total abstainers	141	32.1	17	27.9	158	31.6
Consumers	298	67.9	44	72.1	342	68.4
TOTAL	439	100.0	61	100.0	500	100.0

$$X^2 = 0.3610; 70\% > p > 50\%$$

According to the data in Table 3.7, there is very little difference between literates and illiterates where liquor consumption or abstinence is concerned. Such differences between the two groups as have been observed are not significant.

3.9

TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO OCCUPATION

In Table 3.8 liquor consumption and abstinence are related to the occupations of the subjects.

TABLE 3.8

TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO OCCUPATION

Group	Unskilled workers		Skilled work-Housewives ers, secu- and persons rity servic- not engaged es, private in remune- entrepre- rative occu- neurs pations				Profession- al, tech- nical & related oc- cupations		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Total abstainers	55	22.5	8	16.3	81	54.7	14	23.7	158	31.6
Consumers	189	77.5	41	83.7	67	45.3	45	76.3	342	68.4
TOTAL	244	100.0	49	100.0	148	100.0	59	100.0	500	100.0

$$X^2 = 52.8746; p < 0.1\%$$

The data in Table 3.8 show that the occupational group of housewives and persons engaged in non-remunerative occupations includes the highest percentage of total abstainers (54.7); this is probably because of the relatively high percentage of women in this group. The occupational group of skilled workers, security services and private entrepreneurs yielded the lowest percentage of total abstainers (16.3). Any explanation of these differences must needs be a matter of surmise, and it is therefore not deemed advisable to comment on this.

3.10 TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO INCOME

In Table 3.9 the income of the subjects is related to their liquor consumption or abstinence. The term "income" is defined in section 1.3.15; and in interpreting the data, this definition should be kept in mind.

TABLE 3.9
TOTAL ABSTAINERS AND CONSUMERS
ACCORDING TO INCOME

Group	Weekly income							
	Up to R14.99		R15.00 - R29.99		R30.00 and over		Total	
	No.	%	No.	%	No.	%	No.	%
Total abstainers	84	31.2	55	29.7	19	41.3	158	31.6
Consumers	185	68.8	130	70.3	27	58.7	342	68.4
TOTAL	269	100.0	185	100.0	46	100.0	500	100.0

$$X^2 = 2.3206; 50\% > p > 30\%$$

According to the data in Table 3.9, the highest income group, i. e. R30.00 and over, includes the largest percentage of total abstainers (41.3). The differences between the other income groups are negligible.

3.11 TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO RELIGIOUS DENOMINATION

In Table 3.10 total abstainers and consumers are compared in respect of religious denomination.

According to the data in Table 3.10, the highest percentage of total abstainers (48.0) occurs among members of the Apostolic faiths and the Full Gospel Church. This figure probably reflects these churches' severe condemnation of indulgence in liquor.

TABLE 3.10

TOTAL ABSTAINERS AND CONSUMERS ACCORDING TO RELIGIOUS DENOMINATION

Group	Afrikaans churches		English churches		Roman Catholic Church		Apostolic faiths and Full Gospel Church		No church		Other churches		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Total abstainers	18	27.7	82	29.5	14	27.5	24	48.0	-	-	20	37.0	158	31.6
Consumers	47	72.3	196	70.5	37	72.5	26	52.0	2	100.0	34	63.0	342	68.4
TOTAL	65	100.0	278	100.0	51	100.0	50	100.0	2	100.0	54	100.0	500	100.0

3.12 SUMMARY

3.12.1 Approximately one third of the sample, and proportionately more women than men, are total abstainers.

3.12.2 The age groups 41 years and older comprise a higher percentage of total abstainers than the younger ones.

3.12.3 Approximately one third of the Afrikaans-speaking subjects, but less than one quarter of the English-speaking ones, are total abstainers.

3.12.4 One out of every three persons living in wedlock was classified as a total abstainer, as against one out of every four living out of wedlock.

3.12.5 Of urban dwellers 33.2 per cent as against 23.1 per cent of rural dwellers are total abstainers.

3.12.6 The groups with the lowest and the largest standard of education contained slightly higher percentages of consumers than the middle group.

3.12.7 The chi-square value indicates that there is little connection between literacy and liquor consumption or abstinence.

3.12.8 More than 50.0 per cent of the subjects in the occupational group of housewives and persons engaged in non-remunerative occupations are total abstainers, whereas total abstainers constitute less than one quarter of each of the other occupational groups.

3.12.9 The highest income group has a slightly higher percentage of total abstainers than the middle and the lowest income groups.

3.12.10 The Apostolic faiths and the Full Gospel Church have a higher percentage of total abstainers than the other churches.

CHAPTER 4

MOTIVE FOR ABSTINENCE

4.1 INTRODUCTION

The investigation showed 31.6 per cent of the sample as total abstainers. This chapter contains an analysis of the reasons advanced by total abstainers for their abstinence. These reasons are classified as follows: moral, religious or social; financial; health; and "other".

4.2 MOTIVE FOR ABSTINENCE ACCORDING TO SEX

In the following table the motives of the two sexes with regard to total abstinence are tabulated:

TABLE 4.1
MOTIVE FOR ABSTINENCE ACCORDING TO SEX

Motive	Men		Women		Total	
	No.	%	No.	%	No.	%
Moral, religious or social	13	36.1	72	59.0	85	53.8
Financial	3	8.3	5	4.1	8	5.1
Health	18	50.0	39	32.0	57	36.0
Other	2	5.6	6	4.9	8	5.1
TOTAL	36	100.0	122	100.0	158	100.0

$$X^2 = 6.2231; \quad 20\% > p > 10\%$$

The data in Table 4.1 show that more than half (53.8%) of the total abstainers advanced moral, religious or social reasons for their abstinence. Health reasons constitute the second highest percentage (36.0), financial reasons (5.1) and "other" reasons being about equal. Women mostly advanced moral, religious or social reasons (59.0%); health reasons came next (32.0%). In the case of men the majority advanced health reasons (50.0%), while 36.1 per cent abstained on moral, religious or social grounds.

4.3 MOTIVE FOR ABSTINENCE ACCORDING TO AGE

The motives for abstinence are analysed in Table 4.2 according to the age of the subjects.

TABLE 4.2

MOTIVE FOR ABSTINENCE ACCORDING TO AGE

Motive	30 years and younger		31 - 40 years		41 - 50 years		51 years and older		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Moral, religious or social	28	58.3	26	65.0	13	39.4	18	48.7	85	53.8
Financial	3	6.3	1	2.5	3	9.1	1	2.7	8	5.1
Health	14	29.1	12	30.0	15	45.5	16	43.2	57	36.0
Other	3	6.3	1	2.5	2	6.0	2	5.4	8	5.1
TOTAL	48	100.0	40	100.0	33	100.0	37	100.0	158	100.0

According to the data in Table 4.2, 58.3 per cent of the subjects in the youngest age group advanced moral, religious or social grounds for abstinence. The age groups 31 to 40 years and 51 years and older also advanced these reasons (65.0% and 48.7%, respectively). The age group 41 - 50 years put health reasons first (45.5%). From the table it would appear that age bears little relation to reasons for abstinence.

4.4 MOTIVE FOR ABSTINENCE ACCORDING TO HOME LANGUAGE

In the following table the reasons advanced by total abstainers for their abstinence are analysed according to their home language.

TABLE 4.3

MOTIVE FOR ABSTINENCE ACCORDING TO HOME LANGUAGE

Motive	Afrikaans		English		Total	
	No.	%	No.	%	No.	%
Moral, religious or social	75	55.1	10	45.5	85	53.8
Financial	7	5.2	1	4.5	8	5.1
Health	48	35.3	9	40.9	57	36.0
Other	6	4.4	2	9.1	8	5.1
TOTAL	136	100.0	22	100.0	158	100.0

$$X^2 = 1.3281; 80\% > p > 70\%$$

The data in the above table reveal no significant differences in motivation between the two home language groups.

4.5 MOTIVE FOR ABSTINENCE ACCORDING TO DOMICILE

Table 4.4 is an analysis of the reasons for abstinence according to domicile.

From Table 4.4 we may deduce that the urban group is more strongly influenced by moral, religious and social as well as health considerations than the rural, whereas with the latter the emphasis is more on financial and "other" reasons. However, the cell frequencies in the rural group are too small to justify any definite conclusions.

TABLE 4.4

MOTIVE FOR ABSTINENCE ACCORDING TO DOMICILE

Motive	Urban		Rural		Total	
	No.	%	No.	%	No.	%
Moral, religious or social	76	54.2	9	50.0	85	53.8
Financial	5	3.5	3	16.6	8	5.1
Health	53	38.0	4	22.2	57	36.0
Other	6	4.2	2	11.1	8	5.1
TOTAL	140	100.0	18	100.0	158	100.0

4.6 SUMMARY

4.6.1 More than half of all total abstainers advance moral, religious, or social reasons for their abstinence.

4.6.2 The percentage of women advancing the above reasons is considerably higher than that of men. A higher percentage of men than women advance health reasons.

4.6.3 The data show that there is apparently little connection between motives for abstinence and factors such as age, home language and domicile.

CHAPTER 5

MOTIVE FOR DRINKING

5.1 INTRODUCTION

In a survey of a drinking pattern, the motive for drinking is probably one of the most difficult aspects on which to obtain accurate data. Several factors may be involved here; inter alia, the fact that the subject is reluctant to reveal the true reasons why he or she has developed the drinking habit, and will put forward reasons more likely to be socially acceptable. Rationalization by the subject may also cloud the issue. Also, some subjects are unaware of the real reasons why they take alcohol and may omit the most significant motives while mentioning only the less important ones. It is impossible for the researcher to determine the extent to which the data obtained have been influenced by rationalization; and the data concerning this aspect are therefore subject to this reservation.

The reasons advanced by the subjects to account for their habit of drinking are classified under the following headings: Physiological, traditional, psychological and "other" reasons. Physiological grounds include answers like: "Because liquor stimulates the appetite", "because it quenches thirst", etc. The psychological reasons include answers like these: "To forget one's worries", "to give one a jolly feeling", etc. Among the social reasons advanced were: "For the sake of conviviality", or "it helps free and easy conversation". The traditional reasons advanced were, inter alia: "Because it is customary to drink on occasions like weddings, birthdays, at Christmas time, etc." and "simply because it is customary or the usual thing to do". All other reasons which did not fall under any of the above headings were classified as "other reasons". It is obvious, however, that in classifying the reasons there can be no question of any hard and fast pigeon-holing. The classification is therefore no more than an approximate indication of the sample's various motives for drinking.

In this chapter the subjects' motives for drinking in terms of this general classification are related to various social factors. Only the data concerning the 342 subjects who proved to be consumers are discussed here.

5.2 MOTIVE FOR DRINKING ACCORDING TO SEX

Table 5.1 shows to what extent the two sexes advance the same or different reasons for drinking.

TABLE 5.1

MOTIVE FOR DRINKING ACCORDING TO SEX

Motive	Men		Women		Total	
	No.	%	No.	%	No.	%
Physiological	65	30.2	30	23.6	95	27.8
Traditional	26	12.1	62	48.6	88	25.7
Psychological	36	16.7	16	12.6	52	15.2
Social	75	34.9	15	11.8	90	26.3
Other	13	6.0	4	3.1	17	5.0
TOTAL	215	100.0	127	100.0	342	100.0

$$X^2 = 58.4074; p < 0.1\%$$

Table 5.1 shows that the total group advances physiological (27.8%), social (26.3%), and traditional reasons (25.7%), in that order.

The reasons advanced by men are mainly of a social nature (34.9%), whereas women tend more to traditional reasons (48.6%). A possible explanation may be the fact that generally women drink much less than men. (See Table 3.1.) When women do drink it is often only on special occasions where custom demands it. The relative weight of this factor is therefore considerable.

5.3 MOTIVE FOR DRINKING ACCORDING TO AGE

In Table 5.2 the motive for drinking is related to the ages of the subjects.

TABLE 5.2

MOTIVE FOR DRINKING ACCORDING TO AGE

Motive	30 years and under		31 - 40 years		41 - 50 years		51 years and over		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Physiological	26	23.0	33	26.4	21	34.4	15	34.9	95	27.8
Traditional	38	33.6	26	20.8	13	21.3	11	25.6	88	25.7
Psychological	17	15.0	25	20.0	4	6.6	6	13.9	52	15.2
Social	30	26.5	31	24.8	20	32.8	9	20.9	90	26.3
Other	2	1.8	10	8.0	3	4.9	2	4.7	17	5.0
TOTAL	113	100.0	125	100.0	61	100.0	43	100.0	342	100.0

$$X^2 = 23.5428; 5\% > p > 2\%$$

The chi-square value obtained proves that significant statistical differences occur from one age group to another. An analysis of the data in Table 5.2 shows, inter alia, that the percentage of persons advancing physiological reasons for drinking rises with the age of the age group concerned. The percentage in the case of the youngest age group is 23.0, as against 34.9 in that of the oldest.

5.4 MOTIVE FOR DRINKING ACCORDING TO HOME LANGUAGE

The data in Table 5.3 relate to the motives for drinking as advanced by the two language groups.

TABLE 5.3

MOTIVE FOR DRINKING ACCORDING TO HOME LANGUAGE

Motive	Afrikaans		English		Total	
	No.	%	No.	%	No.	%
Physiological	81	30.4	14	18.4	95	27.8
Traditional	63	23.7	25	32.9	88	25.7
Psychological	37	13.9	15	19.7	52	15.2
Social	73	27.4	17	22.4	90	26.3
Other	12	4.5	5	6.6	17	5.0
TOTAL	266	100.0	76	100.0	342	100.0

$$X^2 = 7.4350; 20\% > p > 10\%$$

The data in Table 5.3 show that the largest single percentage (30.4) of the Afrikaans-speaking subjects emphasised physiological reasons, whereas the largest single percentage (32.9) of the English-speaking ones put traditional reasons first.

