

1/19/11

Bringing the constitution and the people together

Assessing the impact of the media campaign of the Constitutional Assembly

Researched and analysed for the Constitutional Assembly Media Department

by

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(C A S E)**

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- Exposure to and learning from "Constitutional Talk"
- Attitudes to participation in the constitutional process
- Attitudes to substantive constitutional issues



You've made your *mark*.



Now have *your* say.

THE NEW CONSTITUTION

Summary

Summary

Methodology

- C A S E (the Community Agency for Social Enquiry) was commissioned by the Constitutional Assembly Media Department to undertake a national survey to assess the penetration and impact of their media campaign, and to assess public attitudes to key constitutional issues.
- The survey was designed and analysed by C A S E. Fieldwork for the survey was undertaken by Research Surveys. The questionnaire was designed and piloted in early April, and went into field on April 19th 1995.
- The survey sample comprised 1000 South Africans of all races aged 18 and above, from all areas (formal metropolitan, formal urban, rural, and informal metro and urban areas). Questionnaires were administered in the language chosen by respondents. Smaller regions were oversampled, and the results were then weighted back to national proportions. The results can be taken to reflect the views of adult South Africans.
- The demographic profile of the survey sample is shown overleaf.

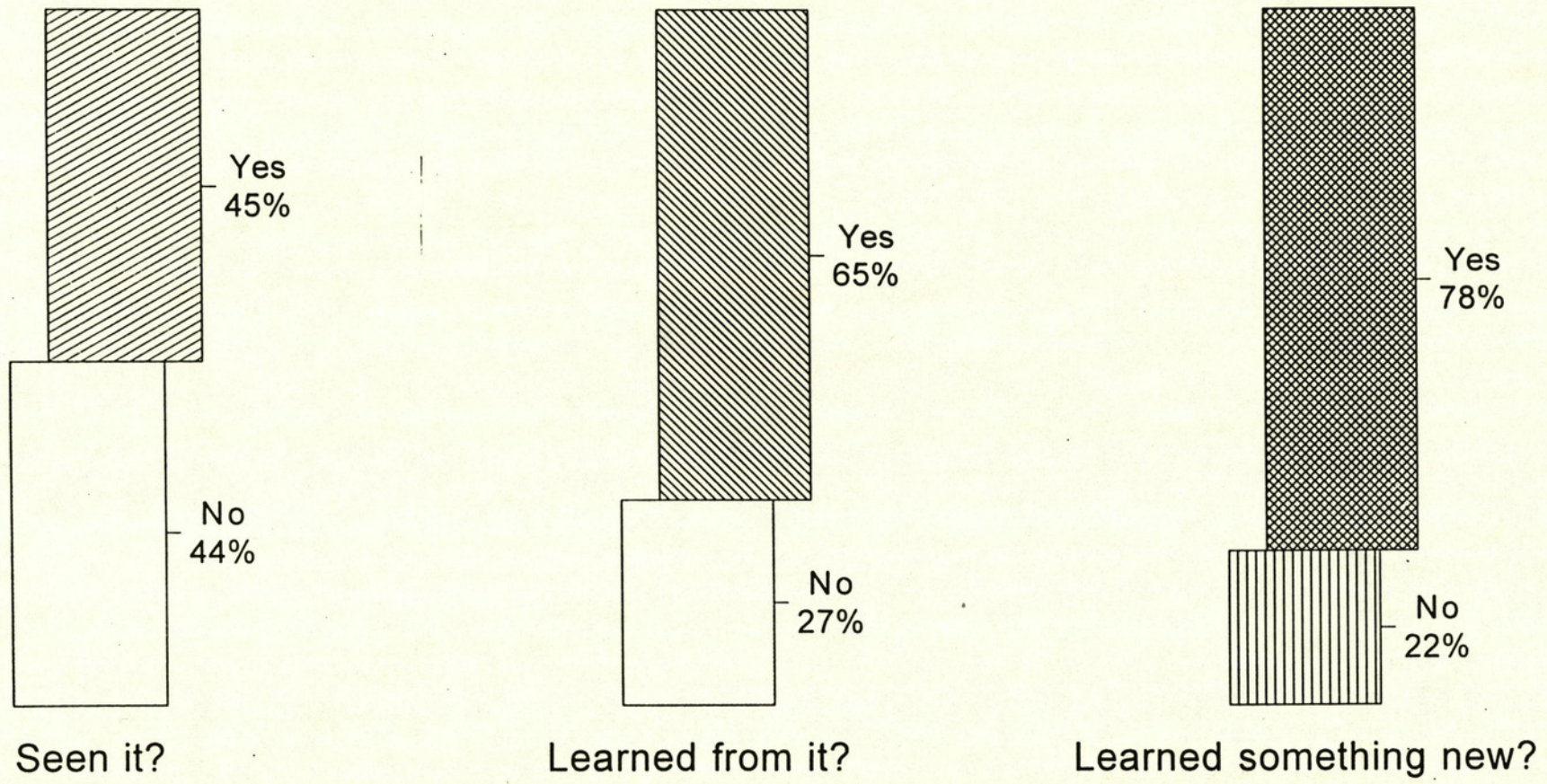
Results

- The Constitutional Assembly media campaign has reached 65% of all adult South Africans, in the few months that it has been running. This is an extremely positive result. (See graphs overleaf for the three mainstream media.)
- Results show that when people are exposed to Constitutional Assembly media (on TV and radio or in print), some two-thirds learn from the adverts. Of those, some three-quarters learn something new to them. These are extremely positive results.
- Less positive, and a possible future campaign target, is the fact that women access less media than men, and also learn less from Constitutional Assembly advertisements than men.
- The multi-media approach adopted by Hunt Lascaris has been very successful. On their own, none of the mainstream media reached more than half of the people who access that media. Taken together, however, two-

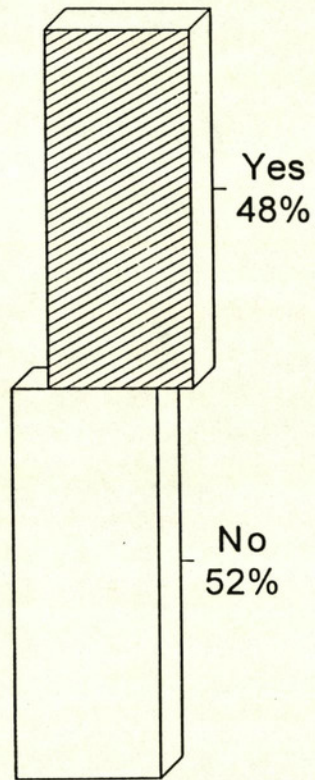
thirds of all South Africans have been exposed to the Assembly's media campaign.

- As the Constitutional Assembly campaign focuses more on public participation, through the Community Participation Meetings, so the biases inherent in access to mainstream media can be tackled. For example, women access less media than men across all three mainstream media. They will presumably be one of the targets of the CPMs.
- Levels of public participation revealed by the survey are currently low, but this is in advance of the campaign reaching full strength.
- About a third of respondents have thought about the constitution, and the same number have talked about it with others. 14% of respondents have already contacted their local organisation regarding the constitution. Across all these categories, people who have been exposed to Constitutional Assembly media are more positive and more active than those who have not been exposed to the Assembly's media campaign.
- However, the public are clearly sceptical about the seriousness of the Assembly in calling for their involvement, or about the treatment their submissions would receive. This is a credibility issue which should be given some attention.
- Levels of knowledge about what a constitution is are fairly high, although a sizeable proportion of the population still need education about the nature and function of a constitution. They also need input about the Assembly and the process it is involved in. This will happen through the rest of the campaign, and the face-to-face work in CPMs and elsewhere will be vital.
- Finally, public attitudes to a wide range of substantive issues are analysed and presented. The results of factor analysis are also presented.

