

# *Surveys, Analyses, Modelling and Mapping*

Surveys, Analyses, Modelling and Mapping (SAMM) is a cross-cutting entity that brings together the HSRC's capacity in surveys, quantitative and qualitative analyses, geographical information systems (GIS), statistical and econometric modelling and data management. It supports the organisation's move to flexible, user-driven and responsive research programmes.

SAMM was established during the latter half of 2001 and has grown to 15 research staff, of whom four hold PhDs. Three research appointments were made during the course of this year, and two senior appointments are imminent in the Surveys and Modelling sections.

## ***Current and recently completed projects***

**Social surveys:** The Social Surveys section conducted its annual public opinion survey in South Africa. Similar surveys were undertaken in Zambia and Swaziland. Opinions were sought on issues such as governance, service delivery, safety and security, crime, corruption and levels of trust in public institutions.

Findings generated widespread media interest. Slightly more than half (58%) of the respondents felt that the economic situation had deteriorated in the last year. They prioritised job creation, crime elimination and infrastructure development as the three most important challenges facing the South African government. It was acknowledged that there were some improvements in service delivery, regarding the provision of electricity and running water.

**Improvement of service delivery:** The South African survey also included questions from a range of external clients, including the South African Weather Bureau, the Department of Defence, Gun-Free South Africa, the Department of Environmental and Geographical Science at the University of Cape Town (UCT), the Directorate of Public Prosecutions, MTN, the University of South Africa (UNISA) and the Council for Scientific and Industrial Research (CSIR).

The HSRC is in the process of systematically upgrading the public opinion survey, using the most advanced technologies. The updated version will include a number of additional modules to enable longitudinal analysis, as well as comparative international modules for cross-country analysis.

**Understanding voter participation trends through surveys:** The national survey on voter participation in South Africa was prompted by the fact that South Africa had completed its first and second nation-wide election and it was the ideal time to assess the state of political culture with respect to voting behaviour in South Africa. Such an assessment would then allow for the identification of interventions that foster an ethos of political participation in 2004. The project consisted of two parts, namely a data-mining component and a survey component.

The Independent Electoral Commission (IEC) commissioned the HSRC to undertake the project.



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Findings indicated that:

- youth are relatively willing to preserve democratic principles of the country through voting participation
- perceptions that one's vote can make an impact seem to have been the key determinant to voting participation
- differences in political experiences and perceptions are due to the historical and political environments
- negative perception of government's slow delivery of services did not affect people's willingness to continue voting

Assessing adult literacy needs: The Department of Education, through the South African National Literacy Initiative (SANLI), entered into a contract with the HSRC to conduct a baseline survey of basic adult literacy initiatives currently going on in selected villages in the presidential nodal areas. SANLI was created to address the problem of illiteracy.

The survey had the following major aims:

- to determine the literacy levels of the community in the nodal areas
- to assess the community needs for basic adult literacy programmes
- to determine a community profile, that is, the level of organisation for providing basic adult literacy programmes
- to identify available infrastructure in the identified nodal areas that could be used for learning spaces to conduct the literacy classes
- to identify community development projects that can be used for referrals and post-literacy activities for the newly literate adults

Study on domestic tourism in South Africa: South African Tourism and the Department of Environmental Affairs and Tourism commissioned the HSRC to undertake a study on domestic tourism in South Africa. The aim was to develop relevant strategies to address domestic tourism issues and to make recommendations on policy guidelines.

From the findings it emerged that by far the largest number of domestic tourism trips undertaken in South Africa were to visit family or relatives (VFR) (59%). An annual total of R4.5 billion was spent at VFR tourist trip destinations, comprising more than a quarter (27%) of the expenditure at domestic tourism destinations.

Policy recommendations need to take into account the geographic spread of VFR trips and the demographic and socio-economic profile of VFR tourists in order to facilitate targeted destination-marketing.

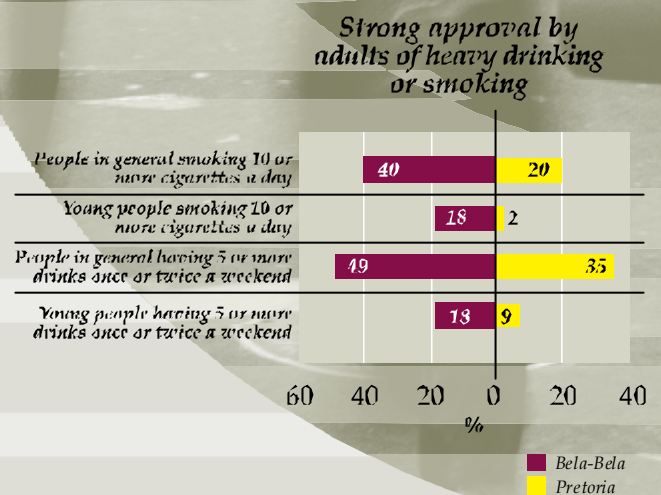
National audit of pension pay points: The HSRC, with the Department of Social Development, completed a full audit of all pension pay points in the country. The aim was to establish the current condition of these pay points so that the Department could identify budget priorities for future development. The data was gathered using a self-reporting questionnaire and results captured into a GIS database. More than 5 000 pay points were surveyed.