5.5 MOTIVE FOR DRINKING ACCORDING TO MARITAL STATUS

Table 5.4 shows the connection between marital status and motive for drinking.

The data in Table 5.4 show that the largest single percentage, viz. 30.6 of persons living in wedlock advanced physiological reasons for drinking. The group living out of wedlock on the other hand mostly advanced traditional reasons (31.1%). The differences between the groups are, however, too slight to justify any lengthy discussion.

TABLE 5.4

MOTIVE FOR DRINKING ACCORDING TO MARITAL STATUS

Motive	In wedlock		Out of wedlock		Total	
	No.	%	No.	%	No.	%
Physiological	77	30.6	18	20.0	95	27.8
Traditional	60	23.8	28	31.1	88	25.7
Psychological	39	15.5	13	14.4	52	15.2
Social	63	25.0	27	30.0	90	26.3
Other	13	5.2	4	4.4	17	5.0
TOTAL	252	100.0	90	100.0	342	100.0

$$X^2 = 4.7782; 50\% > p > 30\%$$

5.6 MOTIVE FOR DRINKING ACCORDING TO DOMICILE

In Table 5.5 the motives for drinking are related to the consumers' domicile.

TABLE 5.5

MOTIVE FOR DRINKING ACCORDING TO DOMICILE

Motive	Urban		Rural		Total	
	No.	%	No.	%	No.	%
Physiological	67	23.8	28	46.7	95	27.8
Traditional	78	27.7	10	16.7	88	25.7
Psychological	48	17.0	4	6.7	52	15.2
Social	77	27.3	13	21.7	90	26.3
Other	12	4.2	5	8.3	17	5.0
TOTAL	282	100.0	60	100.0	342	100.0

$$X^2 = 17.4109; p < 0.1\%$$

The data in Table 5.5 show that the largest single percentage of the urban group, viz. 27.7, drinks for traditional reasons, whereas the largest single percentage of subjects in rural areas advanced physiological reasons (46.7). As pointed out in section 5.4, physiological reasons topped the list among the Afrikaans-speaking Coloureds, and one may fairly safely assume that the majority of Coloured rural dwellers are Afrikaans-speaking. As section 5.7 will show, physiological motives predominate in the case of persons whose standard of education is comparatively low, and it is to be expected that in this respect the rural Coloureds tend to compare unfavourably with urban ones.

5.7

MOTIVE FOR DRINKING ACCORDING TO STANDARD OF EDUCATION

In Table 5.6 the motives for drinking are related to the subjects' standard of education.

TABLE 5.6

MOTIVE FOR DRINKING ACCORDING TO STANDARD OF EDUCATION

Motive	Never attend- ed school or failed to pass any standard		Primary school quali- fications		Post-primary school quali- fications		Total	
	No.	%	No.	%	No.	%	No.	%
Physiological	21	60.0	60	29.4	14	13.6	95	27.8
Traditional	5	14.3	57	27.9	26	25.2	88	25.7
Psychological	2	5.7	30	14.7	20	19.4	52	15.2
Social	5	14.3	48	23.5	37	35.9	90	26.3
Other	2	5.7	9	4.4	6	5.8	17	5.0
TOTAL	35	100.0	204	100.0	103	100.0	342	100.0

$$X^2 = 32.6837; \quad p < 0.1\%$$

The data in Table 5.6 show that as the standard of education of the group in question rises, the percentage of subjects advancing physiological reasons declines accordingly (from 60.0% in the case of the lowest to 29.4% in that of the middle and 13.6% in that of the highest educational level group). The opposite applies in regard to psychological and social reasons. Here, too, a gradual rising trend may be observed, for as the educational level of the relevant group rises, so does the percentage of subjects advancing psychological and social reasons. Psychological reasons rise from 5.7 per cent in the case of the lowest educational level group to 14.7 per cent in that of the middle, and to 19.4 per cent in that of the highest; and social reasons from 14.3 per cent to 23.5 per cent and 35.9 per cent, respectively.

5.8

MOTIVE FOR DRINKING ACCORDING TO OCCUPATION

The drinking motives of the subjects according to occupation are analysed in Table 5.7.

TABLE 5.7

MOTIVE FOR DRINKING ACCORDING TO OCCUPATION

Motive	Unskilled workers		Skilled workers, security services, private entrepreneurs		Housewives and persons engaged in non-remunerative occupations		Professional, technical and related occupations		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Physiological	62	32.8	10	24.4	17	25.4	6	13.3	95	27.8
Traditional	41	21.7	2	4.9	32	47.8	13	28.9	88	25.7
Psychological	24	12.7	10	24.4	10	14.9	8	17.8	52	15.2
Social	51	27.0	16	39.0	6	9.0	17	37.8	90	26.3
Other	11	5.8	3	7.3	2	3.0	1	2.2	17	5.0
TOTAL	189	100.0	41	100.0	67	100.0	45	100.0	342	100.0

$$X^2 = 44.0004; p < 0.1\%$$

Table 5.7 indicates that the unskilled workers put physiological reasons first (32.8%). The occupational group of skilled workers, security services and private entrepreneurs, as well as the professional, technical and related occupations group tend to lay more stress on social reasons (39.0% and 37.8%, respectively), whereas the third occupational group, housewives and persons engaged in non-remunerative occupations, in the main advanced traditional reasons (47.8%). As with the connection between standard of education and drinking motive, it would appear that among the less cultured Coloureds, e.g. the group of unskilled workers, there is a higher percentage of persons who consume liquor for the sake of physical enjoyment, whereas the more cultured ones do so more for social and psychological reasons.

5.9 MOTIVE FOR DRINKING ACCORDING TO WEEKLY INCOME

In Table 5.8 the weekly family income of the subjects is related to their reasons for consuming liquor.

TABLE 5.8
MOTIVE FOR DRINKING ACCORDING TO WEEKLY INCOME

Motive	Weekly income					
	Up to R14.99		R15.00 and over		Total	
	No.	%	No.	%	No.	%
Physiological	67	36.2	28	17.8	95	27.8
Traditional	47	25.4	41	26.1	88	25.7
Psychological	21	11.4	31	19.7	52	15.2
Social	38	20.5	52	33.1	90	26.3
Other	12	6.5	5	3.2	17	5.0
TOTAL	185	100.0	157	100.0	342	100.0

$$X^2 = 21.2524; \quad p < 0.1\%$$

Note that the lower income group (with a weekly income below R15.00) is more inclined to emphasise physiological reasons than is the higher income group (with a weekly income exceeding R15.00) - 36.2 per cent as against 17.8 per cent. The opposite applies in regard to psychological and social reasons. The same trend has been observed in connection with standard of education and occupation.

5.10 MOTIVE FOR DRINKING ACCORDING TO THE MONETARY VALUE OF LIQUOR CONSUMED WEEKLY BY THE SUBJECT

Table 5.9 relates the reasons for drinking to the monetary value of the kind of liquor consumed weekly by the subject himself.

TABLE 5.9

MOTIVE FOR DRINKING ACCORDING TO THE MONETARY VALUE OF LIQUOR CONSUMED BY THE SUBJECT

Motive	Up to 99c per week		R1. 00 and over per week		Total	
	No.	%	No.	%	No.	%
Physiological	73	33.5	22	17.7	95	27.8
Traditional	77	35.3	11	8.9	88	25.7
Psychological	23	10.6	29	23.4	52	15.2
Social	36	16.5	54	43.5	90	26.3
Other	9	4.1	8	6.5	17	5.0
TOTAL	218	100.0	124	100.0	342	100.0

$$X^2 = 59.9198; \quad p < 0.1\%$$

Table 5.9 shows that those subjects consuming liquor up to the value of 99c per week put physiological and traditional reasons first (33.5% and 35.3%, respectively), whereas those in the group spending R1.00 and over per week emphasise the social and psychological reasons (43.5% and 23.4%, respectively). The higher the monetary value of the drink consumed weekly by the subject himself, the stronger the emphasis on social and psychological reasons, whereas physiological and traditional reasons become less frequent. In other words, heavy drinkers or persons who consume the more expensive types of liquor tend to drink more for social and psychological reasons than moderate drinkers or consumers of the cheaper types of liquor.

5.11 MOTIVE FOR DRINKING ACCORDING TO NUMBER OF DRINKS CONSUMED BY THE SUBJECT DURING THE PRECEDING SEVEN DAYS

In Table 5.10 the motive for drinking is analysed according to the number of drinks consumed by the subject during the 7 days immediately preceding the survey.

As the data in Table 5.10 show, the percentages of subjects advancing psychological and social reasons rise proportionately to the number of drinks consumed in the course of the preceding 7 days. It may therefore be deduced, as in the case of section 5.10, that more often heavy drinkers consume liquor for social and psychological reasons than do moderate drinkers.

TABLE 5.10

MOTIVE FOR DRINKING ACCORDING TO NUMBER OF DRINKS CONSUMED DURING THE PRECEDING SEVEN DAYS

Motive	None		1 - 3		4 - 12		13 or over		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Physiological	9	10.1	24	49.0	37	39.8	25	22.5	95	27.8
Traditional	68	76.4	6	12.2	6	6.5	8	7.2	88	25.7
Psychological	4	4.5	7	14.3	15	16.1	26	23.4	52	15.2
Social	8	9.0	10	20.4	26	28.0	46	41.4	90	26.3
Other	-	-	2	4.1	9	9.7	6	5.4	17	5.0
TOTAL	89	100.0	49	100.0	93	100.0	111	100.0	342	100.0

5.12

MOTIVE FOR DRINKING ACCORDING TO LITERACY

In Table 5.11 the drinking motives of literates and illiterates are analysed.

TABLE 5.11

MOTIVE FOR DRINKING ACCORDING TO LITERACY

Motive	Literates		Illiterates		Total	
	No.	%	No.	%	No.	%
Physiological	69	23.1	26	59.1	95	27.8
Traditional	82	27.5	6	13.6	88	25.7
Psychological	49	16.4	3	6.8	52	15.2
Social	84	28.2	6	13.6	90	26.3
Other	14	4.7	3	6.8	17	5.0
TOTAL	298	100.0	44	100.0	342	100.0

$$X^2 = 26.4624; \quad p < 0.1\%$$

As Table 5.11 shows, the largest percentage of literates advanced social reasons (28.2%), and 27.5 per cent traditional reasons. In the case of illiterates the highest percentage gave physiological reasons (59.1). As the data discussed earlier in this chapter show, those subjects who never attended school or never passed any standard (section 5.7), those classified as unskilled workers (section 5.8), as well as consumers in the under R15.00 per week income group (section 5.9), put physiological reasons first. It seems reasonable to conclude from this, *inter alia*, that the less cultured and less well-to-do among the Coloureds put physiological reasons for drinking first, whereas the more well-to-do and cultured ones tend to emphasise psychological and social motives.

5.13

SUMMARY

5.13.1

The highest single percentage of women in the sample consumes alcohol for traditional, and the highest single percentage of men for social reasons.

5.13.2

The number of consumers who drink for physiological reasons tends to increase percentually with the age of the age group.

5.13.3

The highest single percentage of Afrikaans-speaking Coloureds drinks for physiological reasons whereas the highest single percentage of English-speaking ones advances traditional reasons.

5.13.4

The highest single percentage of the subjects living in wedlock advanced physiological and of those living out of wedlock, traditional reasons.

- 5.13.5 Forty six point seven per cent of rural dwellers drink for physiological reasons, whereas only 23.8 per cent of urban dwellers give this as their reason.
- 5.13.6 The lowest and middle educational standard groups constitute the highest percentage advancing physiological reasons, whereas the highest single percentage of subjects in the highest educational standard group consumes alcohol for social reasons.
- 5.13.7 The highest single percentage of unskilled workers drinks for physiological reasons, whereas the largest single percentages of subjects in the occupational group of skilled workers, security services and private entrepreneurs and in the occupational group of professional, technical and related occupations advance social reasons. Housewives and persons engaged in non-remunerative occupations constitute the largest percentage of people who drink for traditional reasons.
- 5.13.8 The highest single percentage of subjects in the lowest income group drinks for physiological reasons, whereas the highest single percentage in the higher income group puts social reasons first.
- 5.13.9 The percentage of social, psychological and other motives rises and that of physiological and traditional motives declines proportionately to the monetary value of the liquor consumed weekly by the subject himself.
- 5.13.10 The percentage of subjects advancing psychological as well as the percentage advancing social reasons rises proportionately to the number of drinks consumed during the seven days preceding the survey.
- 5.13.11 The largest single percentage of literates advances social motives for drinking, whereas the largest single percentage of illiterates puts physiological motives first.

CHAPTER 6

LIQUOR PREFERENCE

6.1 INTRODUCTION

In this survey a person's liquor preference or choice of liquor refers to the type of liquor he/she habitually consumes. People's preference for certain types of liquor constitutes an important feature of their drinking pattern. This aspect of the drinking pattern will be discussed in this chapter.

For purposes of this survey all the various types of liquor are classified into four groups, namely wine, spirits, beer and Bantu liquor.

6.2 LIQUOR PREFERENCE ACCORDING TO SEX

As the preceding chapters have shown, 342 of the 500 subjects consume liquor. Table 6.1 shows the liquor preference of this group according to sex.

TABLE 6.1

LIQUOR PREFERENCE ACCORDING TO SEX

Liquor preference	Men		Women		Total	
	No.	%	No.	%	No.	%
Wine	48	22.3	43	33.9	91	26.6
Spirits	92	42.8	35	27.6	127	37.1
Beer	36	16.7	24	18.9	60	17.5
Bantu liquor	39	18.2	25	19.7	64	18.7
TOTAL	215	100.0	127	100.0	342	100.0

$$\chi^2 = 9.2913; \quad 5\% > p > 2\%$$

As the data in Table 6.1 show, the order of liquor preference of the sample is as follows: Spirits (37.1%), wine (26.6%), Bantu liquor (18.7%) and beer (17.5%). In the case of men the order of preference is per-centually: Spirits, wine, Bantu liquor and beer, and of women: Wine, spirits, Bantu liquor and beer.