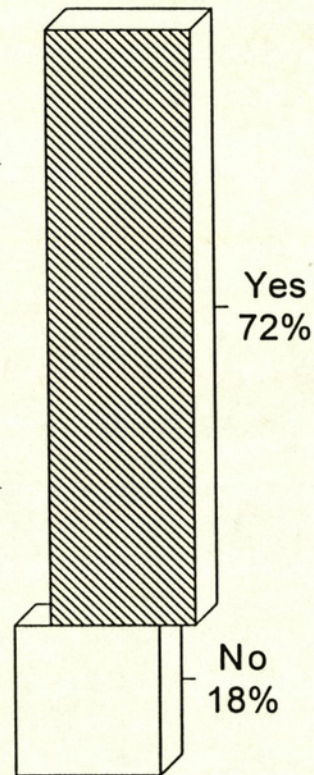
Constitutional Assembly advertisement on TV (among television viewers)



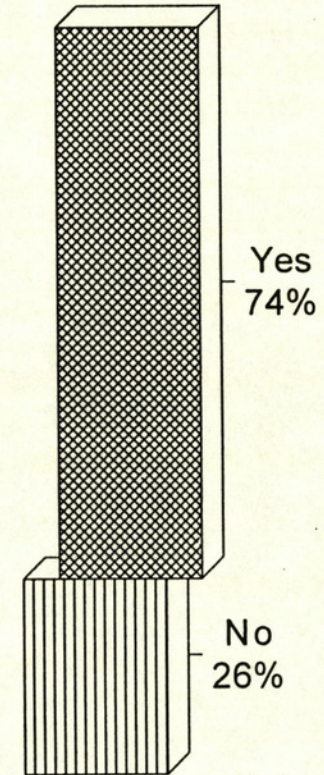
Constitutional Assembly radio adverts (among radio listeners)



Heard it?



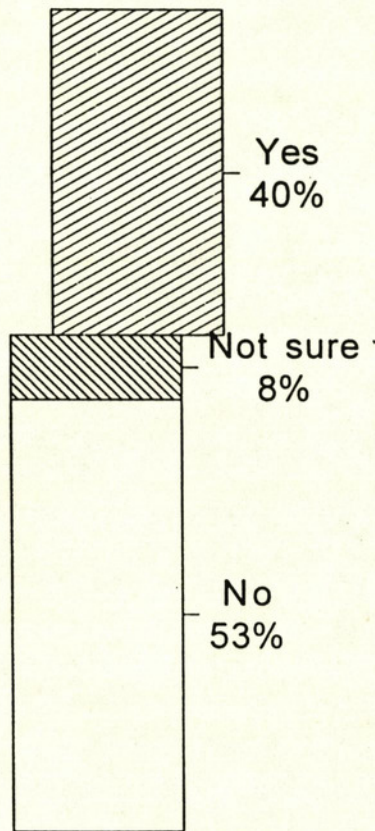
Learned from it?



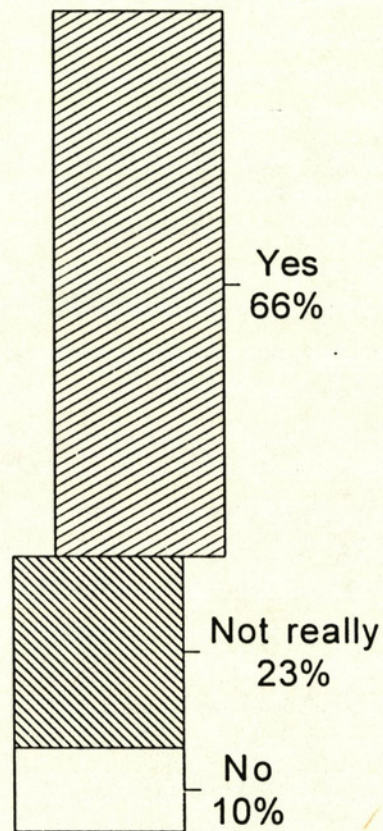
Learned something new?

Attitudes to Constitutional Assembly print advertisement

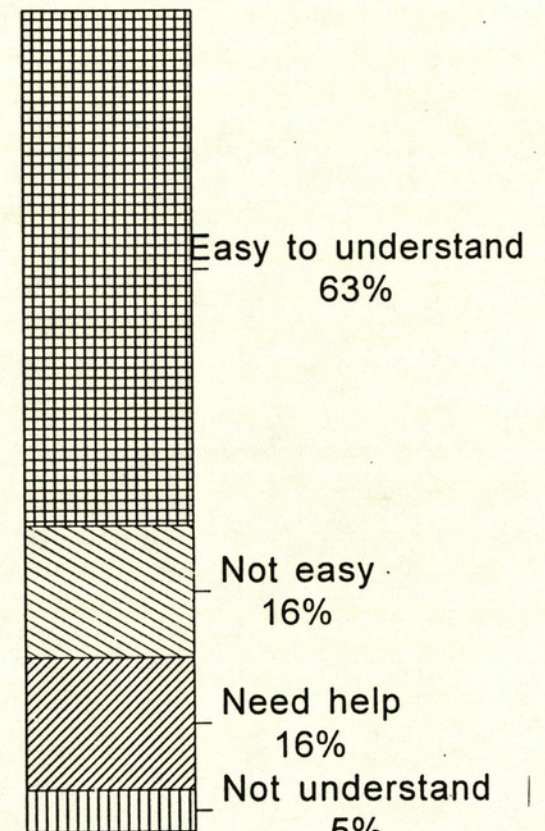
(all respondents were shown a copy of the advertisement)



Seen it?



Learn from it?



Understand it?

Demographics of survey sample (all respondents)

- Sex:
Male 50% Female 50%

- Area:
Metropolitan: | formal 35% backyard 6% informal 7%
Small urban: | formal 19% informal 2%
Rural: farm owner 27% farmworker 3%