The results revealed that pension pay point conditions varied from very good (especially Gauteng and Western Cape) to very poor (Eastern Cape, Limpopo and Mpumalanga) in the different provinces. The gender distribution of the pensioners showed that there are far more female than male pensioners, which will influence the planning of facilities. The audit enabled the Department to make far-reaching decisions about its future approaches.

The global initiative on the primary prevention of substance abuse: The World Health Organisation contracted the HSRC to do a baseline assessment of substance abuse in two sites in South Africa. This study is part of an international initiative to prevent substance abuse among the youth. The baseline assessment will inform the type of prevention that needs to be established and will provide a picture of present substance abuse at the selected sites. The success of the prevention programmes will then be evaluated by a follow-up survey in the same two sites 24 months later.

The South African survey included an urban (Pretoria) and a rural site (Bela-Bela next to Warmbaths). Adult and youth attitudes and practices, regarding substance use, were evaluated in both sites. In general, the adults in the rural site do not regard substance use as a harmful practice whereas the adults in the urban site are more aware of the potential dangers. The figure on the right indicates some of the findings.

SADC socio-economic profiling: The Southern African Development Community (SADC) project involves the gathering of information in a GIS database on access to services and infrastructure, and gaining a better understanding of the socio-economic characteristics of SADC countries at the equivalent of a district level. The project will determine what census information is available at a small spatial scale in each of the SADC countries. This project is funded through the Department of Arts, Culture, Science and Technology's SADC Science and Technology Fund.

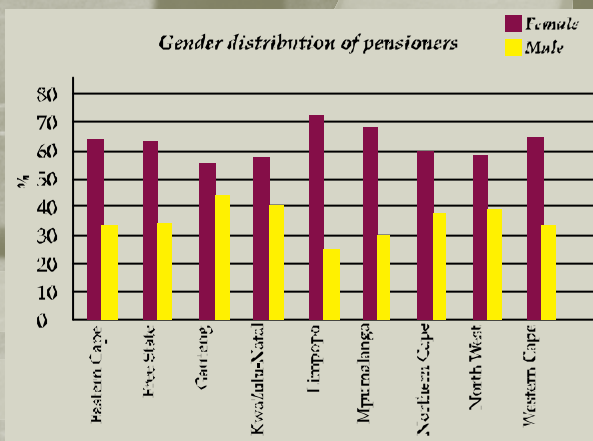




A pilot study will be undertaken in Zimbabwe to see how cost-effectively the country's last census can be captured into GIS. The project is a collaborative venture between the HSRC and the Southern African Documentation Centre in Zimbabwe. Collaborating partners in all 14 SADC countries are participating in the project, which has the support of the United Nations Environment Programme and the SADC Environmental and Land Management Section.

Development of a minimum data set on ageing for South Africa: The purpose of the project was to identify data sources that could be used as a set of ageing indicators. Recommendations were made and a minimum data set (to populate these indicators) was suggested to the Department of Health. The project concluded that much work needed to be done on ageing indicators in South Africa, but that the country has a wealth of information that it can use to address the policy and planning needs of the elderly.

The HSRC's GIS Centre created a warehouse of these data sets and provided the information to the Department on CD, as well as through web interactive mapping. This is the first data set that the GIS Centre has displayed using its web interactive mapping facility. Furthermore, the HSRC is working with Statistics South Africa and Statistics Sweden to make information on the ageing population available on the web using their PC-Axis and PC-Web suite of software.



### Future developments

Tracking national issues through longitudinal analysis: SAMM has compiled an accurate and complete national "master sample" based on statistics gathered from the census 2001 data set. The "master sample" consists of a specified number of census enumerator areas, within which all of the households have been mapped and listed. It will now be possible to visit and interview each of the households on successive occasions, thereby conducting longitudinal analysis. The HSRC's current annual public opinion survey will incorporate this time-series dimension.

SAMM will continue to provide a suite of research support services to other research programmes in the HSRC. In addition, the research programme will continue to conceive, design and implement projects by drawing on its own reservoir of research, technology skills and expertise, and pursue a variety of funding opportunities in relation to these.

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**Executive Director  
Dr Udesch Pillay**

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Tel: +27 12 302 2473  
Fax: +27 12 302 2525  
E-mail: upillay@hsrc.ac.za