6.3 LIQUOR PREFERENCE ACCORDING TO AGE

Table 6.2 relates liquor preference to the age of the subjects.

TABLE 6.2

LIQUOR PREFERENCE ACCORDING TO AGE

Liquor preference	30 years and younger		31-40 years		41-50 years		51 years and over		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Wine	37	32.7	30	24.0	12	19.7	12	27.9	91	26.5
Spirits	40	35.4	48	38.4	24	39.3	15	34.9	127	37.1
Beer	20	17.7	22	17.6	12	19.7	6	14.0	60	17.5
Bantu liquor	16	14.2	25	20.0	13	21.3	10	23.3	64	18.7
TOTAL	113	100.0	125	100.0	61	100.0	43	100.0	342	100.0

$$X^2 = 5.8643; 80\% > p > 70\%$$

The data in Table 6.2 indicate little difference in liquor preference as far as the various age groups are concerned.

6.4 LIQUOR PREFERENCE ACCORDING TO HOME LANGUAGE

The data concerning the subjects' liquor preference according to home language are revealed in Table 6.3

TABLE 6.3
LIQUOR PREFERENCE ACCORDING TO HOME LANGUAGE

Liquor preference	Afrikaans		English		Total	
	No.	%	No.	%	No.	%
Wine	68	25.6	23	30.3	91	26.6
Spirits	91	34.2	36	47.4	127	37.1
Beer	45	16.9	15	19.7	60	17.5
Bantu liquor	62	23.3	2	2.6	64	18.7
TOTAL	266	100.0	76	100.0	342	100.0

$$X^2 = 17.0204; p < 0.1\%$$

The above data show that a slightly higher percentage of English-speaking than of Afrikaans-speaking Coloureds give preference to spirits, wine and beer. In regard to the three types of liquor for Whites the order of preference is the same in the case of both home language groups. This does not apply to Bantu beer, because more Afrikaans-speaking than English-speaking subjects prefer this type of liquor. This difference in preference as regards Bantu beer probably has something to do with the difference in geographical distribution of the two home language groups.

6.5 LIQUOR PREFERENCE ACCORDING TO DOMICILE

In Table 6.4 the origin (rural or urban) of the survey group is related to their liquor preference.

The highest single percentage (39.7) of the urban group prefers spirits, whereas the highest single percentage of the rural group (46.7) prefers Bantu liquor. It is also noteworthy that beer for Whites is preferred by only a small percentage (3.3) of the rural group as against 20.6 per cent of the urban.

TABLE 6.4

LIQUOR PREFERENCE ACCORDING TO DOMICILE

Liquor preference	Urban		Rural		Total	
	No.	%	No.	%	No.	%
Wine	76	26.9	15	25.0	91	26.6
Spirits	112	39.7	15	25.0	127	37.1
Beer	58	20.6	2	3.3	60	17.5
Bantu liquor	36	12.8	28	46.7	64	18.7
TOTAL	282	100.0	60	100.0	342	100.0

$$X^2 = 41.7148; p < 0.1\%$$

6.6

LIQUOR PREFERENCE ACCORDING TO STANDARD OF EDUCATION

The subjects' liquor preference according to their standard of education is analysed in Table 6.5.

TABLE 6.5

LIQUOR PREFERENCE ACCORDING TO STANDARD OF EDUCATION

Liquor preference	Never attend- ed school or failed to pass any standard		Primary school quali- fications		Post-primary school quali- fications		Total	
	No.	%	No.	%	No.	%	No.	%
Wine	7	20.0	66	32.4	18	17.5	91	26.6
Spirits	5	14.3	65	31.9	57	55.3	127	37.1
Beer	1	2.9	32	15.7	27	26.2	60	17.5
Bantu liquor	22	62.9	41	20.1	1	1.0	64	18.7
TOTAL	35	100.0	204	100.0	103	100.0	342	100.0

$$X^2 = 80.6053; p < 0.1\%$$

As the data in Table 6.5 show, the group with the lowest standard of education included 62.9 per cent of subjects preferring Bantu liquor; however, as the standard of education rises the corresponding percentages tend to decline very rapidly so that in the group with the highest standard of education the percentage is only 1.0. Subjects in the lowest educational category are probably also in the lowest income bracket and have to confine themselves to the cheapest kinds of liquor; but the number of subjects in this category is so small that it is impossible to draw any definite conclusions. Table 6.5 further

shows that as the standard of education of the group rises, the percentage of persons preferring spirits and beer, both of which are in the higher price ranges rises proportionately. The higher standard of education attained by such subjects probably qualifies them for better paid occupations yielding them an income which enables them to afford the more expensive types of liquor.

6.7 LIQUOR PREFERENCE ACCORDING TO NUMBER OF YEARS AT SCHOOL

In Table 6.6 liquor preference is related to the number of years spent at school.

TABLE 6.6

LIQUOR PREFERENCE ACCORDING TO NUMBER OF YEARS AT SCHOOL

Liquor preference	Under 4 years		5-6 years		7-10 years		11 years and over		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Wine	9	15.5	18	36.7	60	31.1	4	9.5	91	26.6
Spirits	11	19.0	11	22.4	81	42.0	24	57.1	127	37.1
Beer	5	8.6	4	8.2	37	19.2	14	33.3	60	17.5
Bantu liquor	33	56.9	16	32.7	15	7.8	-	-	64	18.7
TOTAL	58	100.0	49	100.0	193	100.0	42	100.0	342	100.0

$$X^2 = 106.2076; p < 0.1\%$$

The data in Table 6.6 indicate that consumption of spirits rises proportionately to the number of years the subjects spent at school, i.e. from 19.0 per cent in the case of persons who have had less than four years' schooling, to 57.1 per cent in the case of the group who spent 11 years or more at school. Where Bantu liquor is concerned, it would appear that the higher the number of school years the lower the consumption of this type of liquor: from 56.9 per cent in the case of subjects with less than four years' schooling to 0.0 per cent in the case of subjects whose period of schooling exceeded 11 years. This trend, like that referred to in the preceding section, probably has some connection with the fact that persons with a secondary education earn more and are therefore better able to afford the more expensive types of liquor than people in the low income bracket. Another possibility is that better educated persons look down on Bantu liquor and consider consumption of the more expensive types of liquor a status symbol. Yet another contributory factor in this regard may be the difference in geographical distribution of the various educational standard groups.

6.8 LIQUOR PREFERENCE ACCORDING TO LITERACY

In Table 6.7 the liquor preference of the sample is related to their knowledge of reading and writing.

TABLE 6.7

LIQUOR PREFERENCE ACCORDING TO LITERACY

Liquor preference	Literates		Illiterates		Total	
	No.	%	No.	%	No.	%
Wine	83	27.9	8	18.2	91	26.6
Spirits	122	40.9	5	11.4	127	37.1
Beer	57	19.1	3	6.8	60	17.5
Bantu liquor	36	12.1	28	63.7	64	18.7
TOTAL	298	100.0	44	100.0	342	100.0

$$X^2 = 68.1456; \quad p < 0.1\%$$

The data in Table 6.7 show that the highest single percentage (40.9) of literates prefers spirits, whereas the highest percentage (63.7) of illiterates prefers Bantu liquor. The cell frequencies in the case of illiterates are so small, however, that it would be unwise to attach too much importance to the trend thus observed; but it is probable that, as pointed out before, the relatively lower income of the latter group would account for this phenomenon.

6.9

LIQUOR PREFERENCE ACCORDING TO OCCUPATION

In Table 6.8 the subjects' liquor preference is related to their occupations.

TABLE 6.8

LIQUOR PREFERENCE ACCORDING TO OCCUPATION

Liquor preference	Unskilled workers		Skilled workers, security services, private entrepreneurs		Housewives, and persons engaged in non-remunerative occupations		Professional, technical and related occupations		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Wine	54	28.6	9	22.0	24	35.8	4	8.9	91	26.6
Spirits	67	35.4	20	48.8	13	19.4	27	60.0	127	37.1
Beer	26	13.8	6	14.6	15	22.4	13	28.9	60	17.5
Bantu liquor	42	22.2	6	14.6	15	22.4	1	2.2	64	18.7
TOTAL	189	100.0	41	100.0	67	100.0	45	100.0	342	100.0

$$X^2 = 36.1800; \quad p < 0.1\%$$

According to the data in Table 6.8, the highest single percentage in each of the occupational groups, except that composed of housewives and persons engaged in non-remunerative occupations, prefers spirits. A further notable fact is that among the unskilled workers this percentage is, however, much smaller (35.4) than among skilled workers and private entrepreneurs (48.8), and that the largest percentage (60.0) occurs among the professional and technical occupations.

Here again the fact that persons in the higher income brackets, e.g. those in the professional and technical class, earn more, which enables them to purchase the more expensive types of drink, e.g. spirits. Consumption of these types of liquor may also have a certain status value.

6.10 LIQUOR PREFERENCE ACCORDING TO INCOME

In Table 6.9 the subjects' liquor preference is related to the total net income of the household.

TABLE 6.9
LIQUOR PREFERENCE ACCORDING TO INCOME

Liquor preference	Weekly income					
	Up to R14.99		R15 and over		Total	
	No.	%	No.	%	No.	%
Wine	64	34.6	27	17.2	91	26.6
Spirits	38	20.5	89	56.7	127	37.1
Beer	24	13.0	36	22.9	60	17.5
Bantu liquor	59	31.9	5	3.2	64	18.7
TOTAL	185	100.0	157	100.0	342	100.0

$$\chi^2 = 81.7418; p < 0.1\%$$

The supposition that the connection between liquor preference and occupation may probably be traced back to that between income and liquor preference, is confirmed by the data in Table 6.9, for more than half (56.7%) of those with a weekly income of R15 and over prefer spirits, as against only one fifth (20.5%) of those with an income below this figure. The opposite applies in regard to Bantu beer, the cheapest liquor available; here the percentage of subjects in the R15.00 and over bracket is a mere 3.2, as against 31.9 in the case of those earning less than R15 per week.

6.11 SUMMARY

6.11.1 More than one third of liquor consumers in the sample prefer spirits.

- 6.11.2 The highest single percentage of men prefers spirits, and of women wine.
- 6.11.3 There is little difference in the liquor preference of the various age groups.
- 6.11.4 Both language groups prefer spirits to other types of liquor.
- 6.11.5 The highest single percentage of urban dwellers prefers spirits, and of rural dwellers Bantu liquor.
- 6.11.6 As the standard of education of the relevant group rises, so does the percentage of subjects preferring spirits and beer; the percentage preferring Bantu liquor declining in proportion.
- 6.11.7 The higher the number of years spent at school, the higher the percentage of subjects preferring spirits, and the lower the percentage giving preference to Bantu liquor.
- 6.11.8 The highest percentage of literates prefers spirits, whereas the highest percentage of illiterates prefers Bantu liquor.
- 6.11.9 The highest percentage of unskilled workers, the highest percentage of subjects in the occupational group of skilled workers, security services and private entrepreneurs, as well as the highest percentage of subjects engaged in professional, technical and related occupations, all prefer spirits. Among unskilled workers, however, the percentage is far lower than among the other two occupational groups. The highest single percentage of housewives and persons engaged in non-remunerative occupations prefers wine.
- 6.11.10 The percentage of subjects preferring spirits and beer rises proportionately to the income of the household of which the subject is a member.

CHAPTER 7

DRINKING FREQUENCY

7.1 INTRODUCTION

This chapter is concerned with drinking frequency i.e. how often a subject consumes liquor. To obtain data on drinking frequency, the subjects were asked how often they usually consume liquor. Consumers are divided into two categories, namely regular consumers, i.e. persons who consume liquor on an average once a week or more, and irregular consumers, i.e. persons who drink less frequently than once a week.

7.2 DRINKING FREQUENCY ACCORDING TO SEX

In Table 7.1 the drinking frequency is analysed according to the sex of the subjects.

TABLE 7.1
DRINKING FREQUENCY ACCORDING TO SEX

Drinking frequency	Men		Women		Total	
	No.	%	No.	%	No.	%
Regular drinkers	167	77.7	50	39.4	217	63.5
Irregular drinkers	48	22.3	77	60.6	125	36.5
TOTAL	215	100.0	127	100.0	342	100.0

$$\chi^2 = 50.9031; p < 0.1\%$$

Sixty three point five per cent of the subjects were classified as regular, the rest (36.5%) as irregular drinkers. More than three quarters of the men are regular drinkers, while 39.4 per cent of the women regularly consume alcohol.

7.3 DRINKING FREQUENCY ACCORDING TO AGE

Drinking frequency according to the ages of the subjects is reflected in Table 7.2.

TABLE 7.2
DRINKING FREQUENCY ACCORDING TO AGE

Drinking frequency	30 years and younger		31-40 years		41-50 years		51 years and over		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Regular drinkers	62	54.9	86	68.8	40	65.6	29	67.4	217	63.5
Irregular drinkers	51	45.1	39	31.2	21	34.4	14	32.6	125	36.5
TOTAL	113	100.0	125	100.0	61	100.0	43	100.0	342	100.0

$$X^2 = 5.5457; 2\% > p > 10\%$$

The data in Table 7.2 do not reveal any distinct trend. More than half (54.9%) of the subjects in the youngest age group, 30 years and under, are regular drinkers, while over 60 per cent of the subjects in each of the three higher age groups regularly consume liquor.

7.4 DRINKING FREQUENCY ACCORDING TO HOME LANGUAGE

The table below relates drinking frequency to the home language of the sample.