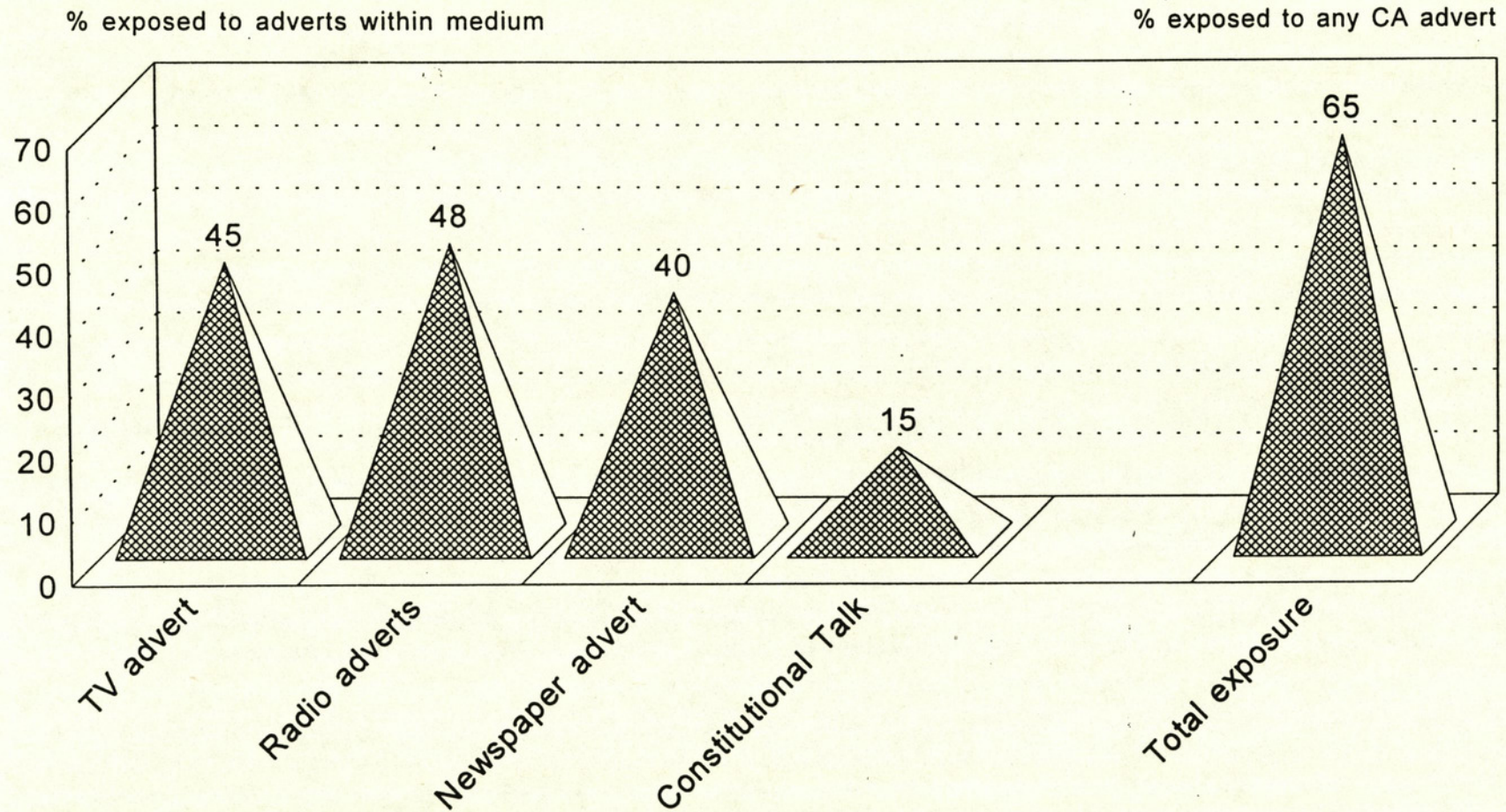
- Education:
None 6% Primary 19% Junior sec. 34%
Senior sec. 29% Post-matric 13%

- Employment status:
Unemployed 26% Employed 44% Unavailable 30%

Part I

**Overall exposure to the media campaign
of the Constitutional Assembly**

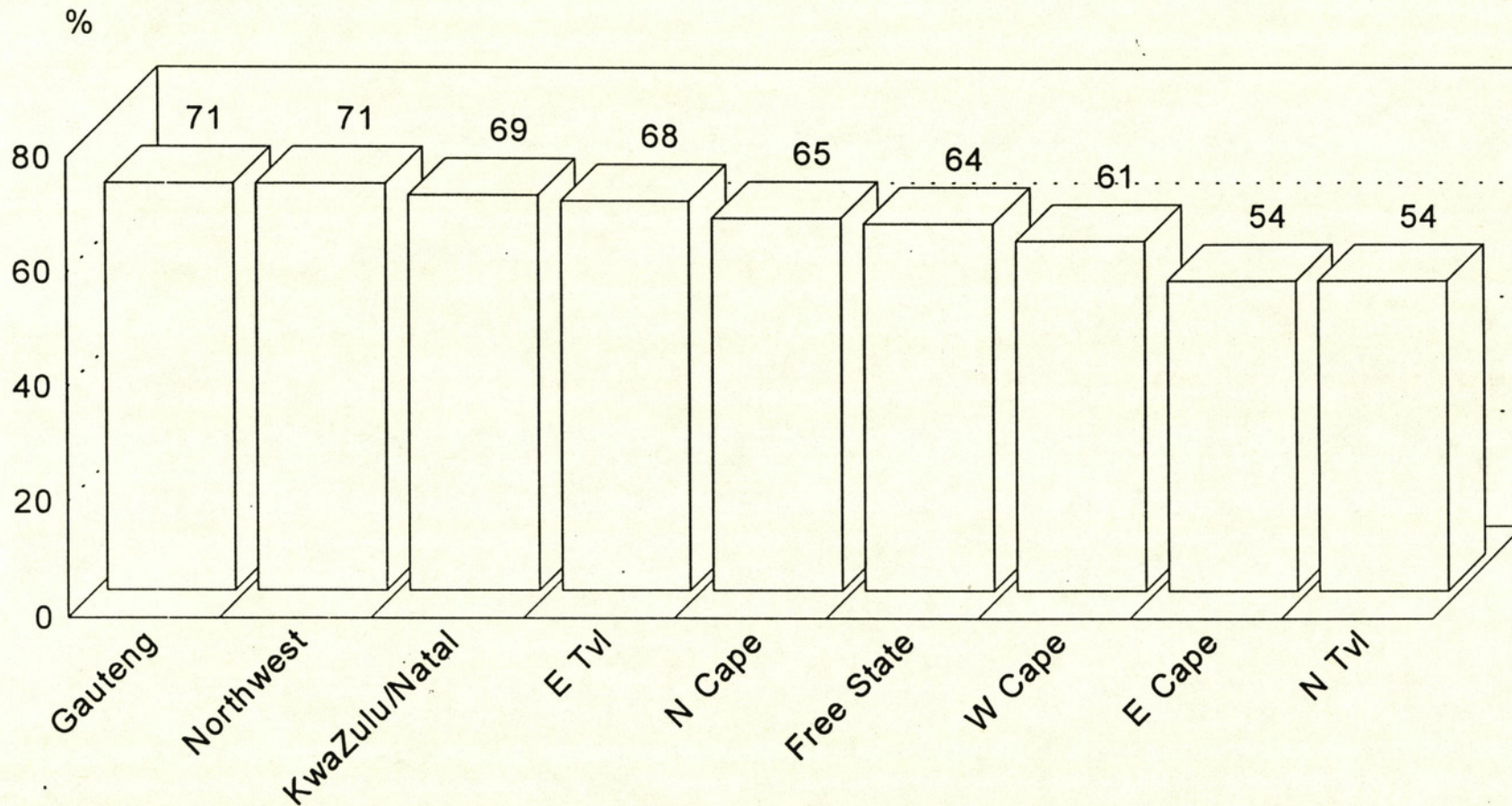
Exposure to Constitutional Assembly media (all respondents)



C A S E research for the Constitutional Assembly

Read as: 48% of radio listeners have heard one of the CA adverts; 40% of newspaper readers have seen an advert. Importantly, 65% of all South Africans have seen some CA media.

