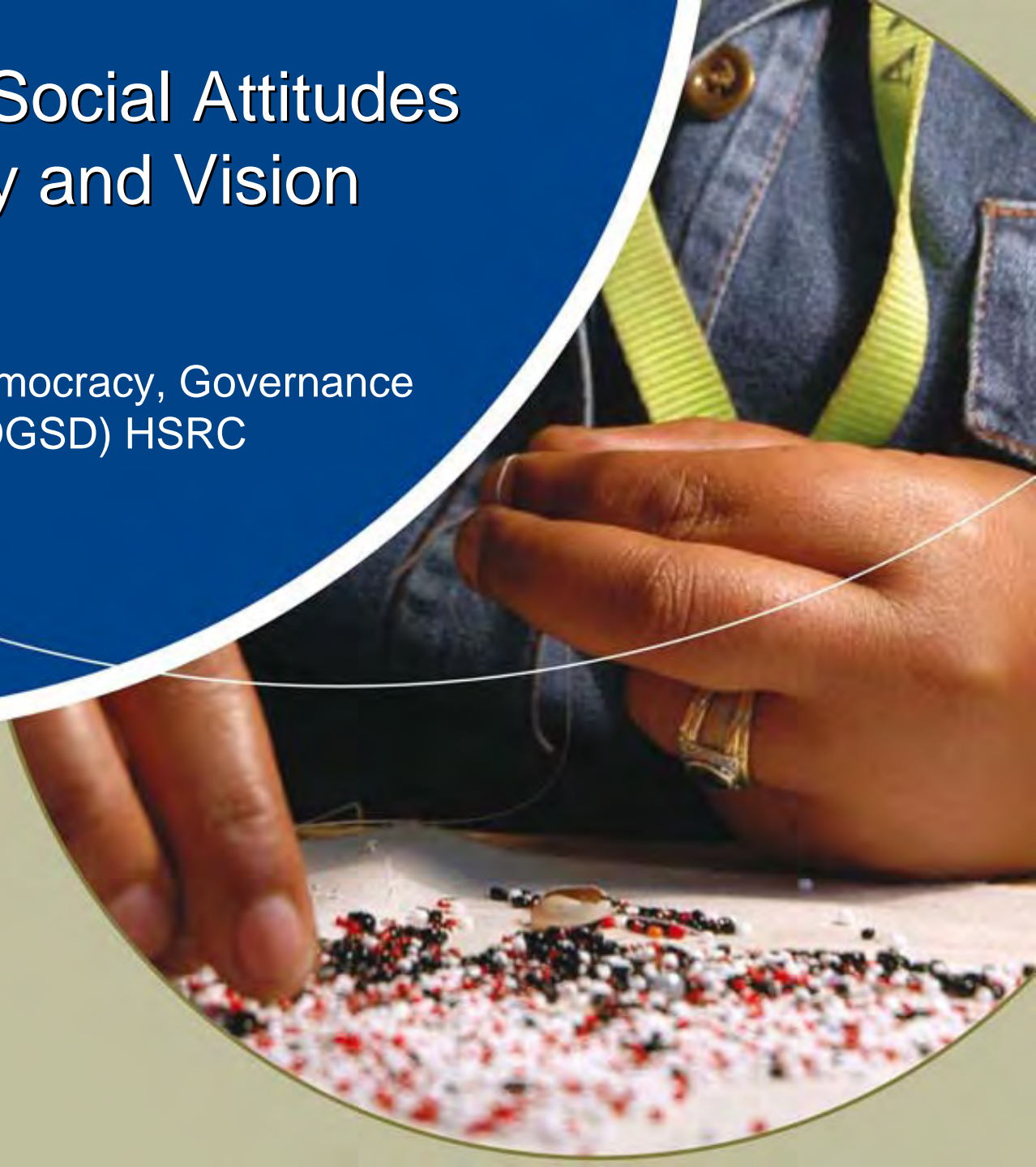


South African Social Attitudes Survey: History and Vision

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Date: 7 September 2010



Outline

- Public Opinion at the HSRC
- From Opinion to Attitudes: Imperative for SASAS
- Basic features of SASAS
- Governance structure
- SASAS thematic content: core and rotating
- Sample design
- Publications
- Data access and archiving
- Capacity development
- Networking



Public Opinion and the HSRC

- HSRC: broad surveys of public opinion in South Africa on a regular basis for more than 20 years.
- **Nationally representative** sample sizes ranged from 2000 – 2700: facilitating analysis by variables such as province, race, age and gender.
- Results *partially* published and received wide media coverage.
- Late 1990s: annualized, nationally representative Evaluating Public Opinion Programme (EPOP)
- Drew on experiences of public opinion surveys organization conducted since 1980s (Omnibus surveys).