TABLE 7.3
DRINKING FREQUENCY ACCORDING TO HOME LANGUAGE

Drinking frequency	Afrikaans		English		Total	
	No.	%	No.	%	No.	%
Regular drinkers	178	66.9	39	51.3	217	63.5
Irregular drinkers	88	33.1	37	48.7	125	36.5
TOTAL	266	100.0	76	100.0	342	100.0

$$X^2 = 6.2042; 2\% > p > 1\%$$

The Afrikaans-speaking group comprised 66.9 per cent and the English-speaking group 51.3 per cent of regular drinkers. From this it may be deduced that the drinking frequency among the Afrikaans-speaking subjects is slightly higher than among the English-speaking ones.

7.5

DRINKING FREQUENCY ACCORDING TO MARITAL STATUS

In Table 7.4 drinking frequency is related to marital status.

TABLE 7.4

DRINKING FREQUENCY ACCORDING TO MARITAL STATUS

Drinking frequency	In wedlock		Out of wedlock		Total	
	No.	%	No.	%	No.	%
Regular drinkers	166	65.9	51	56.7	217	63.5
Irregular drinkers	86	34.1	39	43.3	125	36.5
TOTAL	252	100.0	90	100.0	342	100.0

$$X^2 = 1.3676; 30\% > p > 20\%$$

As the above table shows, the group of persons living in wedlock includes a larger number of regular drinkers than the group living out of wedlock. However, the differences observed between the two marital status groups proved to be very slight.

7.6

DRINKING FREQUENCY ACCORDING TO DOMICILE

In Table 7.5 drinking frequency is analysed according to the rural or urban origin of the sample.

TABLE 7.5

DRINKING FREQUENCY ACCORDING TO DOMICILE

Drinking frequency	Urban		Rural		Total	
	No.	%	No.	%	No.	%
Regular drinkers	176	62.4	41	68.3	217	63.5
Irregular drinkers	106	37.6	19	31.7	125	36.5
TOTAL	282	100.0	60	100.0	342	100.0

$$X^2 = 0.7479; 50\% > p > 30\%$$

The data show that there are no marked differences between the urban and the rural groups in respect of drinking frequency as related to domicile.

7.7

DRINKING FREQUENCY ACCORDING TO STANDARD OF EDUCATION

In Table 7.6 drinking frequency and standard of education are tabulated.

TABLE 7.6

DRINKING FREQUENCY ACCORDING TO STANDARD OF EDUCATION

Drinking frequency	Never attend- ed school or failed to pass any standard		Primary school qua- lifications		Post-primary school quali- fications		Total	
	No.	%	No.	%	No.	%	No.	%
Regular drinkers	26	74.3	129	63.2	62	60.2	217	63.5
Irregular drinkers	9	25.7	75	36.8	41	39.8	125	36.5
TOTAL	35	100.0	204	100.0	103	100.0	342	100.0

$$X^2 = 2.2465; 50\% > p > 30\%$$

Even though the chi-square values obtained are non-significant, the above data nevertheless reveal a certain conformity to pattern, for the higher the standard of education of the relevant group, the lower the percentage of regular consumers.

7.8

DRINKING FREQUENCY ACCORDING TO OCCUPATION

In Table 7.7 drinking frequency is related to occupation.

TABLE 7.7

DRINKING FREQUENCY ACCORDING TO OCCUPATION

Drinking frequency	Unskilled workers		Skilled work- ers, secu- rity servic- es and pri- vate entre- preneurs		Housewives and persons engaged in non-remu- nerative oc- cupations		Profession- al techni- cal and re- lated occu- pations		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Regular drinkers	135	71.4	36	87.8	25	37.3	21	46.7	217	63.5
Irregular drinkers	54	28.6	5	12.2	42	62.7	24	53.3	125	36.5
TOTAL	189	100.0	41	100.0	67	100.0	45	100.0	342	100.0

$$X^2 = 40.8757; p < 0.1\%$$

The occupational group of housewives and persons engaged in non-remunerative occupations comprised 37.3 per cent of regular drinkers and the group of professional, technical and related occupations 46.7 per cent, as against 71.4 per cent of the occupational group of unskilled workers, and 87.8 per cent of the group of skilled workers, security services and private entrepreneurs.

7.9 DRINKING FREQUENCY ACCORDING TO INCOME

In Table 7.8 drinking frequency is related to the subjects' weekly income.

TABLE 7.8
DRINKING FREQUENCY ACCORDING TO INCOME

Drinking frequency	Weekly income							
	Up to R14.99		R15.00 - R29.99		R30.00 and over		Total	
	No.	%	No.	%	No.	%	No.	%
Regular drinkers	116	62.7	82	63.1	19	70.4	217	63.5
Irregular drinkers	69	37.3	48	36.9	8	29.6	125	36.5
TOTAL	185	100.0	130	100.0	27	100.0	342	100.0

$$X^2 = 0.6095; \quad 80\% > p > 70\%$$

As the weekly income of the income group rises, so does the percentage of subjects classified as regular drinkers. The differences are, however, far too small to justify any deductions.

7.10 DRINKING FREQUENCY ACCORDING TO LIQUOR PREFERENCE

In Table 7.9 drinking frequency and liquor preference are tabulated.

The data in Table 7.9 show that there are statistically observable differences between regular and irregular drinkers regarding liquor preference. The subjects preferring Bantu liquor comprised 89.1 per cent of regular drinkers. Those giving preference to spirits comprised 66.9 per cent wine-drinkers, 56.0 per cent beer-drinkers, and 40.0 per cent of regular consumers.

TABLE 7.9

DRINKING FREQUENCY ACCORDING TO LIQUOR PREFERENCE

Drinking frequency	Wine		Spirits		Beer		Bantu liquor		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Regular drinkers	51	56.0	85	66.9	24	40.0	57	89.1	217	63.5
Irregular drinkers	40	44.0	42	33.1	36	60.0	7	10.9	125	36.5
TOTAL	91	100.0	127	100.0	60	100.0	64	100.0	342	100.0

$$X^2 = 35.1457; p < 0.1\%$$

7.11

DRINKING FREQUENCY ACCORDING TO THE MONETARY VALUE OF LIQUOR CONSUMED BY THE SUBJECT

In Table 7.10 drinking frequency is related to the monetary value of the liquor consumed by the subject himself.

TABLE 7.10

DRINKING FREQUENCY ACCORDING TO THE MONETARY VALUE OF LIQUOR CONSUMED BY THE SUBJECT

Drinking frequency	Up to 99c per week		R1.00 and more per week		Total	
	No.	%	No.	%	No.	%
Regular drinkers	103	47.2	114	91.9	217	63.5
Irregular drinkers	115	52.8	10	8.1	125	36.5
TOTAL	218	100.0	124	100.0	342	100.0

$$X^2 = 68.0628; p < 0.1\%$$

The group spending up to 99c per week on liquor included under 50.0 per cent of regular drinkers, whereas the group of subjects spending R1 and over per week comprised over 90.0 per cent of regular drinkers. This confirms a statistically proven fact and one to be logically expected, namely that there is a connection between drinking frequency and the monetary value of the average amount of liquor consumed per week.

7.12

DRINKING FREQUENCY ACCORDING TO HOUSEHOLD EXPENDITURE ON LIQUOR

In Table 7.11 drinking frequency and the expenditure incurred by households in purchasing liquor are tabulated.

TABLE 7.11

DRINKING FREQUENCY ACCORDING TO HOUSEHOLD EXPENDITURE ON LIQUOR

Drinking frequency	Up to 99c per week		R1. 00 and more per week		Total	
	No.	%	No.	%	No.	%
Regular drinkers	87	45.5	130	86.1	217	63.5
Irregular drinkers	104	54.5	21	13.9	125	36.5
TOTAL	191	100.0	151	100.0	342	100.0

$$X^2 = 59.7719; p < 0.1\%$$

Less than half of the group whose households spend an average of less than R1. 00 per week on liquor were classified as regular drinkers in terms of the criteria set, whereas more than four fifths of the group spending an average of R1 and more per week on liquor proved to be regular drinkers.

7.13 SUMMARY

7.13.1 More than three quarters of men but less than 40 per cent of women proved to be regular drinkers.

7.13.2 There is no clear trend connecting drinking frequency and age, except that the very youngest age group (30 years and under) comprises a slightly smaller percentage of regular drinkers.

7.13.3 The drinking frequency among the Afrikaans-speaking group is higher than among the English-speaking one.

7.13.4 The differences observed between the two marital status groups are negligible.

7.13.5 Where drinking frequency is related to domicile, there do not appear to be any significant differences between the urban and rural groups.

7.13.6 As the standard of education of the relevant group rises, there is a slight decline in the percentage of subjects who regularly consumes liquor.

7.13.7 Over 70.0 per cent of the occupational group of unskilled workers and that of skilled workers, security services and private entrepreneurs proved to be regular consumers.

7.13.8 The percentage of regular consumers varies very little from one income group to another.

- 7.13.9 When drinking frequency is related to liquor preference, it appears that consumers of Bantu liquor constitute the highest percentage of regular consumers.
- 7.13.10 Analysis of drinking frequency according to the monetary value of the average weekly amount of liquor consumed, indicates that the group spending a negligible amount per week on liquor includes fewer regular consumers than the group whose average weekly expenditure is comparatively high.
- 7.13.11 The percentage of subjects classified as regular consumers rises proportionately to the household's expenditure on liquor.

CHAPTER 8

PLACE WHERE LIQUOR FOR WHITES IS USUALLY CONSUMED

8.1 INTRODUCTION

This chapter contains an analysis of the place where the subjects usually consume liquor for Whites. Generally speaking only two categories of consumers are distinguished in this regard (i.e. drinking place), viz., those who drink at home and those who do so elsewhere. For purposes of the analysis in this chapter only those subjects who consume liquor for Whites have been included, hence the new total of 223.

8.2 DRINKING PLACE ACCORDING TO SEX

In Table 8.1 the drinking place is analysed according to the sex of the subjects concerned.

TABLE 8.1
DRINKING PLACE ACCORDING TO SEX

Drinking place	Men		Women		Total	
	No.	%	No.	%	No.	%
At home	120	67.4	32	71.1	152	68.2
Elsewhere	58	32.6	13	28.9	71	31.8
TOTAL	178	100.0	45	100.0	223	100.0

$$X^2 = 0.2258; \quad 70\% > p > 50\%$$

As the data in Table 8.1 show, more than two thirds (68.2%) of the subjects who consume liquor for Whites do so at home. There is very little difference between the percentage of men and of women who drink at home - 67.4 and 71.1, respectively. The difference is therefore so small as to be negligible.

8.3 DRINKING PLACE ACCORDING TO AGE

In Table 8.2 the drinking place is related to the ages of the subjects.

TABLE 8.2

DRINKING PLACE ACCORDING TO AGE

Drinking place	30 years and under		31 - 40 years		41 - 50 years		51 years and older		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
At home	39	56.5	61	71.8	33	78.6	19	70.4	152	68.2
Elsewhere	30	43.5	24	28.2	9	21.4	8	29.6	71	31.8
TOTAL	69	100.0	85	100.0	42	100.0	27	100.0	223	100.0

$$X^2 = 6.9738; 10\% > p > 5\%$$

As the data in Table 8.2 show, 56.5 per cent of the age group of 30 years and under drink at home, whereas the percentage for each of the age groups over 30 exceeds 70.0. In the youngest age group, therefore, the tendency to drink away from home is greater than in the three older age groups (31-40, 41-50, and 51 and over). This is possibly because the youngest age group includes a larger number of single persons who tend to go out more, which may well account for the fact that they are more inclined than the older age groups to drink away from home.

8.4

DRINKING PLACE ACCORDING TO HOME LANGUAGE

The data relating the drinking place to home language are tabulated in Table 8.3.

TABLE 8.3

DRINKING PLACE ACCORDING TO HOME LANGUAGE

Drinking place	Afrikaans		English		Total	
	No.	%	No.	%	No.	%
At home	114	63.7	38	86.4	152	68.2
Elsewhere	65	36.3	6	13.6	71	31.8
TOTAL	179	100.0	44	100.0	223	100.0

$$X^2 = 8.3686; 1\% > p > 0.1\%$$

As Table 8.3 shows, more English-speaking (86.4%) than Afrikaans-speaking (63.7%) subjects prefer to drink at home.

8.5

DRINKING PLACE ACCORDING TO MARITAL STATUS

Table 8.4 relates the drinking place to the marital status of the subjects.

TABLE 8.4
DRINKING PLACE ACCORDING TO MARITAL STATUS

Drinking place	In wedlock		Out of wedlock		Total	
	No.	%	No.	%	No.	%
At home	120	72.7	32	55.2	152	68.2
Elsewhere	45	27.3	26	44.8	71	31.8
TOTAL	165	100.0	58	100.0	223	100.0

$$X^2 = 6.0939; 2\% > p > 1\%$$

Nearly three quarters (72.7%) of the subjects living in wedlock drink at home, as against only a little over half (55.2%) of the group living out of wedlock. The reason for this is probably that fewer members of the latter than of the former group have a home or household of their own,

Married life also appears to have the effect of keeping people at home more. The data in section 8.3 (age groups) seem to confirm this, since these data show that the youngest age group is proportionately most inclined to consume liquor for Whites elsewhere than at home, the reason being that a large percentage of the youngest age group is still single.

8.6

DRINKING PLACE ACCORDING TO DOMICILE

In Table 8.5 the data relating the drinking place to domicile are tabulated.

TABLE 8.5
DRINKING PLACE ACCORDING TO DOMICILE

Drinking place	Urban		Rural		Total	
	No.	%	No.	%	No.	%
At home	128	67.7	24	70.6	152	68.2
Elsewhere	61	32.3	10	29.4	71	31.8
TOTAL	189	100.0	34	100.0	223	100.0

$$X^2 = 0.1086; 80\% > p > 70\%$$

According to the data in the table mentioned there is as regards their habitual drinking place, no marked difference between rural and urban Coloureds in the Transvaal and the Orange Free State.

8.7 DRINKING PLACE ACCORDING TO STANDARD OF EDUCATION

Table 8.6 relates the drinking place to standard of education.