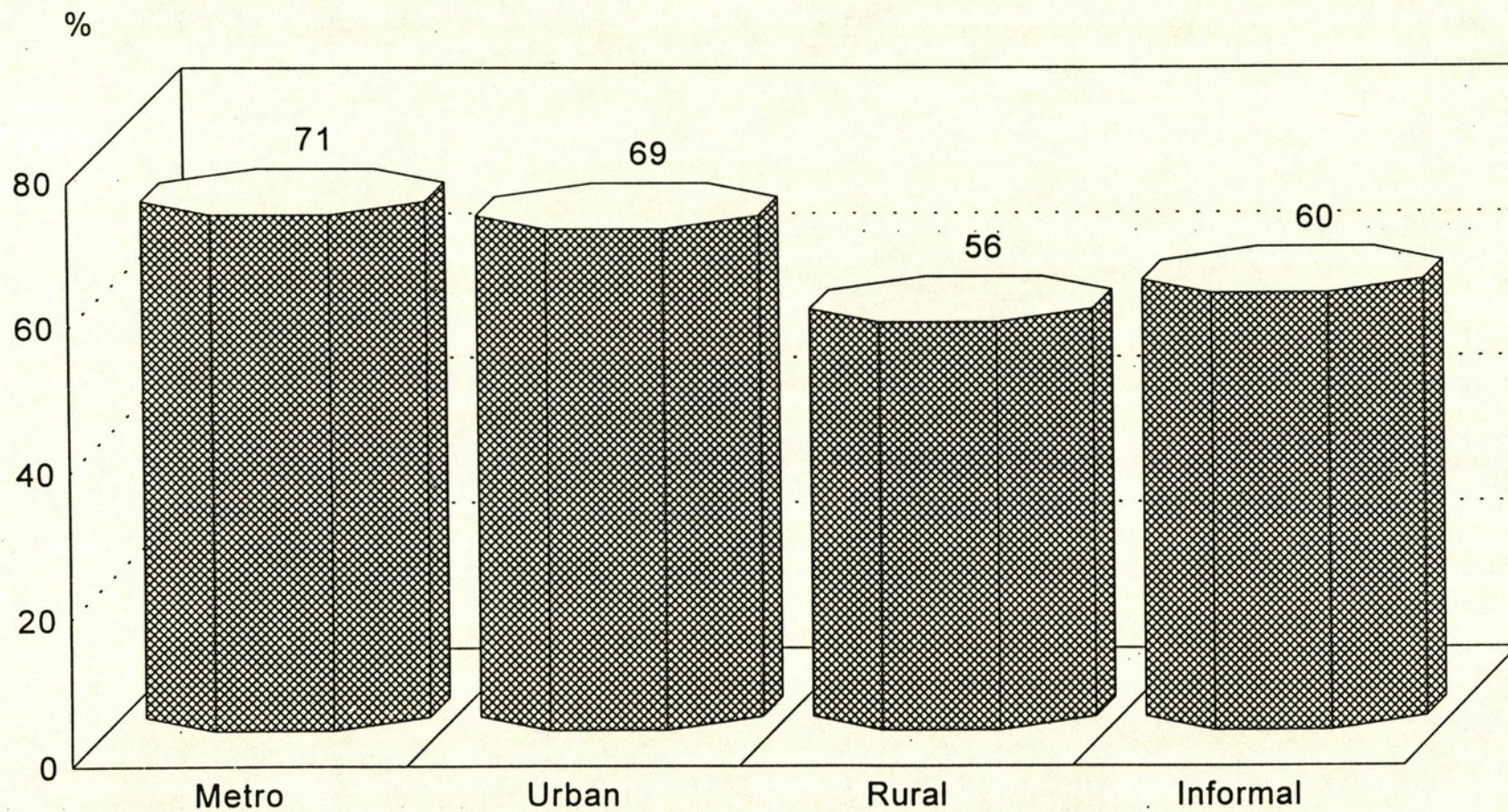
Exposure to Constitutional Assembly media by region (all respondents)



C A S E research for the Constitutional Assembly

Read as: 61% of people aged 18+ in the W Cape have been exposed to some form of CA media.

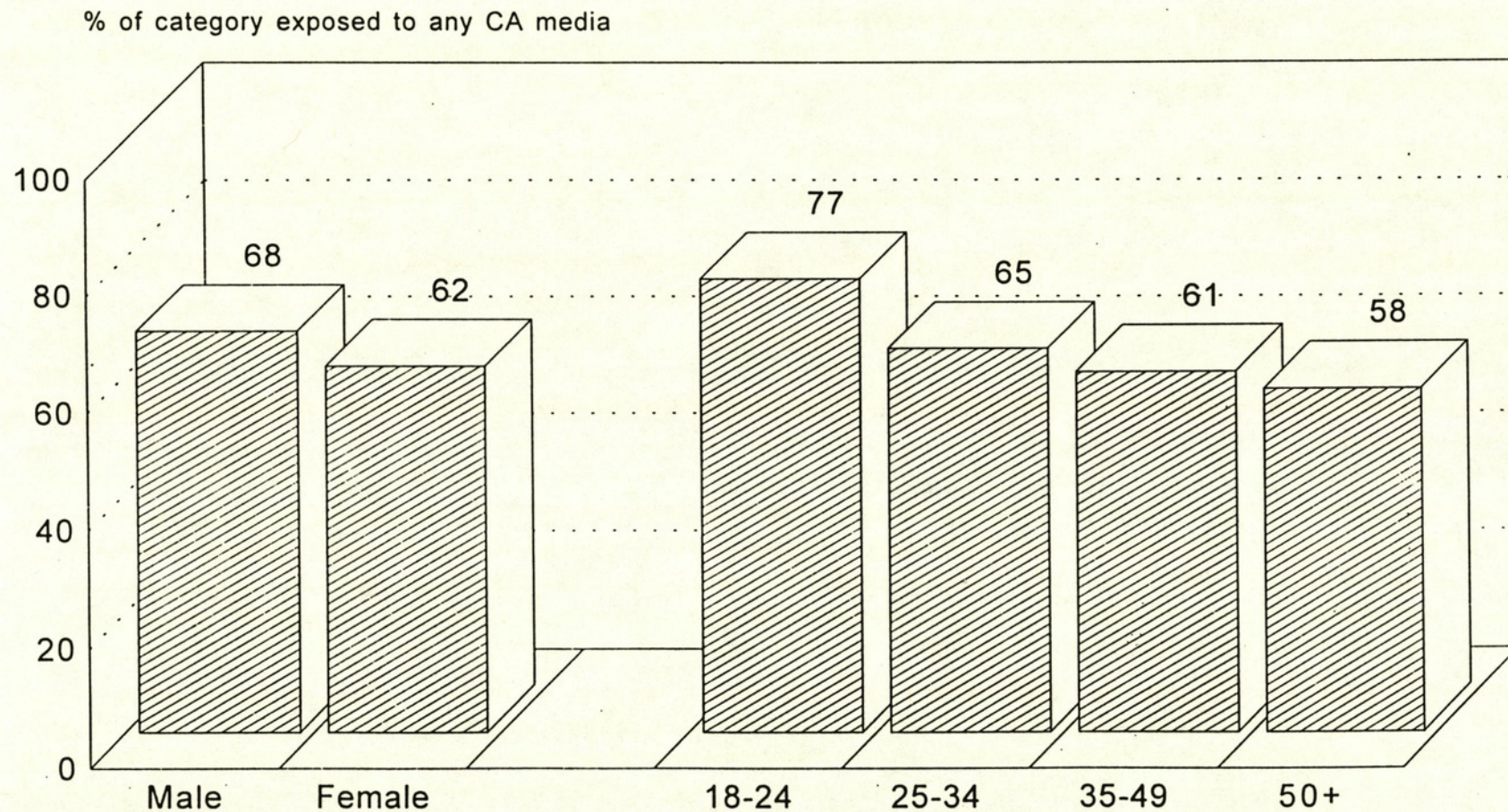
Exposure to Constitutional Assembly media by area (all respondents)



C A S E research for the Constitutional Assembly

Read as: 56% of people living in rural areas have been exposed to some form of CA media.