Public Opinion and the HSRC (2)

- Thematic coverage:
 - Governance
 - Party political preferences
 - National priorities
 - Delivery of services
 - Economic and social policy
 - Sport
 - Levels of trust in national institutions.
- 2000/01: Evaluating Public Opinion Programme (EPOP) extended to 4 neighbouring countries.
- 2002: HSRC decided to enhance the scope and quality of its survey programme.

From Opinions to Attitudes **Imperative for SASAS**

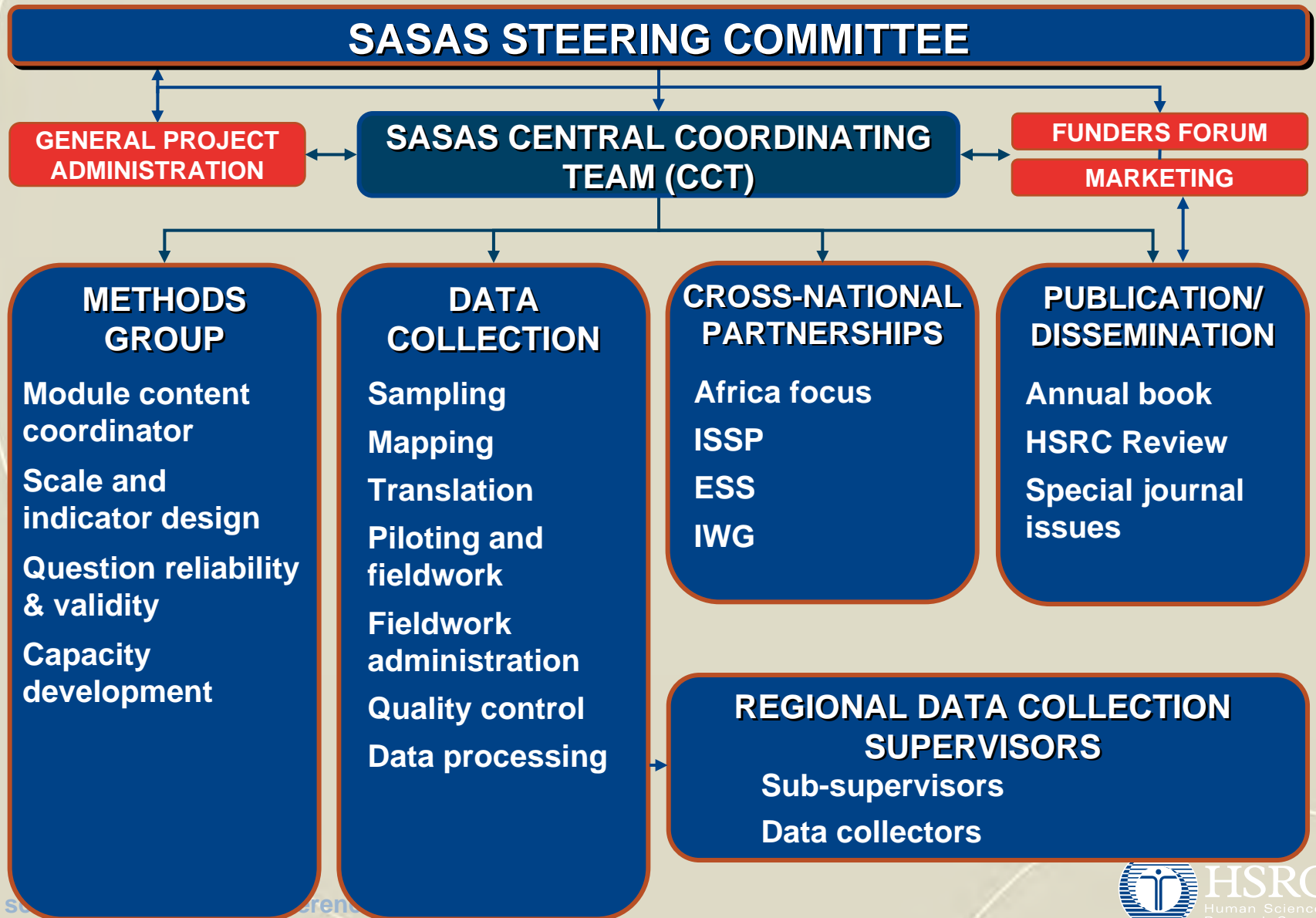
- 2002: Decided to establish a rigorous South African Social Attitudes Survey (SASAS)
- Primary objective: design, develop and implement a conceptually and methodologically robust study of changing social attitudes and values in South Africa.
- HSRC wants to position itself to carefully and consistently monitor and explain value changes in attitudes amongst various socio-demographic groupings.
- Intended to explore a wide range of value changes, incl.:
 - Distribution and shape of racial attitudes and aspirations
 - Attitudes towards democratic and constitutional issues
 - Redistribution of resources and power
 - Changing attitudes towards some of the great moral issues of the day
- Move to understanding 'climate' shifts rather than monitoring changes in 'weather'.

