

Private & Confidential

TECHNICAL REPORT FOR



PROJECT RECONCILIATION BAROMETER

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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

The main objective of this survey was to obtain information in order to develop a barometer measuring the degree of progress made in the area of reconciliation. In order to achieve this objective, the following information needs were identified:

- 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

Owing to historical factors from the apartheid era, such as race classification and segregated residential areas (which still determine the available population figures), four distinct samples were drawn (for each population group) by means of applying multi-stage stratification. Apart from the population variable, geographical area was also factored into this process. The sampling methodologies for the different groups were:

Blacks: metro and non-metropolitan areas

- area probability sample with three calls
- included squatters and people living in multi-member households but excludes hostel dwellers and domestic workers

Coloureds, whites and Indians: metro and non-metropolitan areas

- area-stratified sample according to region, town, suburb and community size, with randomly pre-selected sampling points
- quota-controlled by gender, age and working status from sampling point or using the sampling point as base.

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.



3.3. RESPONSE RATE

3 499 interviews were conducted, stratified by population group (16+) as follows:

- 2 000 blacks
- 938 whites
- 391 coloureds
- 170 Indians

Response rate for each sub-strata:

- 100% blacks
- 99,8% whites
- 100% coloureds
- 100% Indians

3.4. MEAN, STANDARD DEVIATION AND MEDIAN

Mean: 73.1 minutes

Standard deviation: 16.7 minutes

Median: 71 minutes

Fieldwork was conducted between 17 October and 11 November 2003.

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: 11

Standard deviation: 7.84

Methods to guard against falsification:

- 9,7% personal backchecks
- 19,3% telephone backchecks
- 71,2% neither

3.6. SAMPLING ERROR OF THE TOTAL SURVEY AND OF EACH SUB-STRATUM

A 2.3% margin of error with a 1.35 design factor for a quota sample with pre-selected sampling points is Markinor's expected precision of estimates under the worst possible scenario.

For the black sample these figures will be lower because it is a probability sample.

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

Disproportionate sampling is used for white, coloured and Indian field.

Proportions are corrected by means of post-stratification weighting using AMPS (All Media Product Survey) data as source.