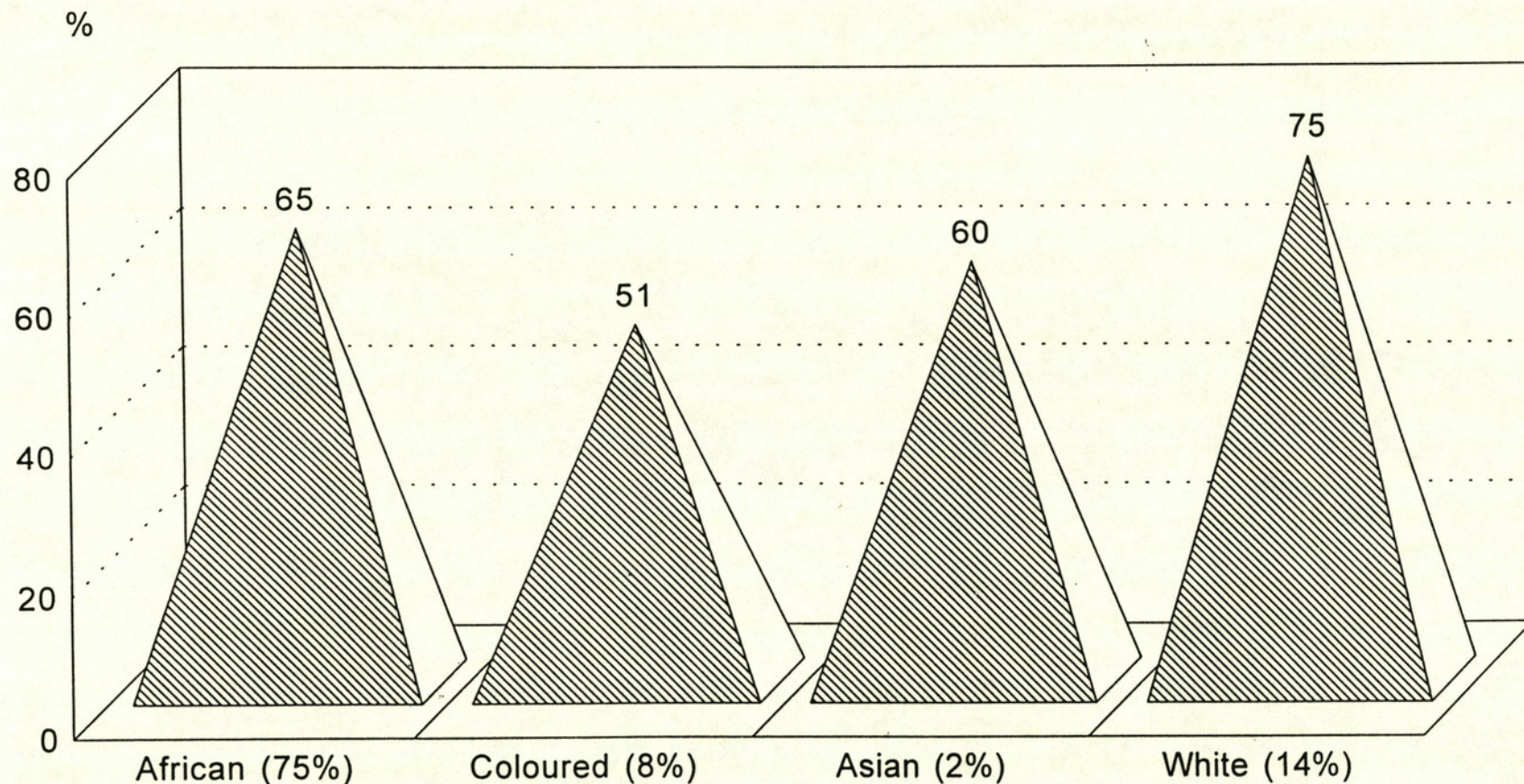
Exposure to Constitutional Assembly media by gender and age (all respondents)



C A S E research for the Constitutional Assembly

Read as: 62% of all women aged 18+ vs. 68% of men have been exposed to some form of CA media.

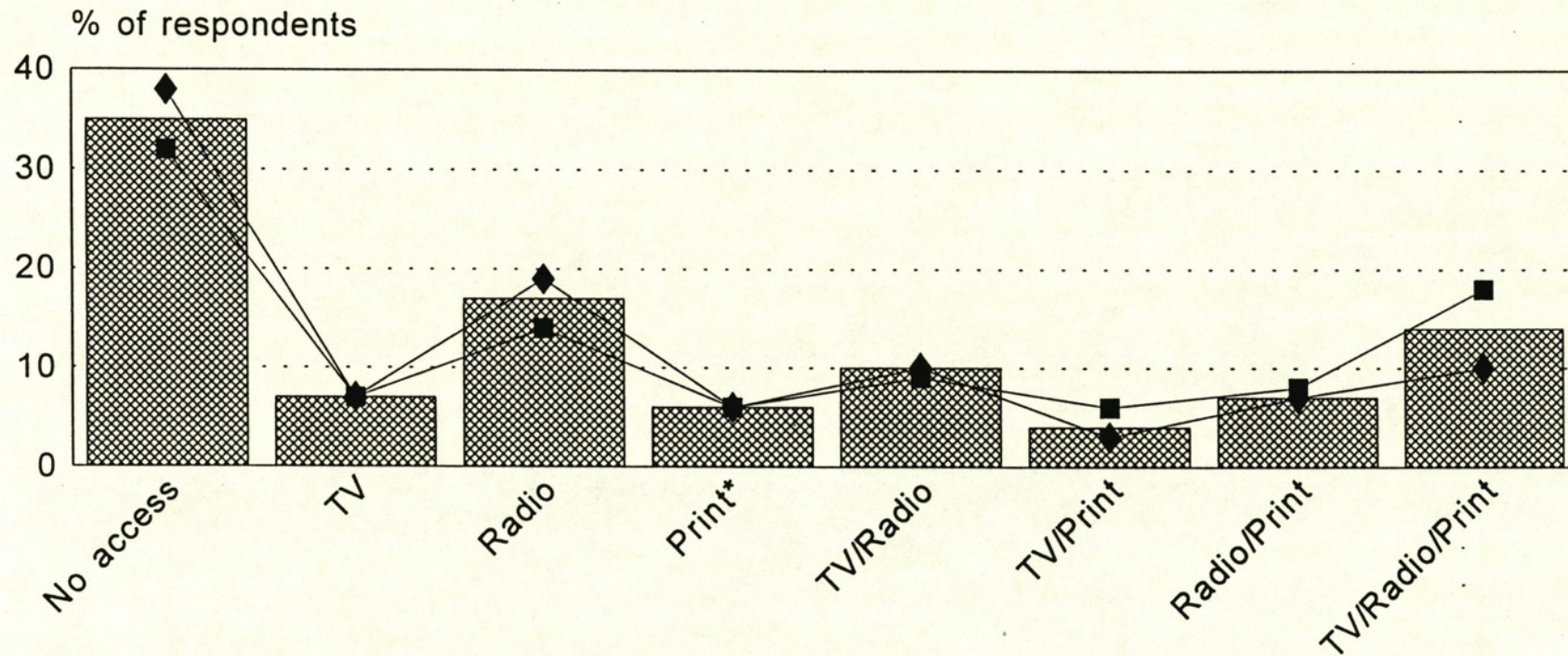
Exposure to Constitutional Assembly media by race (all respondents)



C A S E research for the Constitutional Assembly

Read as: the number in brackets represents the size of each population group. As such, CA media has reached 65% of Africans who in total comprise 75% of the sample.