From Opinions to Attitudes

Basic Features of SASAS

- Compared to the long-established American General Social Survey (since 1972), the German ALLBUS (since 1980) and the British Social Attitudes Survey (since 1984), **SASAS is in its relative infancy**.
- **Frequency**: Conducted annually by HSRC since 2003.
- Survey gathers information on the attitudes, beliefs, behaviour patterns and values of a representative sample of 3500-7000 individuals aged 16 and older (depending on whether 1 or 2 instruments fielded).
- **Intention**: to measure specific attitudes and opinions on a diverse set of topics of national relevance, including democracy and governance, poverty, social identity, and moral issues.
- It will thus provide a **unique long-term account of the social fabric** of modern South Africa, and of how its changing political and institutional structures interact over time with changing social attitudes and values.

SASAS Governance



SASAS Content

- **Thematic content:**
 - SASAS vs. Omnibus: appreciating the difference
 - Ensuring consistency and continuity over time
 - In 2002: list of thematic topics was identified to guide SASAS
 - **Steering Committee and Core Team:** review list and amend and supplement
 - Identify **key priority themes for next 5-10 years** in SASAS, with policy debate and intervention in mind
 - Appropriate balance between core and rotating items

SOUTH AFRICAN SOCIAL ATTITUDES SURVEY
Questionnaire 1: November 2009

HSRC
Human Sciences
Research Council

RESPONDENTS AGED 16 YEARS +

Good (morning/afternoon/evening), I'm _____ and we are conducting a survey for the Human Sciences Research Council (HSRC). The HSRC regularly conducts surveys of opinion amongst the South African population. Topics include a wide range of social matters such as communications, politics, education, unemployment, the problems of the aged and inter-group relations. As a follow-up to this earlier work, we would like to ask you questions on a variety of subjects that are of national importance. To obtain reliable, scientific information we request that you answer the questions that follow as honestly as possible. **Your opinion is important in this research.** The areas in which you live and you yourself have been selected randomly for the purpose of this survey. The fact that you have been chosen is thus quite coincidental. The information you give to us will be kept confidential. You and your household members will not be identified by name or address in any of the reports we plan to write.

PARTICULARS OF VISITS

	DAY	MONTH	TIME STARTED		TIME COMPLETED		**RESPONSE
			HR	MIN	HR	MIN	
First visit:	/	/	2009				
Second visit:	/	/	2009				
Third visit:	/	/	2009				

****RESPONSE CODES**

Completed questionnaire	= 01
Partially completed questionnaire (specify reason)	= 02
Refusal	= 03
Appointment made	= 04
Selected respondent not at home	= 05
No one home	= 06
Do not qualify	= 07
Visitor hours not stated (not a house or flat) or restricted	= 08
No person qualifies according to the survey specifications	= 09
Respondent cannot communicate with interviewer because of language	= 10
Respondent is physically/mentally not fit to be interviewed	= 11
Unavailable	= 12
Contact person refused	= 13
Interview refused by selected respondent	= 14
Interview refused by parent	= 15
Interview refused by other household member	= 16
OTHER USE	= 17

STRICTLY CONFIDENTIAL



SASAS Thematic Content Core Items

- **Socio-political attitudes**
 - Trust in institutions
 - Political interest & participation
 - Socio-political orientations (incl. voting, political rights and civil liberties, satisfaction with public service provision)
 - Multi-level governance
- **Values and quality of life**
 - Moral & social values
 - Race relations and identity
 - Well-being, health, personal security (crime)
- **Socio-demographic background variables**
 - Demographic composition
 - Educational & occupational background
 - Financial circumstances
 - Household circumstances

SASAS Thematic Content

Rotating Modules: some examples

- **Round 1 (2003)**
 - Attitudes to poverty and inequality
 - Communication
 - Gender and Generational Attitudes
 - Interpersonal Violence
- **Round 2 (2004)**
 - Environment
 - Social inclusion & exclusion
- **Round 3 (2005)**
 - Consensual definitions of poverty & social exclusion
 - Family life
 - Religious involvement
 - Development implications of the 2010 Soccer World Cup