TABLE 8.6
DRINKING PLACE ACCORDING TO STANDARD OF EDUCATION

Drinking place	Never attend- ed school or failed to pass any standard		Primary school quali- fications		Post-primary school quali- fications		Total	
	No.	%	No.	%	No.	%	No.	%
At home	12	60.0	82	63.6	58	78.4	152	68.2
Elsewhere	8	40.0	47	36.4	16	21.6	71	31.8
TOTAL	20	100.0	129	100.0	74	100.0	223	100.0

$$X^2 = 5.4283; 10\% > p > 5\%$$

More than three quarters (78.4%) of the subjects with post-primary school qualifications drink at home, whereas 63.6 per cent of subjects with primary school qualifications and 60.0 per cent of the group which never attended school or never passed any standard, drink at home. A higher percentage of the lowest than of the two higher education standard groups therefore prefers to drink away from home.

8.8 DRINKING PLACE ACCORDING TO OCCUPATION

Table 8.7 reflects the data in regard to drinking place according to occupation.

The data show that whereas more than four fifths (87.5%) of the occupational group of professional, technical and related occupations consume their liquor at home, only three fifths (60.3%) of unskilled workers do so.

TABLE 8.7

DRINKING PLACE ACCORDING TO OCCUPATION

Drinking place	Unskilled workers		Skilled workers, security services and private entrepreneurs		Housewives and persons engaged in non-remunerative occupations		Professional, technical, and related occupations		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
At home	79	60.3	27	75.0	18	75.0	28	87.5	152	68.2
Elsewhere	52	39.7	9	25.0	6	25.0	4	12.5	71	31.8
TOTAL	131	100.0	36	100.0	24	100.0	32	100.0	223	100.0

$$X^2 = 10.5326; 2\% > p > 1\%$$

8.9

DRINKING PLACE ACCORDING TO INCOME

In Table 8.8 the drinking place is related to the income of the subjects' households.

TABLE 8.8

DRINKING PLACE ACCORDING TO INCOME

Drinking place	Weekly income							
	Up to R14.99		R15-R29.99		R30 and over		Total	
	No.	%	No.	%	No.	%	No.	%
At home	65	55.6	68	80.0	19	90.5	152	68.2
Elsewhere	52	44.4	17	20.0	2	9.5	71	31.8
TOTAL	117	100.0	85	100.0	21	100.0	223	100.0

$$X^2 = 18.8748; p < 0.1\%$$

As Table 8.8 shows the percentage of subjects drinking at home rises proportionately to the earnings of the income group (55.6, 80.0 and 90.5). Closer examination of sections 8.7 and 8.8 will show that there is a stronger tendency among both the higher educational standard and the higher occupational groups to consume their liquor at home than among the lower educational standard and lower occupational groups. It would appear, therefore, that the better educated and more well-to-do Coloureds prefer to drink at home.

8.10

DRINKING PLACE ACCORDING TO MOTIVE FOR DRINKING

The various possible motives for drinking are also related to the drinking place. In Table 8.9 drinking place and motive for drinking are tabulated. For purposes of this discussion only two categories of motives for drinking are distinguished, namely physiological and "other" motives.

TABLE 8.9

DRINKING PLACE ACCORDING TO MOTIVE FOR DRINKING

Drinking place	Physiological		Other		Total	
	No.	%	No.	%	No.	%
At home	47	65.3	105	69.5	152	68.2
Elsewhere	25	34.7	46	30.5	71	31.8
TOTAL	72	100.0	151	100.0	223	100.0

$$X^2 = 0.4072; 70\% > p > 50\%$$

No distinct trend in regard to drinking place and motives for drinking is to be observed. The chi-square value obtained is non-significant.

8.11

DRINKING PLACE ACCORDING TO THE MONETARY VALUE OF LIQUOR CONSUMED WEEKLY BY THE SUBJECT

The data in Table 8.10 relate the drinking place to the monetary value of the liquor consumed weekly by the subject.

TABLE 8.10

DRINKING PLACE ACCORDING TO THE MONETARY VALUE OF LIQUOR CONSUMED BY THE SUBJECT

Drinking place	Up to 99c per week		R1.00 and more per week		Total	
	No.	%	No.	%	No.	%
At home	66	63.5	86	72.3	152	68.2
Elsewhere	38	36.5	33	27.7	71	31.8
TOTAL	104	100.0	119	100.0	223	100.0

$$X^2 = 1.9835; 20\% > p > 10\%$$

Although the differences are not very pronounced, it seems as though a greater percentage (72.3) of those who spend a weekly average of R1.00 or more on liquor drink at home, whereas the percentage in the case of the group consuming liquor to the value of less than R1.00 per week is somewhat smaller (63.5). These differences seem to confirm an earlier supposition that the wealthier Coloureds are more inclined to drink at home than are the less well-to-do.

8.12 SUMMARY

- 8.12.1 The majority of subjects prefer to consume liquor for Whites at home.
- 8.12.2 A larger percentage of women than of men drink at home.
- 8.12.3 Members of the youngest age group (30 years and under) tend to do their drinking away from home, whereas the three older age groups (31 - 40, 41 - 50 and 50 years and older) more often drink at home.
- 8.12.4 A higher percentage of the English-speaking than of the Afrikaans-speaking group drink at home.
- 8.12.5 A higher percentage of the group living in wedlock drink at home than does the group living out of wedlock.
- 8.12.6 Where drinking place is concerned, there is no notable difference between the rural and the urban groups.
- 8.12.7 The lower educational standard groups are less inclined to drink at home than are the higher educational standard groups.
- 8.12.8 The occupational group of unskilled workers is less inclined to drink at home than are other occupational groups.
- 8.12.9 The lowest income group is more inclined to drink elsewhere than are the middle and higher income groups; these prefer to drink at home.
- 8.12.10 As regards the connection between drinking place and motive for drinking, there are no obvious trends.
- 8.12.11 The percentage of home drinkers is slightly higher in the case of those who consume liquor to the value of R1.00 or more per week than in that of the group consuming a weekly average of less than one rand's worth of liquor.
- 8.12.12 Despite the mutual differences observed from one category to another, the largest single percentage in each group prefers to drink at home.

CHAPTER 9

QUANTITY OF LIQUOR CONSUMED DURING THE SEVEN DAYS PRECEDING THE SURVEY

9.1 INTRODUCTION

In this chapter it is proposed to analyse the number of drinks consumed by the subjects during the week preceding the survey. To arrive at a basis of comparison in respect of the quantity of liquor (based on alcohol content) consumed, one pint of beer is taken as the equivalent of one glass of wine or one tot of spirits. Although the various types of liquor do not really admit of comparison, the above equation provides a workable basis, since a percentage of alcohol per volume unit is being dealt with. Wherever the term "drinks" occurs in this chapter, it therefore refers to either one pint of beer or one glass of wine or one tot of spirits. In a previous chapter the drinking frequency of the sample was analysed and discussed and it was pointed out that drinking frequency refers only to the question of how frequently a person consumes liquor, but without any indication of the quantity of liquor imbibed. In the present chapter the emphasis is on this latter aspect.

9.2 NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO SEX

In Table 9.1 the number of drinks consumed during the seven days preceding the interview is analysed according to the sex of the consumers.

TABLE 9.1

NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO SEX

Number of drinks*	Men		Women		Total	
	No.	%	No.	%	No.	%
None	28	13.0	61	48.0	89	26.0
Small	30	14.0	19	15.0	49	14.3
Medium	60	27.9	33	26.0	93	27.2
Large	97	45.1	14	11.0	111	32.5
TOTAL	215	100.0	127	100.0	342	100.0

$$X^2 = 66.3573; p < 0.1\%$$

- * 1 to 3 drinks are taken to be small quantities.
- 4 to 12 drinks are taken to be medium quantities.
- 13 or more drinks are taken to be large quantities.

The data in Table 9.1 show that during the seven days preceding the survey, 32.5 per cent of consumers imbibed large, 27.2 per cent medium, and 14.3 per cent small quantities of liquor, whereas 26.0 per cent consumed none at all. Nearly four times as many men as women consumed large quantities (45.1% of men as against 11.0% of women), whereas virtually the opposite applies to the group which consumed no liquor at all during the period concerned (48.0% of women as against 13.0% of men). With regard to small and medium quantities the difference in consumption by men and women is negligible: 14.0 per cent of men and 15.0 per cent of women imbibed small, and 27.9 per cent and 26.0 per cent of men and women, respectively, medium quantities. A factor probably carrying considerable weight is the convention that women ought to drink moderately if at all.

9.3 NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO AGE

The number of drinks consumed and the ages of the subjects are tabulated in Table 9.2.

TABLE 9.2
NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO AGE

Number of drinks	30 years and under		31-40 years		41-50 years		51 years and older		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
None	39	34.5	28	22.4	12	19.7	10	23.3	89	26.0
Small	13	11.5	18	14.4	13	21.3	5	11.6	49	14.3
Medium	26	23.0	39	31.2	17	27.9	11	25.6	93	27.2
Large	35	31.0	40	32.0	19	31.1	17	39.6	111	32.5
TOTAL	113	100.0	125	100.0	61	100.0	43	100.0	342	100.0

$$X^2 = 10.0537; 50\% > p > 30\%$$

The data in the above table do not show any observable trends requiring detailed discussion, and indicate that there is little if any connection between the age of the subjects and the number of drinks imbibed by them during the seven days preceding the survey.

9.4 NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO HOME LANGUAGE

In Table 9.3 the number of drinks consumed during the seven days is related to the consumer's home language.

TABLE 9.3

NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO HOME LANGUAGE

Number of drinks	Afrikaans		English		Total	
	No.	%	No.	%	No.	%
None	64	24.1	25	32.9	89	26.0
Small	36	13.5	13	17.1	49	14.3
Medium	70	26.3	23	30.3	93	27.2
Large	96	36.1	15	19.7	111	32.5
TOTAL	266	100.0	76	100.0	342	100.0

$$X^2 = 7.5080; 10\% > p > 5\%$$

The data in Table 9.3 indicate that the English-speaking subjects have a lighter drinking pattern than the Afrikaans-speaking ones: of the English-speaking ones 32.9 per cent consumed no liquor and 19.7 per cent large quantities, as against 24.1 and 36.1 per cent, respectively, in the case of Afrikaans-speaking ones. Comparison of the two language groups reveals no marked differences regarding consumption of medium and small quantities of drinks during this period.

9.5 NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO DOMICILE

In Table 9.4 the number of drinks consumed during the seven days preceding the survey is related to the domicile of the consumers.

TABLE 9.4

NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO DOMICILE

Number of drinks	Urban		Rural		Total	
	No.	%	No.	%	No.	%
None	79	28.0	10	16.7	89	26.0
Small	37	13.1	12	20.0	49	14.3
Medium	74	26.2	19	31.7	93	27.2
Large	92	32.6	19	31.7	111	32.5
TOTAL	282	100.0	60	100.0	342	100.0

$$X^2 = 5.4886; 20\% > p > 10\%$$

The data in Table 9.4 reveal no clearly defined pattern in the differences between the urban and the rural groups in respect of the number of drinks consumed during the seven days preceding the survey.

9.6 NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO STANDARD OF EDUCATION

In Table 9.5 the number of drinks consumed by the subjects during these seven days is related to their educational standard.

TABLE 9.5
NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO STANDARD OF EDUCATION

Number of drinks	Never attend- ed school or failed to pass any standard		Primary school quali- fications		Post-primary school quali- fications		Total	
	No.	%	No.	%	No.	%	No.	%
None	4	11.4	58	28.4	27	26.2	89	26.0
Small	8	22.9	28	13.7	13	12.6	49	14.3
Medium	12	34.3	59	28.9	22	21.4	93	27.2
Large	11	31.4	59	28.9	41	39.8	111	32.5
TOTAL	35	100.0	204	100.0	103	100.0	342	100.0

$$X^2 = 10.0301; 20\% > p > 10\%$$

As the standard of education of the group rises, the percentage of consumers who imbibed small and medium quantities of liquor for Whites during these seven days declines in proportion. However, the fact that no clear trend emerges in respect of subjects who consumed large quantities and who consumed none at all, as well as the chi-square value obtained, suggests the absence at any distinct connection between standard of education and the quantity of liquor consumed.

9.7 NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO OCCUPATION

In Table 9.6 the number of drinks consumed by the subjects during the seven days preceding the survey is related to their occupations.

TABLE 9.6

NUMBER OF DRINKS CONSUMED DURING THE SEVEN DAYS UNDER REVIEW ACCORDING TO OCCUPATION

Number of drinks	Unskilled workers		Skilled workers, security services and private entrepreneurs		Housewives and persons engaged in non-remunerative occupations		Professional, technical and related occupations		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
None	41	21.7	2	4.9	33	49.3	13	28.9	89	26.0
Small	28	14.8	5	12.2	10	14.9	6	13.3	49	14.3
Medium	56	29.6	7	17.1	17	25.4	13	28.9	93	27.2
Large	64	33.9	27	65.9	7	10.5	13	28.9	111	32.5
TOTAL	189	100.0	41	100.0	67	100.0	45	100.0	342	100.0

$$X^2 = 48.9869; \quad p < 0.1\%$$

As the data in Table 9.6 show, 65.9 per cent of the subjects in the occupational group of skilled workers, security services and private entrepreneurs consumed large quantities of drinks during these seven days. The percentage of consumers of large quantities in the other three occupational groups proved to be smaller in proportion. The small cell frequencies make analysis very difficult and are liable to influence any conclusions which might be drawn.

9.8 SUMMARY

9.8.1 The available data show that the highest single percentage of subjects consumed a large number of drinks during the seven days preceding the survey.

9.8.2 Nearly half of the men in the sample consumed a large number of drinks during the seven days preceding the survey, as against about one tenth of the women.

9.8.3 There seems to be little if any connection between age and the number of drinks consumed by the subjects during the seven days preceding the survey.

9.8.4 More Afrikaans-speaking than English-speaking subjects consumed a large number of drinks during these seven days.

9.8.5 There does not appear to be any significant difference between the urban and the rural groups with regard to the number of drinks consumed during the seven days in question.