Access to the Constitutional Assembly's media campaign by different media (all respondents)



Total	■	35	7	17	6	10	4	7	14
Male	■	32	7	14	6	9	6	8	18
Female	◆	38	7	19	6	10	3	7	10

C A S E research for the Constitutional Assembly

*Print includes "Constitutional Talk"

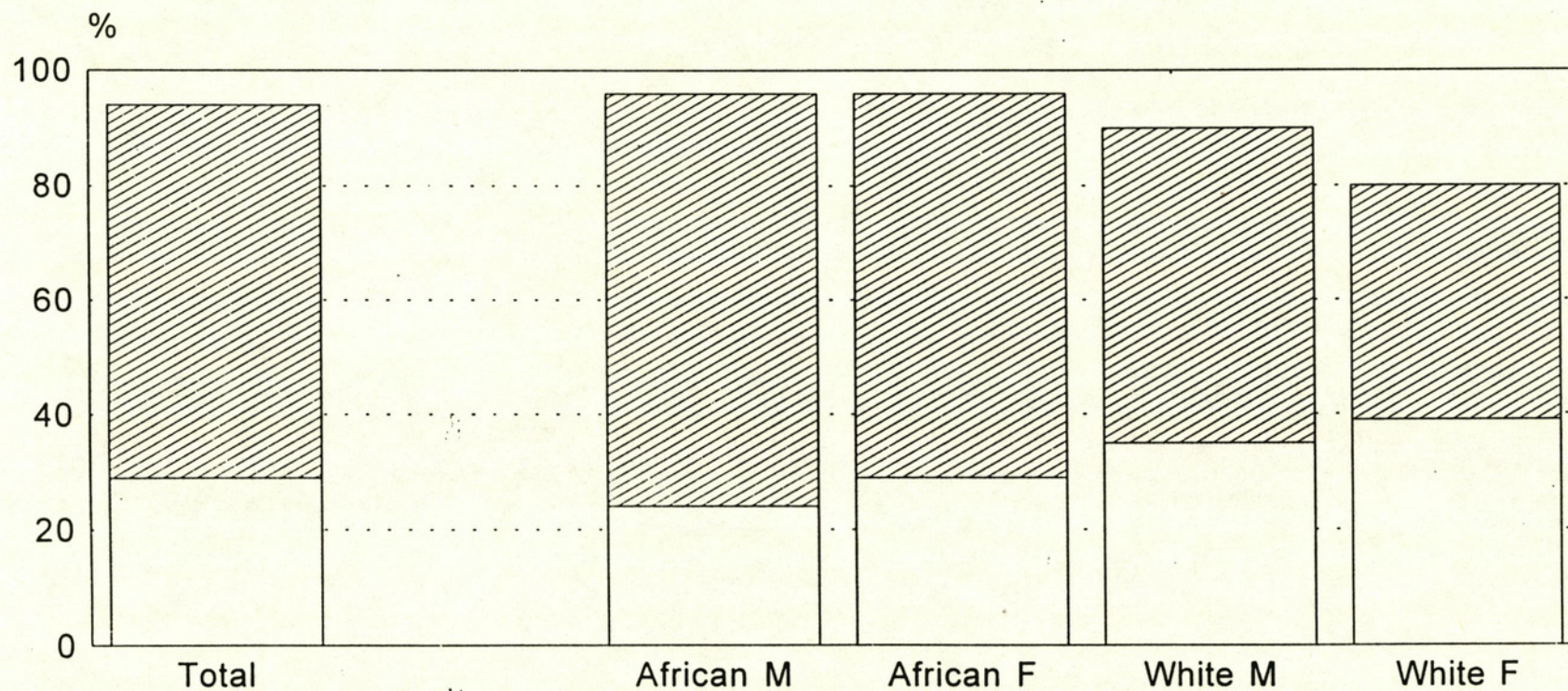
Read as: 18% of males accessed CA material from all three media vs. 10% of females.



Access to the Constitutional Assembly's media campaign by different media (all respondents)

- The gendered nature of media access influences access to the Constitutional Assembly's media campaign. More females (38%) than males (32%) did not access the Assembly's media campaign at all.
- Conversely, more males (18%) than females (10%) accessed the campaign from all three mainstream media. Females (19%) were more reliant on the radio to access the campaign than males (14%).
- Almost half (49%) of Coloured respondents had not accessed the campaign at all, compared with only a quarter (25%) of white respondents. White respondents (17%) were more than twice as likely as African respondents (8%) to have accessed the campaign from a combination of radio and television.
- Respondents living in rural areas were more likely (44%) not to have accessed the campaign than respondents in metro areas (29%). Similarly, more (23%) residents of rural areas accessed the campaign from the radio only than residents from metro areas (12%).

"Has the Constitutional Assembly media increased your knowledge about the constitution?"

(among those exposed to any CA media)



Yes 	65		72	67	55	41
No 	29		24	29	35	39

C A S E research for the Constitutional Assembly

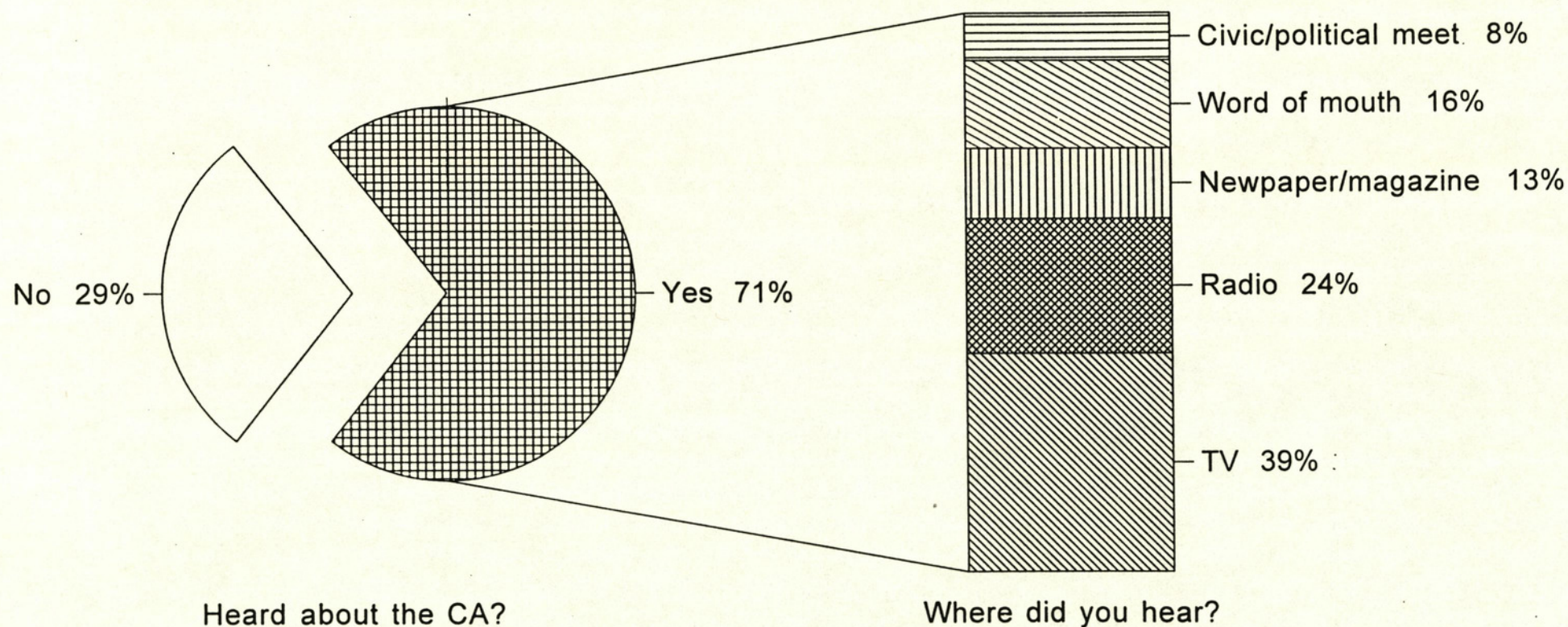
Read as: 65% of people exposed to CA media feel it increased their knowledge.

"Don't know" is not shown in the graph.

