

Technical Report for



Prepared by

Priya Vassen
Trainee Research Executive
priyav@markinor.co.za

Anneke Greyling
Associate Director
annekeg@markinor.co.za

PRIVATE AND CONFIDENTIAL

COPYRIGHT RESERVED

If a client wishes to publish any or all of the findings contained in a report, Markinor is entitled to examine the proposed material to be published and any interpretation or claims made as a result of the findings, and reserves the right to refuse permission for such publication or for the use of its name in connection with the published material. Markinor is also entitled to provide bona fide enquiries with the technical specification of such published research.

TABLE OF CONTENTS

1.	BACKGROUND	3
2.	OBJECTIVES	3
3.	RESEARCH APPROACH	4
3.1	RESEARCH METHODOLOGY 4	
3.2	SAMPLING METHODOLOGY 4	
3.3	RESPONSE RATE 7	
3.4	MEAN, STANDARD DEVIATION AND MEDIAN 7	
3.5	INTERVIEWERS 8	
3.6	SAMPLING ERROR OF THE TOTAL SURVEY AND OF EACH SUB-STRATUM 9	
3.7	WEIGHTING, POST-STRATIFICATION AND COMPARING SAMPLE CHARACTERISTICS TO KNOWN POPULATION PARAMETERS 9	

1. BACKGROUND

During 2001 the [Institute for Justice and Reconciliation](#) commissioned Markinor to conduct a series of focus groups aimed at gauging the understanding of the process of reconciliation in South Africa. This project bore rich information regarding the general perception about the concept “reconciliation”, progress made and the role of stakeholders in the process of bridging historical divides in South Africa.

The results emanating from the project were as diverse as the groups included in the focus groups. Building on this, the [Institute for Justice and Reconciliation](#) decided to investigate measuring perceptions about reconciliation and related issues on an on-going national scale by including a battery of questions on the M-Bus, a 6-monthly nationally representative survey conducted by Markinor.

Markinor was approached to obtain this information and this document describes the technical details of the M-Bus.

2. OBJECTIVES

- Understanding what is meant with the word ‘reconciliation’;
- Feelings about a possible change in government policies;
- Awareness of the process of reconciliation;
- Who has the main responsibility for reconciliation, including personal responsibility and influence;
- Awareness of harmonious relationships between different racial groups;

3. RESEARCH APPROACH

3.1 RESEARCH METHODOLOGY

The information was obtained by means of Markinor's M-Bus – an omnibus survey with national coverage aimed at measuring socio-political trends. This product offered a fast, economical vehicle to investigate the preferences of South Africans on a variety of issues involving historical claims to land.

3.2 SAMPLING METHODOLOGY

The standard sample size of a national syndicate survey is 3 500 South Africans, 16 years and older. This is a national survey, covering both metropolitan and non-metropolitan areas. The results of the survey can, therefore, be projected onto the South African population as a mirror image of trends in attitudes and perceptions amongst adult South Africans in general.

Geographical area was factored into this process. The sampling methodologies used for Metropolitan and Non-metropolitan areas were:

Metropolitan areas

- Sampling of the respondents assumed the form of a multistage **area-probability** sample with three calls.
- The sampling included persons of 16 years+, living in multimember households. Squatters were also included in the sampling frame. However, domestic workers, hostel dwellers and persons younger than 16 years of age were excluded from the sample.
- Enumeration Areas were drawn from the 2001 Population Census and sampling points were allocated to sub-places in each of the metros. Within each of the sampled sub-places, a street was randomly selected using the Geographical Information System (GIS), which indicates all the streets within the boundaries of each sub-place.

The streets were listed and a street was selected randomly. Between four and six dwellings were then selected using a random walk procedure in the selected area.

- If there were more than one household at a dwelling one household was chosen using a random procedure. At every alternate dwelling all the males, or all the females, over 16 years of age were listed in order of age and one chosen using a random selection grid.