9.8.6 As the standard of education of the relevant group rises, the percentage of consumers of small and medium quantities of liquor declines proportionately.

9.8.7 The highest percentage of subjects who consumed large numbers of drinks during the seven days preceding the survey, occurs in the occupational group of skilled workers, security services and private entrepreneurs.

CHAPTER 10

WEEKLY HOUSEHOLD EXPENDITURE ON LIQUOR

10.1 INTRODUCTION

In this chapter the weekly household expenditure on liquor is analysed. "Household expenditure on liquor" refers to the total amount spent on liquor, irrespective of whether it is consumed by the members of the household themselves or by others.

For the purposes of this survey amounts below R1.00 are considered small, between R1.00 and R2.99 medium, and R3.00 and over large.

10.2 WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO HOME LANGUAGE

In Table 10.1 the weekly household expenditure on liquor is analysed in relation to the home language of the subjects.

TABLE 10.1
WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO HOME LANGUAGE

Weekly expenditure	Afrikaans		English		Total	
	No.	%	No.	%	No.	%
Small	152	57.1	39	51.3	191	55.9
Medium	77	29.0	25	32.9	102	29.8
Large	37	13.9	12	15.8	49	14.3
TOTAL	266	100.0	76	100.0	342	100.0

$$X^2 = 0.8136; 70\% > p > 50\%$$

According to the data in Table 10.1, more than half (55.9%) of the subjects spent small, 29.8 per cent medium, and 14.3 per cent large amounts per week on liquor. The analysis reveals no marked differences between the two language groups as far as weekly expenditure on liquor is concerned.

10.3 WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO MARITAL STATUS

In Table 10.2 the weekly expenditure on liquor is related to the marital status of the subjects.

TABLE 10.2

WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO MARITAL STATUS

Weekly expenditure	In wedlock		Out of wedlock		Total	
	No.	%	No.	%	No.	%
Small	130	51.6	61	67.8	191	55.9
Medium	77	30.6	25	27.8	102	29.8
Large	45	17.8	4	4.4	49	14.3
TOTAL	252	100.0	90	100.0	342	100.0

$$X^2 = 11.6108; 1\% > p > 0.1\%$$

Table 10.2 shows that the group living in wedlock includes a smaller percentage (51.6) of subjects spending small amounts on liquor than that living out of wedlock (67.8). The former also constitute a higher percentage of the group spending medium and large amounts per week than the latter. The reason for this phenomenon might be that those living out of wedlock represent smaller households than those living in wedlock. Another factor which could account for the differences observed in regard to the two marital status groups is that people living in wedlock entertain more than divorced, unmarried and widowed persons.

10.4

WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO DOMICILE

In Table 10.3 the weekly expenditure on liquor is analysed according to the subjects' domicile.

TABLE 10.3

WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO DOMICILE

Weekly expenditure	Urban		Rural		Total	
	No.	%	No.	%	No.	%
Small	147	52.1	44	73.3	191	55.9
Medium	88	31.2	14	23.3	102	29.8
Large	47	16.7	2	3.3	49	14.3
TOTAL	282	100.0	60	100.0	342	100.0

$$X^2 = 11.1500; 1\% > p > 0.1\%$$

As the data in the above table show, the percentage of rural subjects (73.3) spending small weekly amounts on liquor exceeds that of the urban group (52.1). Percentually, the urban group also spends more medium and large amounts per week on liquor than does the rural. These differences may

also be partly due to the difference in the kind of liquor ordinarily consumed by the two groups.

10.5 WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO STANDARD OF EDUCATION

In Table 10.4 the weekly expenditure on liquor is analysed according to the subjects' standard of education.

TABLE 10.4

WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO STANDARD OF EDUCATION

Weekly expenditure	Never attend- ed school or failed to pass any standard		Primary school quali- fications		Post-primary school quali- fications		Total	
	No.	%	No.	%	No.	%	No.	%
Small	29	82.9	121	59.3	41	39.8	191	55.9
Medium	6	17.1	62	30.4	34	33.0	102	29.8
Large	-	-	21	10.3	28	27.2	49	14.3
TOTAL	35	100.0	204	100.0	103	100.0	342	100.0

$$X^2 = 31.2306; p < 0.1\%$$

The data in the above table suggest a probable relationship between weekly expenditure on liquor and standard of education, for the percentage of subjects spending large or medium amounts on liquor rises proportionately to the standard of education of the subjects concerned. The reason for this is probably that the higher a person's standard of education, the higher his income, so that those with better educational qualifications have more money to spend on liquor.

10.6 WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO OCCUPATION

In Table 10.5 the household expenditure on liquor is tabulated according to the subjects' occupations.

As the data in Table 10.5 indicate, the occupational group of skilled workers, security services and private entrepreneurs yielded the highest single percentage (34.1) of subjects spending large amounts on liquor per week, whereas the occupational group of housewives and persons engaged in non-remunerative occupations included the highest percentage of persons spending small weekly amounts (71.6). It should, however, be noted that these data do not relate to the occupation of the head of the household, but to that of the subject interviewed.

TABLE 10.5

WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO OCCUPATION

Weekly expenditure	Unskilled workers		Skilled workers, security services and private entrepreneurs		Housewives and persons engaged in non-remunerative occupations		Professional, technical and related occupations		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Small	107	56.6	14	34.1	48	71.6	22	48.9	191	55.9
Medium	58	30.7	13	31.7	16	23.9	15	33.3	102	29.8
Large	24	12.7	14	34.1	3	4.5	8	17.8	49	14.3
TOTAL	189	100.0	41	100.0	67	100.0	45	100.0	342	100.0

$$X^2 = 24.4360; p < 0.1\%$$

10.7

WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO INCOME

In Table 10.6 the weekly expenditure on liquor according to the subjects' income is tabulated.

TABLE 10.6

WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO INCOME

Weekly expenditure	Weekly income								Total
	Up to R14.99		R15-R29.99		R30.00 and over				
	No.	%	No.	%	No.	%	No.	%	
Small	133	71.9	49	37.7	9	33.3	191	55.9	
Medium	47	25.4	49	37.7	6	22.2	102	29.8	
Large	5	2.7	32	24.6	12	44.4	49	14.3	
TOTAL	185	100.0	130	100.0	27	100.0	342	100.0	

$$X^2 = 67.2286; p < 0.1\%$$

The data in Table 10.6 show that as the income of the income group rises, the household expenditure on liquor rises accordingly. So, for instance, 71.9 per cent of those with a weekly income below R15.00 spend small weekly amounts on liquor, as against 37.7 per cent of those earning R15.00 - R29.99, and 33.3 per cent of those whose income exceeds R30.00 per week. This phenomenon is probably partly attributable to the fact that subjects in the higher income bracket have more money to spend on liquor than the lower income groups. It should be noted once again that the income indicated above reflects the net income of the

household and not necessarily only that of the subject interviewed.

10.8 WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO HOUSEHOLD'S
WEEKLY EXPENDITURE ON FOOD

In the following section, the household's expenditure on liquor is related to its expenditure on food.

TABLE 10.7

WEEKLY EXPENDITURE ON LIQUOR ACCORDING TO HOUSEHOLD'S
WEEKLY EXPENDITURE ON FOOD

Weekly expenditure	Weekly expenditure on food							
	Up to R4.99		R5.00- R9.99		R10.00 and over		Total	
	No.	%	No.	%	No.	%	No.	%
Small	84	75.0	68	48.9	39	42.8	191	55.9
Medium	26	23.2	50	36.0	26	28.6	102	29.8
Large	2	1.8	21	15.1	26	28.6	49	14.3
TOTAL	112	100.0	139	100.0	91	100.0	342	100.0

$$X^2 = 39.9911; p < 0.1\%$$

The data in Table 10.7 show that as household expenditure on food rises, so does the percentage of subjects who spend large amounts on liquor, i.e. from 1.8 in the case of persons who spend up to R4.99 per week on food, to 15.1 for the group spending R5.00 - R9.99, and 28.6 for the group spending R10.00 and over. In the case of households spending small amounts on liquor, the percentages decline as food expenditure rises. Once again it would appear that there is a definite connection between the sum of money available and the amount spent on liquor, as comparison with the amounts spent on food, analysed above, will confirm.

10.9 SUMMARY

10.9.1 It appears that more than half (55.9%) of the households in the sample spend small, 29.8 per cent medium, and 14.3 per cent large amounts on liquor per week. There seems to be very little difference between the two language groups in regard to their weekly expenditure on liquor.

10.9.2 Those subjects whose households spend medium and large weekly amounts on liquor, constitute a higher percentage of the group living in wedlock than of the group living out of wedlock.

10.9.3 A higher percentage of urban than of rural households spend medium and large amounts per week on liquor.

- 10.9.4 The percentage of subjects spending medium and large amounts on liquor rises proportionately to their standard of education.
- 10.9.5 The occupational group of housewives and persons engaged in non-remunerative occupations includes the highest percentage of subjects spending small weekly amounts on liquor.
- 10.9.6 The household's expenditure on liquor rises proportionately to the earnings of the income group.
- 10.9.7 The percentage of subjects whose households spend large amounts on liquor, rises proportionately to household expenditure on food.

CHAPTER 11

ATTITUDE TOWARDS THE GENERAL
AVAILABILITY OF LIQUOR: MOTIVES

11.1 INTRODUCTION

As previously mentioned, this survey was launched before the Liquor Amendment Act (Act No. 72 of 1961) came into operation. At that stage liquor was not yet freely available to Coloureds, and the subjects were asked whether they were for or against the idea of abolishing the liquor restrictions to which Coloureds were then subject. They were also asked to substantiate their answers, to make it possible to ascertain their reasons for supporting or opposing abolition.

11.2 ATTITUDE TOWARDS THE GENERAL AVAILABILITY OF LIQUOR

The subjects' views in this regard are analysed according to the following factors: sex, age, marital status, church denomination, domicile and occupation.

11.2.1 Attitude according to sex

In Table 11.1 the subjects' views in this regard are analysed according to their sex.

TABLE 11.1
ATTITUDE ACCORDING TO SEX

Attitude	Men		Women		Total	
	No.	%	No.	%	No.	%
For	208	83.2	145	58.0	353	70.6
Against	42	16.8	105	42.0	147	29.4
TOTAL	250	100.0	250	100.0	500	100.0

$$X^2 = 38.2436; p < 0.1\%$$

As the data in Table 11.1 show, 70.6 per cent of the subjects supported the general availability of liquor. This was the attitude of 83.2 per cent of the men and 58.0 per cent of the women. Considering that it is usually the wife who has to bear the brunt of intemperance and resultant social evils such as poverty, desertion, neglect, family disorganization, etc., this may well account for the fact that a higher percentage of women than men were opposed to availability.

11.2.2 Attitude according to age

In Table 11.2 the subjects' attitude in this regard is related to their age.

TABLE 11.2
ATTITUDE ACCORDING TO AGE

Attitude	30 years and younger		31 to 40 years		41 to 50 years		51 years and older		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
For	115	71.4	119	72.1	68	72.3	51	63.8	353	70.6
Against	46	28.6	46	27.9	26	27.7	29	36.2	147	29.4
TOTAL	161	100.0	165	100.0	94	100.0	80	100.0	500	100.0

$$X^2 = 2.1824; 70\% > p > 50\%$$

The data in the above table reveal no significant difference in the attitudes of the various age groups in this regard.

11.2.3 Attitude according to marital status

In Table 11.3 the attitude of the subjects in this regard is related to their marital status.

TABLE 11.3
ATTITUDE ACCORDING TO MARITAL STATUS

Attitude	In wedlock		Out of wedlock		Total	
	No.	%	No.	%	No.	%
For	266	70.2	87	71.9	353	70.6
Against	113	29.8	34	28.1	147	29.4
TOTAL	379	100.0	121	100.0	500	100.0

$$X^2 = 0.1300; 80\% > p > 70\%$$

As in the case of the preceding table, there does not appear to be any connection between marital status and attitude in regard to the general availability of liquor.

11.2.4 Attitude according to religious denomination

In Table 11.4 the subjects, attitude concerning the general availability of liquor is related to their religious denomination.

As the data in Table 11.4 show, 78.5 per cent of the subjects belonging to the Afrikaans churches supported availability, as against 50.0 per cent of those belonging to the Apostolic faiths and the Full Gospel Church and 50.0 per cent of those who did not belong to any church. This percentual distribution is representative of, respectively, the largest and the smallest groups supporting availability (78.5% as against 50%). A notable fact which emerged was that the members of the Apostolic faiths and the Full Gospel Church did not preponderantly support either view.

11.2.5 Attitude according to domicile

In Table 11.5 the subjects' attitude in this regard is related to their domicile.

TABLE 11.5
ATTITUDE ACCORDING TO DOMICILE

Attitude	Urban		Rural		Total	
	No.	%	No.	%	No.	%
For	295	69.9	58	74.4	353	70.6
Against	127	30.1	20	25.6	147	29.4
TOTAL	422	100.0	78	100.0	500	100.0

$$X^2 = 0.6289; 50\% > p > 30\%$$

The data in Table 11.5 show that 74.4 per cent of subjects living in rural areas supported general availability of liquor, as against 69.9 per cent of urban dwellers. This difference is too small, however, to be of any significance.

11.2.6 Attitude according to occupation

In Table 11.6 the subjects' attitude in this regard is related to their occupations.

TABLE 11.4

ATTITUDE ACCORDING TO RELIGIOUS DENOMINATION

Attitude	Afrikaans churches		English churches		Roman Catholic Church		Apostolic faiths and Full Gospel Church		No church		Other churches		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
For	51	78.5	205	73.7	36	70.6	25	50.0	1	50.0	35	64.8	353	70.6
Against	14	21.5	73	26.3	15	29.4	25	50.0	1	50.0	19	35.2	147	29.4
TOTAL	65	100.0	278	100.0	51	100.0	50	100.0	2	100.0	54	100.0	500	100.0

$$X^2 = 14.3714; 1\% > p > 0.1\%$$

In calculating the chi-square "no church" was not taken into account.