Part II

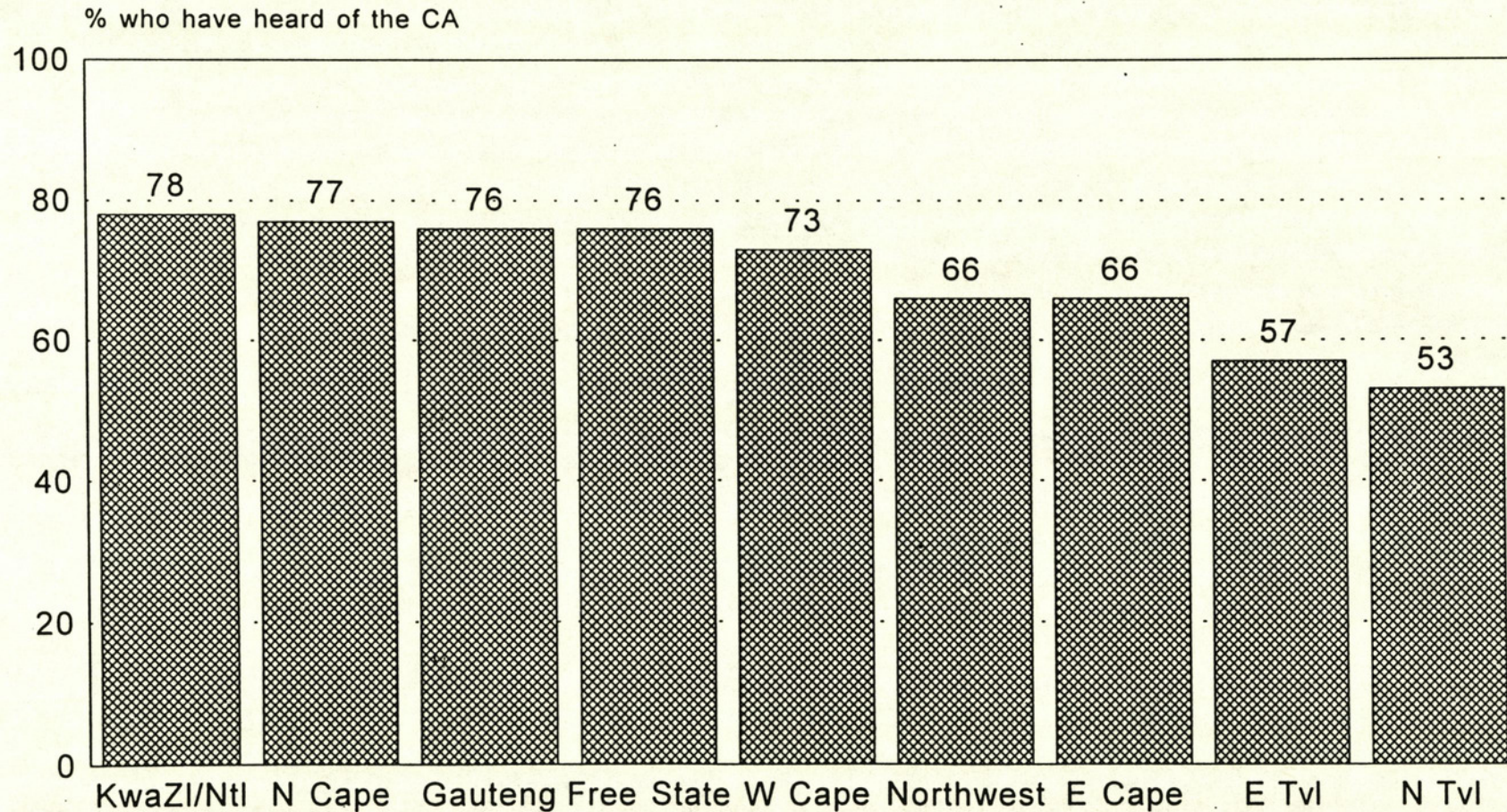
"Have you heard of the Constitutional Assembly?"

"Have you heard of the Constitutional Assembly, and where did you hear about it?" (all respondents)



C A S E research for the Constitutional Assembly
Read as: 71% of respondents had heard about the CA.
"Can't remember" is not shown in the graph.

"Have you heard of the Constitutional Assembly?" by region (all respondents)

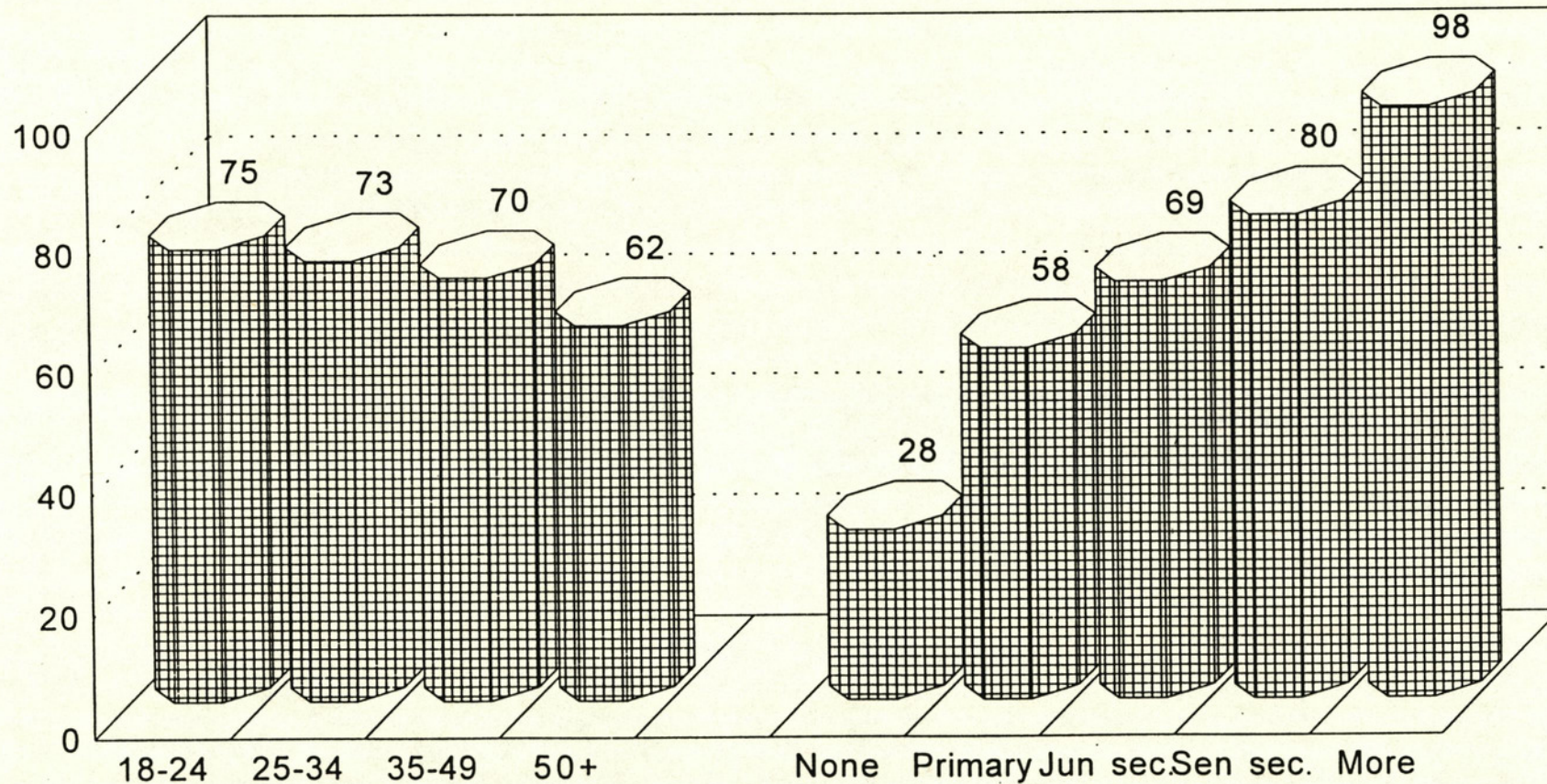


C A S E research for the Constitutional Assembly
Read as: 66% of people in the E Cape have heard of the CA.