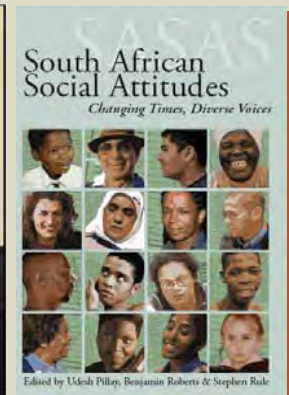
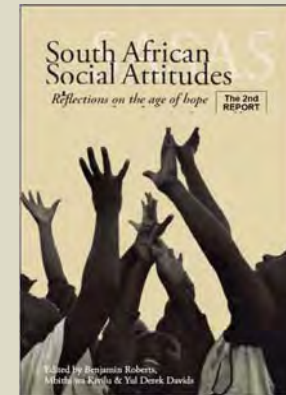
Sample Design

- **Survey: representative sample of individuals:**
 - Aged 16 and older (with no upper age limit),
 - Regardless of their nationality or citizenship,
 - In households geographically spread across the nine provinces.
- Random selection of **7000 individuals** (3500 per instrument).
- In common with most national surveys in South Africa, SASAS uses **face-to-face data collection**.
- **Sampling frame:**
 - The samples are drawn from the HSRC's Master Sample, which was designed in Feb 2002.
 - Consists of 1000 primary sampling units (2001 census EAs).
 - SASAS: sub-sample of 500 PSUs drawn from the HSRC's master sample.
- **Stratification:**
 - Selected EAs stratified by province, geographical sub-type and the four population groups.

Publishing and Results Dissemination

- **South African Social Attitudes book series**

- Preliminary analysis of results
- Non-technical; appeal to the informed public, policymakers and academic community



- **HSRC Review**

- Dedicated SASAS content (34 articles to date)
- Synopsis of new and emerging findings



- **Peer reviewed articles**

Data access and archiving

- **Human Science Research Council Act, 2008** (No. 17 of 2008)
 - **Section 3(g)**: key objective of HSRC is to “develop and make publicly available new data sets to underpin research, policy development and public discussion of the key issues of development, and to develop new and improved methodologies for use in their development”
 - Increasing emphasis within HSRC on **placing datasets in public domain** within a reasonable time-frame (allowing for cleaning and preliminary analysis);

Data access and archiving (2)

- **New SASAS data website**

- **www.hsrc.ac.za/sasas**

- A comprehensive holding of data and documents

- Include methodological and contextual data, questionnaires, show cards and other field work documents, in all languages in which the survey was fielded

- User registration: data agreement form to enable direct downloading of data

- Rounds 1-4 (2003-2006) available; additional rounds to follow in coming months

- Online analytical capacity forthcoming



User registration

The boxes marked with red are mandatory. If you are a private individual, please enter Private in the institution box.

Title:

Surname:

Firstname:

Mail:

Institution:

Department:

Country:

Type of activity:

SASAS Capacity Development

- Providing **students and researchers** with skills in:
 - analysis of microdata
 - survey methodology
- Source material for dissertations and peer reviewed publications
- Data dissemination: promoting data **usage at universities** for the purposes of instruction and studies
- **Data curation**



International networking

SASAS part of the International Social Survey Programme. The ISSP (<http://www.issp.org/>) annually field an agreed module amongst members (43 countries). Enables RSA to benchmark attitudes in a comparative framework.



Previous modules:

National identity (2003),
Citizenship (2004),
Work orientation (2005),
Role of government (2006),
Leisure time and sports (2007)
Religion (2008)
Social inequalities (2009)
Environment (2010)
Health (2011)

International networking (2)

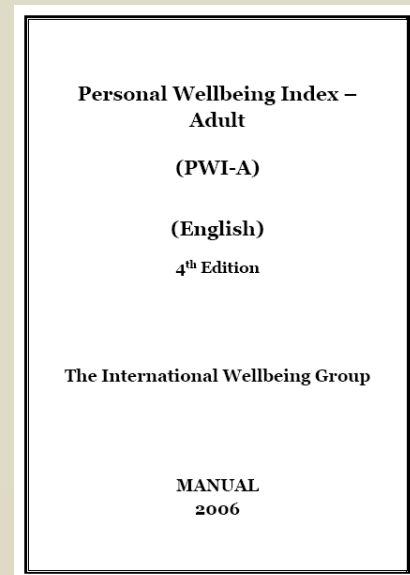
- **European Social Survey (ESS)**

- Harmonising measures on select topics (fear of crime, xenophobia, race relations, social trust)
- Survey methodology (events data, evaluation of questions)
- Prof. Sir Roger Jowell as Special Advisor on Steering Committee
- Possibility of joint projects



- **International Wellbeing Group**

- Deakin University, Australia
- 40+ countries
- Testing Personal Wellbeing Index (PWI)



END

Thank you



South African Social Attitudes Survey