TABLE 11.6

ATTITUDE ACCORDING TO OCCUPATION

Attitude	Unskilled workers		Skilled workers, security services and private entrepreneurs		Housewives and persons engaged in non-remunerative occupations		Professional, technical and related occupations		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
For	183	75.0	43	87.8	79	53.4	48	81.4	353	70.6
Against	61	25.0	6	12.2	69	46.6	11	18.6	147	29.4
TOTAL	244	100.0	49	100.0	148	100.0	59	100.0	500	100.0

$$X^2 = 33.6588; p < 0.1\%$$

The data in Table 11.6 indicate that 87.8 per cent of the subjects in the occupational group of skilled workers, security services and private entrepreneurs supported the general availability of liquor. The highest percentage of subjects in favour of availability occurred in this occupational group, the lowest percentage (53.4) among the group of housewives and persons engaged in non-remunerative occupations. The fact that this latter occupational group yielded a smaller percentage supporting availability than any of the others, is probably attributable to the same factors as those mentioned in section 11.2.1.

11.3 MOTIVE FOR ATTITUDE TOWARDS THE GENERAL AVAILABILITY OF LIQUOR

11.3.1 Motive for supporting general availability

The motives of the subjects supporting the general availability of liquor are reviewed below.

11.3.2 Motive for supporting general availability according to sex

In Table 11.7 the motives of the subjects supporting the general availability of liquor are tabulated according to sex.

According to the data in Table 11.7, 54.9 per cent of the subjects stated that their main reason for supporting general availability of liquor was that this would create more favourable opportunities of obtaining liquor. In the case of both sexes this appeared to be the main consideration - 56.7 per cent of the men and 52.4 per cent of the women advanced this as their reason. The second most important reason advanced by the group as a whole, both men and women, was that they felt that general availability of liquor would result in more favourable drinking circumstances. The other motives are of minor significance.

TABLE 11.7

MOTIVE FOR SUPPORTING AVAILABILITY ACCORDING TO SEX

Motive	Men		Women		Total	
	No.	%	No.	%	No.	%
People are entitled to it	12	5.8	7	4.8	19	5.4
More favourable drinking circumstances	63	30.3	37	25.5	100	28.4
More favourable opportunities of obtaining liquor	118	56.7	76	52.4	194	54.9
Other reasons	8	3.8	5	3.5	13	3.7
No reason given	7	3.4	20	13.8	27	7.6
TOTAL	208	100.0	145	100.0	353	100.0

$$X^2 = 13.1036; 2\% > p > 1\%$$

11.3.3

Motive for opposing general availability according to sex

As mentioned earlier, 147 subjects opposed general availability of liquor. In Table 11.8 their motives are tabulated according to sex.

TABLE 11.8

MOTIVE FOR OPPOSING AVAILABILITY ACCORDING TO SEX

Motive	Men		Women		Total	
	No.	%	No.	%	No.	%
Moral and religious	2	4.8	11	10.5	13	8.8
Health	-	-	1	1.0	1	0.7
Financial	10	23.8	43	40.9	53	36.1
Social	24	57.1	46	43.8	70	47.6
Other	6	14.3	4	3.8	10	6.8
TOTAL	42	100.0	105	100.0	147	100.0

As the data in Table 11.8 show, the highest single percentage (47.6) of the subjects opposed to availability advanced social reasons. Financial reasons were advanced by 36.1 per cent; then followed moral and religious reasons (8.8%), other reasons (6.8%) and health reasons (0.7%). Of the group of women, 43.8 per cent advanced social, 40.9 per cent financial, and 10.5 per cent moral and religious grounds. In the case of the men, 57.1 per cent advanced social, 23.8 per cent financial, and 14.3 per cent other reasons for opposing availability.

Both sexes therefore put social reasons first, but financial reasons also carried considerable weight with both groups. One should, however, never lose sight of the fact that some cells are very small, so that it would be wrong to jump to conclusions.

11.4 SUMMARY

11.4.1 More than 70 per cent of the subjects supported the general availability of liquor.

11.4.2 A considerably higher percentage of women than of men was against the general availability of liquor.

11.4.3 There does not seem to be any definite pattern in the connection between age and attitude towards the general availability of liquor.

11.4.4 There is little if any connection between marital status and subjects' attitude towards the general availability of liquor.

11.4.5 The numbers of the members of Apostolic faiths and the Full Gospel Church for and against the general availability were equal.

11.4.6 The views of rural and urban dwellers in regard to general availability were virtually identical.

11.4.7 The occupational group of housewives and persons engaged in non-remunerative occupations included the highest percentage of persons opposing general availability.

11.4.8 This survey suggests the chief motive of persons supporting general availability is in the expectation that general availability will create more favourable channels of obtaining liquor. Over 50 per cent of the men as well as the women advanced this as their reason.

11.4.9 Opponents of general availability advanced social reasons as their chief motive.

CHAPTER 12

SUMMARY

12.1 GENERAL

In this concluding chapter it is not proposed each time to relate some specific feature of the drinking pattern to an individual characteristic of the subjects, but instead, by way of summary, to begin by relating one specific characteristic to all the factors of the drinking pattern, before proceeding to the next characteristic.

12.2 SEX

More women than men proved to be total abstainers. A higher percentage of women than of men abstain for moral, religious or social reasons. More men than women advance health reasons. The highest single percentage of women in the sample drinks for traditional, and the highest single percentage of men, for social reasons. More men than women prefer spirits, the highest single percentage of women preferring wine. More than three quarters of the men but less than 40 per cent of the women are regular drinkers. Fewer men than women drink at home. Approximately half of the men in the sample, as against about one tenth of the women, consumed large quantities of liquor during the seven days preceding the survey. The percentage of women opposing general availability of liquor by far exceeds that of men.

12.3 AGE

The age groups of 41 and over include a higher single percentage of total abstainers than do the younger ones. There seems to be little connection between age and reasons for abstinence. The percentage of consumers who drink for physiological reasons rises proportionately to the age of the various age groups. The percentage of subjects preferring Bantu liquor rises with the age of the relevant age group. There is no observable trend connecting drinking frequency with age. Subjects in the youngest age group (30 and under) prefer to drink away from home, whereas the three older age groups (31-40, 41-50 and 51 and older) preferably drink at home. It would appear that there is little, if any, connection between age and the number of drinks consumed by the subjects during the seven days preceding the survey. No clear pattern emerged in regard to age and attitude concerning the general availability of liquor.

12.4 HOME LANGUAGE

Approximately one third of the Afrikaans-speaking subjects are total abstainers, as against less than one quarter of the English-speaking ones. According to the data, a slightly higher percentage of Afrikaans-speaking than of English-speaking subjects advanced moral, religious or social reasons for their abstinence. The highest single percentage of Afrikaans-speaking subjects drink for physiological, and the highest single percentage of English-speaking ones for traditional reasons. Both language groups prefer spirits. The

Afrikaans-speaking group exhibits a higher drinking frequency than the English-speaking. The English-speaking group comprised 86.4 per cent, the Afrikaans-speaking 63.7 per cent of persons who drink at home. More Afrikaans-speaking than English-speaking subjects consumed a large number of drinks during the seven days immediately preceding the survey.

12.5 MARITAL STATUS

One in every three subjects living in wedlock was classified as a total abstainer, as against one in every four persons living out of wedlock. The highest single percentage of subjects living in wedlock advanced physiological, of those living out of wedlock, traditional reasons for drinking. The group living in wedlock includes a higher percentage of regular drinkers than does the group living out of wedlock. Nearly three quarters of the subjects living in wedlock drink at home, as against just over half of those living out of wedlock. A higher percentage of subjects living in wedlock than of those living out of wedlock spend medium and large amounts on liquor per week. There is no connection between the marital status of the subjects and their attitude towards the general availability of liquor.

12.6 DOMICILE

More urban than rural dwellers are total abstainers. The highest single percentage of urban as well as of rural dwellers, abstains on moral, religious or social grounds. Rural dwellers emphasise physiological reasons more strongly than do urban ones. In regard to drinking frequency as related to both domicile and drinking place there is little difference between rural and urban Coloureds; nor do there appear to be any marked differences between these two groups in regard to the number of drinks consumed during the seven days immediately preceding the survey. A higher percentage of the households of urban than of rural subjects spend medium and large amounts on liquor per week. The rural group shows a higher preference for Bantu beer than the urban; the opposite applies to spirits and beer. The attitudes of rural and urban dwellers regarding general availability of liquor are virtually identical.

12.7 STANDARD OF EDUCATION

The lowest and the highest educational standard groups yielded slightly higher percentages of consumers than the middle group. The data indicate the chief motive for abstinence in all three groups to be of a moral, religious or social nature. On a percentual basis, the lowest and the middle educational level groups put physiological reasons first, whereas the largest single percentage of subjects in the highest group drinks for social reasons. The percentage of subjects giving preference to spirits and beer rises proportionately to their educational level, that of subjects preferring Bantu beer declining in proportion. The percentage of regular drinkers declines as the standard of education of the relevant group rises. A smaller percentage of the lower than of the higher educational standard groups prefer to drink at home. As the standard of education of the relevant group rises, the percentage of consumers of small and medium quantities of alcohol declines. The percentage of subjects spending medium and large amounts on liquor per week, rises proportionately to the standard of education of the relevant group.

12.8 OCCUPATION

More than half of the subjects in the occupational group of housewives and persons engaged in non-remunerative occupations proved to be total abstainers, as against less than one quarter in the case of each of the other occupational groups. Unskilled workers seem to emphasise physiological reasons for drinking more strongly than do the other occupational groups; the opposite applies to psychological and social reasons. Spirits is preferred by all occupational groups, except that of housewives and persons engaged in non-remunerative occupations, who put wine first and spirits last. Over 70.0 per cent of the occupational groups of unskilled workers and skilled workers, security services, and private entrepreneurs, are regular drinkers. A lower percentage of the group of unskilled workers prefer to drink at home than is the case with any other occupational group. The occupational group of skilled workers, security services and private entrepreneurs includes the highest percentage of subjects who consumed a large number of drinks during the seven days immediately preceding the survey. In the occupational group of housewives and persons engaged in non-remunerative occupations, 71.6 per cent of the subjects spend small amounts per week on liquor. The highest percentage of persons opposing general availability of liquor occurs among the occupational group of housewives and persons engaged in non-remunerative occupations.

12.9 INCOME

The highest income group includes a slightly higher single percentage of total abstainers than the middle and lowest income groups. The highest single percentage of subjects in the lowest income group drinks for physiological reasons, whereas the highest single percentages in the other two groups put social reasons first. As the income of the group to which the household belongs rises, so does the percentage of persons preferring spirits and beer. The percentage of regular drinkers rises proportionately to the weekly income of the income group. A fairly large proportion of the lowest income group prefers to drink away from home, unlike the middle and highest income groups, who preferably drink at home. The household expenditure on liquor rises proportionately to the income of the relevant group.

12.10 RELIGIOUS DENOMINATION

The Apostolic faiths and the Full Gospel Church yield a higher percentage of total abstainers than do the other churches. Taken as a group, the members of the above faiths are about equally divided in their views on the desirability of general availability of liquor, where Coloureds are concerned.

APPENDIX 1

CONFIDENTIAL

N. B. 359

NATIONAL BUREAU OF EDUCATIONAL AND SOCIAL RESEARCH
AN INQUIRY INTO THE DRINKING HABITS OF THE COLOUREDS
IN SOUTH AFRICA
QUESTIONNAIRE

The Bureau undertakes to treat all the information you give as strictly confidential.

Number of questionnaire.
(For office use only)

--

(1-4)

1. Are you a man or a woman?

Man	Woman
1	2

(5)

2. How old are you?

18-20	21-30	31-40	41-50	51-60	61-70	71 and older
1	2	3	4	5	6	7

(6)

3. What kind of work do you do?

(Here write down as clearly and fully as possible what type of work the testee does. E.g. labourer in a factory, deliver milk, sell newspapers, labourer on a farm, teach, full-time housewife.)

.....
.....
.....
.....
.....