- Coverage

The Metro M-Bus included metropolitan areas with a population of 250 000 or more

These areas are as follows:

- Johannesburg (incl. Sandton and Randburg, South (incl. Soweto), Central, East Rand, West Rand, Greater Soweto)
- Pretoria (Central/ West, North, East, South)
- Vaal Triangle
- Bloemfontein
- Cape Town (Northern Suburbs, South West, South East)
- Port Elizabeth
- East London
- Durban (North, South, Central, West)
- Pietermaritzburg

Non-Metropolitan Areas

- Sampling of the respondents assumed the form of a multistage **area-probability** sample with three calls. The sampling included persons of 16 years+, living in multi-member households. Squatters were also included in the sampling frame. However, domestic workers, hostel dwellers and persons younger than 16 years of age were excluded from the sample.
- Enumeration Areas were drawn from the 2001 Population Census and sampling points were allocated to sub-places in each of the provinces based on community sizes. Within each of the sampled sub-places, an Enumeration Area and, where possible, a street was randomly selected using the Geographical Information System (GIS), which indicates all the streets within the boundaries of each sub-place.
- The streets were listed and a street was selected randomly. Between four and six dwellings were then selected using a random walk procedure in the selected area. In areas where there are no streets in the selected EAs interviewers are required to count the number of dwellings and work out a skip based on the number of interviews and the Size of the EA and then go to every nth dwelling.
- If there were more than one household at a dwelling one household was chosen using a random procedure (see Questionnaire). At every alternate dwelling all the males, or all the females, over 16 years of age were listed in order of age and one chosen using a Random selection grid.

- Coverage

The Non-Metro M-Bus included the following community sizes:

- Cities: 100 000 – 249 999
- Large towns: 40 000 – 99 999
- Small towns: 8 000 – 39 999
- Villages: 500 – 7 999
- Rural: Fewer than 500 inhabitants

3.3 RESPONSE RATE

In total 3 484 interviews were conducted.

The response rates per population group were not captured this year due to changes in questionnaire design and layout. In future these fields will once again be captured.

3.4 MEAN, STANDARD DEVIATION AND MEDIAN

Mean:	81.96 minutes
-------	---------------

Standard deviation:	25.01 minutes
---------------------	---------------

Median:	80 minutes
---------	------------

Fieldwork was conducted between 1st April and the 30th of April 2006.

3.5 INTERVIEWERS

All prospective interviewers at Markinor are thoroughly trained before conducting any interviewing.

Source of interviewers is a cross-section of the South African society. All black interviewers must be proficient in 4 languages, while white, coloured and Indian interviewers must command at least two languages.

The majority of Markinor interviewers hold a Senior Certificate qualification.

Initial training of interviewers is usually carried out in the form of a training workshop, and each interviewer is provided with his or her own interviewer-training manual. Before a survey enters field, a briefing is conducted for that specific survey. A tape-recording of the briefing is made available to interviewers in the event of a reference being required. The Markinor field manager and the research executive responsible for the project conduct all briefings face-to-face.

As stated earlier, all interviews are conducted under the constant supervision of trained and experienced supervisors.

A minimum 20% back-check on each interviewer's work will be conducted to ensure accuracy and consistency.

Average number of interviews conducted by each interviewer: 12

Methods to guard against falsification:

- 6% personal back checks
- 20% telephone back checks
- 74% neither

3.6 SAMPLING ERROR OF THE TOTAL SURVEY

A 1.66% margin of error is Markinor's expected precision under the worst possible scenario.

3.7 WEIGHTING, POST-STRATIFICATION AND COMPARING SAMPLE CHARACTERISTICS TO KNOWN POPULATION PARAMETERS

Survey results are weighted back to the population figures. Weighting can address sample skews and properly represent the universe. Data are weighted back to the population. Weighting of M-Bus was based on the adjusted universe from the AMPS 2005 data. Person weights were calculated.

The variables that were used in the weighting matrix are metro, gender and age group for the Metro M-bus. The weighting matrix for the Non-Metro M-Bus is community size, age group, gender, and province.