4. Make a cross next to the kind of work the testee does.

<u>Labourers:</u> Farm labourers, garden boys (towns and farms), forest workers, fishermen, etc.	0
<u>Labourers:</u> Labourers in factories (textile, food, shoe, tobacco factories, etc.), building trade and other construction works, motor trade, mines and quarry works, railways, diggers, shop assistants, newspaper sellers, metal-workers in the timber trade, brickmakers, machine operators, messengers, etc.	1
<u>Transport and delivery services:</u> Conductors, stokers, postmen, sailers, bedding attendants, taxi drivers, lorry drivers, private motor car drivers, bus drivers, drivers of power cycles, etc.	2
<u>Security services:</u> Constables, prison warders, persons in the service of the Defence Force, night watchmen, firemen, fire beaters, traffic inspectors, etc.	3
<u>Personal services:</u> Stewards in the service of hotels, hairdressers, servants in hotels, houses and hostels, barmen, washing and ironing servants, etc.	4
<u>Full-time housewives,</u> who have no other source of income from working for someone else.	5
<u>Professional, technical and related occupations:</u> Doctors, ministers, teachers, attorneys, chemists, accountants, interpreters, agricultural supervisors, administrative clerks, supervisors, clerks, commercial travellers, insurance agents, estate agents, managers (e.g. manager of a shop), inspectors, typists, nurses, etc.	6
<u>Persons who have their own business:</u> Merchants (also hawkers), shoemakers, owners of taxis, building contractors, house renovators, farmers, fishermen, owners of boarding houses, etc.	7
<u>Skilled labourers:</u> Joiners, mechanics, painters, etc.	8
<u>Persons who are not economically active:</u> Pensioners, persons who are supported by their family, full-time students and scholars, persons who have another source of income, e.g. rentiers, etc.	9
<u>Unemployed:</u> Persons who were unemployed at the time of the inquiry.	X
<u>Other kinds of work:</u> Persons doing work that has not been mentioned yet.	Y

(7)

5. What standard have you passed?

Never attended school	01
Attended school but never passed a standard	02
Passed the sub-standards A or B	03
Passed Standard 1 or 2	04
Passed Standard 3 or 4 or are in possession of an equivalent certificate	05
Passed Standard 5 or 6 or are in possession of an equivalent certificate	06
Passed Standard 6 and also in possession of a teacher's diploma or any other certificate	07
Passed Form II (Standard 7) or in possession of an equivalent certificate	08
Passed Form III (Standard 8 - this includes all the different junior certificates) or in possession of an equivalent certificate	09
Passed Standard 8 and in possession of a teacher's diploma or any other certificate	10
Passed Form IV (Standard 9) or in possession of an equivalent certificate	11
Passed Form V (Standard 10 - this includes all the different matriculation certificates) or in possession of an equivalent certificate	12
Studied further after Standard 10 and obtained a qualification other than a university degree	13
In possession of a university degree	14

(8 - 9)

6. How many complete years were you at school, college, university or similar institutions?

1-2	3-4	5-6	7-8	9-10	11-12	13-14	15-16	17-18	19-20	21 and more	None
1	2	3	4	5	6	7	8	9	0	X	Y

(10)

7. Can you read and write?

Yes	No
1	2

(11)

8. Make a cross in the block opposite the one question which applies to the testee.

(a) Are you not yet married?	1
(b) Are you married?	2
(c) Were you married but are now divorced or separated?	3
(d) Are you not yet married although living with a woman/man?	4
(e) Are you a widower/widow?	5

(12)

9. Of which church are you a member?

Nederduitse Gereformeerde Kerk	Gereformeerde Kerk van Suid-Afrika	Nederduitse Hervormde Kerk van Afrika	Anglican Church	Congregational Church
0	1	2	3	4

(13)

Methodist Church	Lutheran Church	Roman Catholic Church	Apostolic Faith Mission or Full Gospel Church or Apostolic sects	Other churches	None
5	6	7	8	9	X

(13)

10. Which of the following languages can you speak?
(Make one cross only)

Only Afrikaans	1
Only English	2
Afrikaans <u>and</u> English	3
Afrikaans and/or English <u>and</u> a Bantu language	4
Neither of above-mentioned languages	5

(14)

11. What is your home language?

Afrikaans	1
English	2
A Bantu language	3
Other	4

(15)

Do you at present live

12.

(a) in an area proclaimed for Coloureds or a Coloured town (mission stations excluded)	1
(b) in a mission station	2
(c) on a European's farm	3
(d) in a Coloured residential area in a European town area	4
(e) in a Coloured residential area in a European city area	5
(f) in a European town area	6
(g) in a European city area	7
(h) in a location in a European town area	8
(i) in a location in a European city area	9
(j) in a place not yet mentioned Specify	0

(16)

13. Do you usually have

three meals a day	two meals a day	one meal a day only
1	2	3

(17)

14. Do you take alcoholic drink? (Kaffir-beer is also regarded as alcoholic drink.)

Daily	Four to six days a week	Three days a week	Two days a week	Once a week	Once a month
1	2	3	4	5	6

(18)

Once in three months	Less than once in three months	Not at all
7	8	9

15. Does your husband/wife take a drink?

Daily	Twice a week	Once a week	Once a month	Less than once a month	Never	N. a.
1	2	3	4	5	6	7

(19)

16. Are you a total abstainer from alcoholic drink?

Yes, all my life	Yes, but was previously a light drinker	Yes, but was previously a heavy drinker	No
1	2	3	4

(20)

17. Why are you a total abstainer from alcoholic drink?

.....

(21)

NOTE: Persons who stated in question 16 that they never consume alcoholic drink (they are total abstainers from alcoholic drink) need only to give their answers as from question 31 to question 36.

NOTE: Persons who made a cross at question 14 section 7 or 8 should mark the section "only drink once in three months or less frequently" from questions 18 to 23. (These questions are indicated by an *.)

*18. When do you usually have your drinks?

Before or with the mid-day meal	After the mid-day meal but before the evening meal	With or after the evening meal	At no fixed time	Only drink once in three months or less frequently
1	2	3	4	5

(22)

- *19. At which one of the under-mentioned places do you usually drink kaffir-beer?

(a) At your own house	1
(b) At someone else's house	2
(c) In a beer-hall (Bantu beer-hall)	3
(d) Drink kaffir-beer only once in three months or less frequently	4
(e) Do not drink kaffir-beer	5

(23)

- *20. At which one of the under-mentioned places do you usually drink wine, strong drink or beer?

(a) At your own house	1
(b) At someone else's house	2
(c) In a bar or hotel	3
(d) At your employer's house	4
(e) At a place not yet mentioned	5
(f) Drink wine, strong drink or beer only once in three months or less frequently	6
(g) Do not drink these types of liquor	7

(24)

- *21. Do you usually have your drinks

(a) with people staying in your house	1
(b) with other people (people staying in your house excluded)	2
(c) with people staying in your house as well as other persons	3
(d) alone and without any company	4
(e) only drink once in three months or less frequently	5

(25)

*22. Which day of the week do you usually drink most?

Sunday	1
Monday	2
Tuesday	3
Wednesday	4
Thursday	5
Friday	6
Saturday	7
Drink the same amount every day	8
On no specific day	9
Only drink once in three months or less frequently	0

(26)

*23. Which of the following types of alcoholic drink have you taken during the past month?

Wine only	1
Beer only	2
Strong drink only e.g. brandy, gin, etc.	3
Wine and beer	4
Wine and strong drink	5
Beer and strong drink	6
Wine, beer and strong drink	7
Kaffir-beer and one or more of the above-mentioned types of alcoholic liquor	8
Kaffir-beer only	9
Only drink once in three months or less frequently	0

(27)

24. Which one of the following types of alcoholic drink do you drink most?

Wine	1
Strong drink e.g. brandy and gin	2
Beer e.g. Lager, Stout	3
Kaffir-beer	4
Other types of liquor made by Bantu (kaffir-beer excluded)	5

(28)

25. If you drink more than one type of alcoholic drink, which type of liquor do you drink the second most? (Mark one type only.)

Wine	1
Strong drink e.g. brandy and gin	2
Beer e.g. Lager, Ale, Stout	3
Kaffir-beer	4
Other types of liquor made by Bantu (kaffir-beer excluded)	5
Drink one type of liquor only	6

(29)

26. What is the average expense of your household on alcoholic drink per week?

Nil	1c- 49	50c- 99	R1- 1.49	R1.50- 2	R3- 4	R5- 6	R7- 8	R9- 10	R11- 12	Write down the amount if more than R12
0	1	2	3	4	5	6	7	8	9	X

(30)

27. What is the value of the alcoholic drink which you alone consume on an average per week?

Nil	1c- 49	50c- 99	R1- 1.49	R1.50- 2	R3- 4	R5- 6	R7- 8	R9- 10	R11- 12	Write down the amount if more than R12
0	1	2	3	4	5	6	7	8	9	X

(31)

28.

How much of the following types of alcoholic drink have you taken during the past seven days?

Wine (Glasses)	Nil	1-3	4-6	7-11	12-16	17-21	22-26	27-31	32-36	37-41	42-46	Write down the amount if more than 46
	0	1	2	3	4	5	6	7	8	9	X	Y

(32)

Strong drink (Tots)	Nil	1-3	4-6	7-11	12-16	17-21	22-26	27-31	32-36	37-41	42-46	Write down the amount if more than 46
	0	1	2	3	4	5	6	7	8	9	X	Y

(33)

Beer (Pints)	Nil	1-3	4-6	7-11	12-16	17-21	22-26	27-31	32-36	37-41	42-46	Write down the amount if more than 46
	0	1	2	3	4	5	6	7	8	9	X	Y

(34)

1 bottle strong drink = 21 tots; 1 bottle wine = 6 glasses;
1 small bottle beer = 1 pint; 1 large bottle beer = 2 pints.

*
* FOR OFFICE USE ONLY *
*

Total for abovementioned types of alcoholic drink	0	1-3	4-6	7-9	10-12	13-15	16-18	19-21	22-24	25-27	28-30	31-33
	00	01	02	03	04	05	06	07	08	09	10	11
	34-36	37-39	40-42	43-45	46-48	49-51	52-54	55-57	58-60	61-63	64-66	67-69
	12	13	14	15	16	17	18	19	20	21	22	23
	70-72	73-75	76-78	79-81	82-84	85-87	88-90	91-93	94-96	97-99	100-102	103-105
	24	25	26	27	28	29	30	31	32	33	34	35

(35-36)

(35-36)

(35-36)

29.

How much Bantu liquor have you taken during the past seven days?

Kaffir-beer (Small scale) (Two pints)	Nothing	1-3	4-6	7-9	10-12	13-15	16-18	19-21	22-24	25-27	28-30	Write down the amount if more than 30
	0	1	2	3	4	5	6	7	8	9	X	

(37)

Other types of Bantu liquor (except Kaffir-beer) (Half pint)	Nothing	1-3	4-6	7-9	10-12	13-15	16-18	19-21	22-24	25-27	28-30	Write down the amount if more than 30
	0	1	2	3	4	5	6	7	8	9	X	

(38)

*
* FOR OFFICE USE ONLY *

Total for all types of liquor	0	1-3	4-6	7-9	10-12	13-15	16-18	19-21	22-24	25-27	28-30	31-33	
	00	01	02	03	04	05	06	07	08	09	10	11	(39-40)
	34-36	37-39	40-42	43-45	46-48	49-51	52-54	55-57	58-60	61-63	64-66	67-69	
	12	13	14	15	16	17	18	19	20	21	22	23	(39-40)
	70-72	73-75	76-78	79-81	82-84	85-87	88-90	91-93	94-96	97-99	100-102	103 or more	
	24	25	26	27	28	29	30	31	32	33	34	35	(39-40)

30. What is the most important reason why you take alcoholic drink?
(Mark one reason only)

(Do not, in the beginning, mention the probable reasons to the testee).

(a)	Because it gives one an appetite Because it is food Because it makes one strong Because it makes one healthy Because it tastes nice Because it quenches your thirst Because you are tired	1	(41)
(b)	Because it is customary on occasions like marriage, birthdays, Christmas, etc. Because your parents drink Because it is a custom or a tradition	2	
(c)	Because it helps to overcome worries Because you want to be cheerful Because you want to be gay Because you want to obtain more courage Because you do not want to be afraid Because you want to get rid of a feeling of inferiority To relax	3	
(d)	Because there is no other recreation	4	
(e)	To be sociable with your friends or to converse freely, to be gay	5	
(f)	For a reason not yet mentioned Specify:	6	

31. Approximately how much do you, and if you are married, your household,
(boarders excluded), spend per week on food?

Note: Boarders answering this questionnaire should first subtract the
estimated rent of their room etc. from their board.

Nil	Less than R1	R1- 2	R3- 4	R5- 6	R7- 9	R10- 12	R13- 15	R16- 18	R19- 21	R22- 24	R25- 27	Write down the amount if more than R27
00	01	02	03	04	05	06	07	08	09	10	11	12

(42-43)

32. How many persons, including yourself and excluding boarders, living in your house share the food consumption mentioned in the previous question?

1	2	3	4	5	6	7	8	9	10 and more
1	2	3	4	5	6	7	8	9	0

(44)

33. What is your present income (cash and goods) per week? If you are married, state the income of your family as a whole.

Nil	Less than R1	R1-2	R3-4	R5-6	R7-8	R9-10	R11-15	R16-20	R21-25	R26-30
01	02	03	04	05	06	07	08	09	10	11

(45-46)

R31-35	R36-40	R41-45	R46-50	R51-55	R56-60	Write down the amount if more than R60
12	13	14	15	16	17	18

(45-46)

34. How many persons have to be supported on the above income? (i. e. you, your wife/husband and other dependents).

1	2	3	4	5	6	7	8	9	10 and more	N. a.
1	2	3	4	5	6	7	8	9	0	X

(47)

35. Liquor will be made available to Coloureds. Do you think this is good?

Yes	No	Don't know
1	2	3

(48)

36. Give the most important reason for your answer.

.....

37. Do you have a permit to buy liquor?

Yes	No	N. a.
1	2	3

(50)

38. Do you receive alcoholic drink according to the "dopstelsel"?

Yes	No
1	2

(51)

39. Indicate in pints, how much alcoholic drink you receive per week according to the "dopstelsel"

Nil	1-6	7-12	13-18	19-24	25-30	31-36	37-42	43-48	49-54	55-60	61-66	67-72	73-78	79 and more
00	01	02	03	04	05	06	07	08	09	10	11	12	13	14

(52-53)

40. Indicate by means of a cross the area in which this questionnaire was completed. (For use by field workers only.)

CAPE PROVINCE

Cape Town	Bellville	Wynberg	Stellenbosch	Montagu	Caledon	Ceres
01	02	03	04	05	06	07

(54-55)

Vanrhynsdorp	Oudtshoorn	Laingsburg	Knysna	Port Elizabeth	Graaf-Reinet
08	09	10	11	12	13

(54-55)

King William's Town	Cradock	Colesberg	Kimberley	Prieska	Mount Currie
14	15	16	17	18	19

(54-55)

TRANSVAAL

Vereeniging	Klerksdorp	Benoni	Germiston	Johannesburg	Pretoria
1	2	3	4	5	6

(56)

O.F.S.

Bloemfontein	Fauresmith	Kroonstad
1	2	3

(57)

NATAL

Durban
1

(58)

41. Does the testee live in/on

a city	a town	a farm	a plot
1	2	3	4

(59)

42. Name of area
(When applicable)

--

43. Number of surveyor's district

--

44. (a) Completed by
- (b) Checked by
- (c) Number of mistakes

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