"Have you heard of the Constitutional Assembly?"

by age and education
(all respondents)

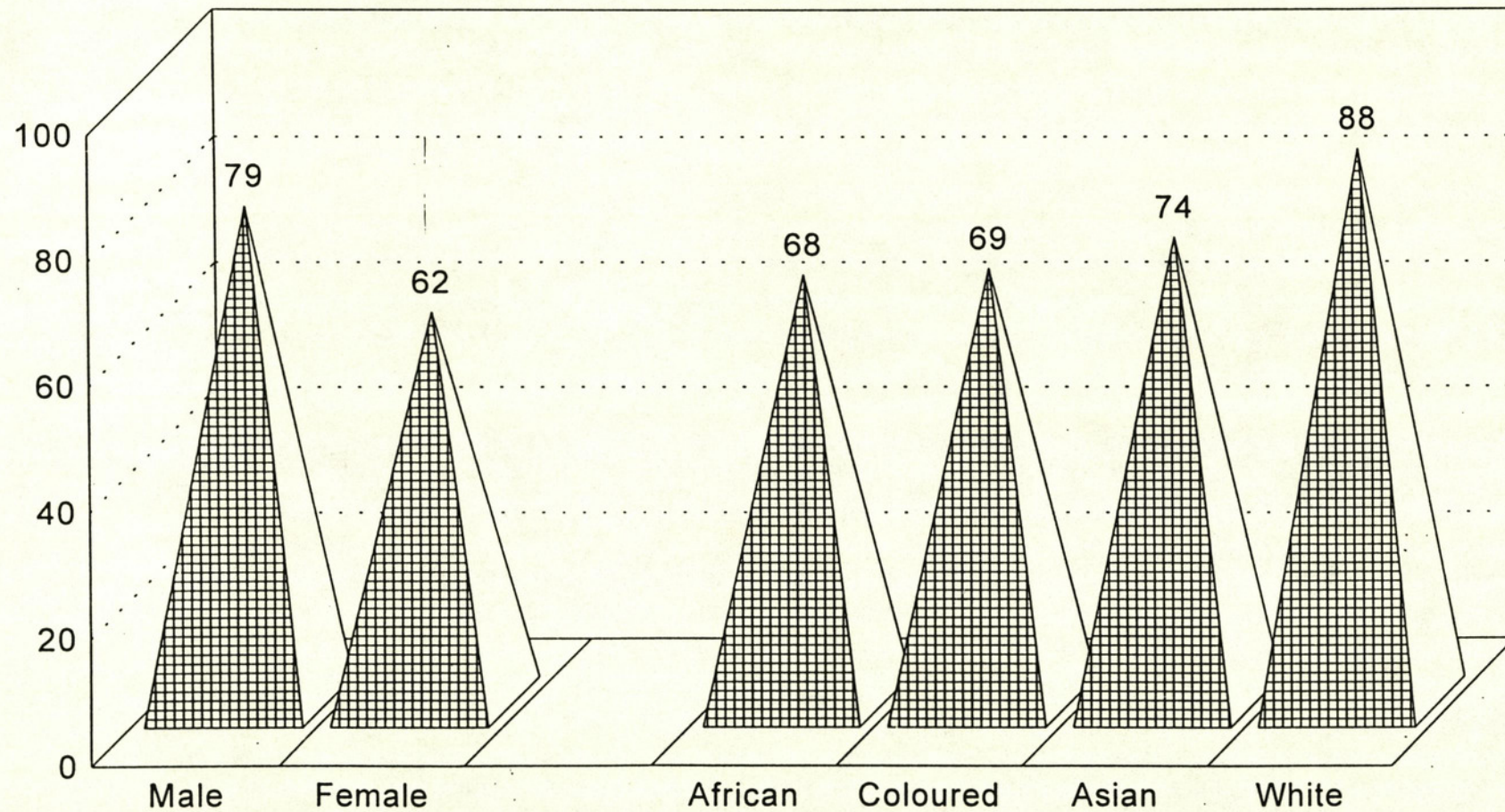
% who have heard of the CA



C A S E research for the Constitutional Assembly
Read as: 62% of people aged 50+ have heard of the CA.

"Have you heard of the Constitutional Assembly?" by race and gender

% who have heard of the CA

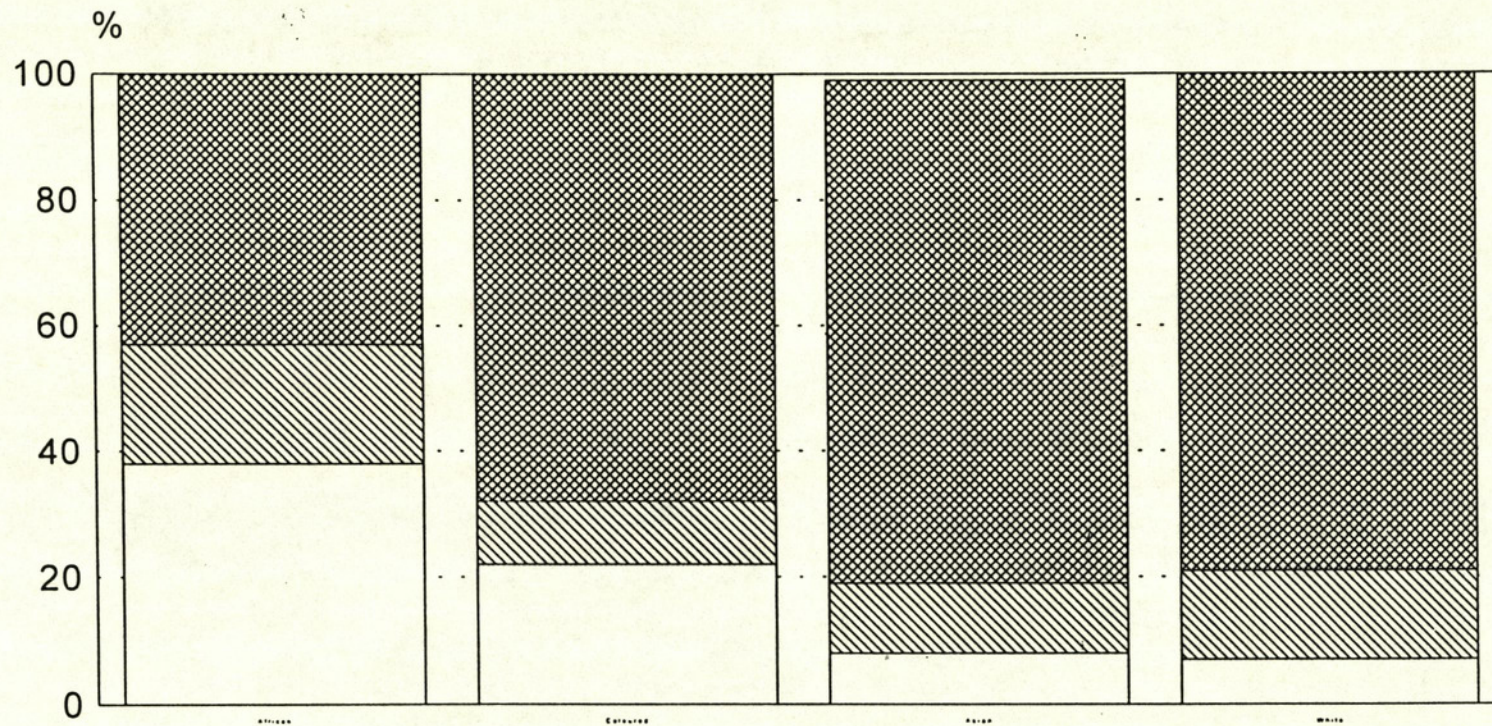





C A S E research for the Constitutional Assembly
Read as: 62% of women have heard of the CA.

Part III

**Exposure to and learning from television advert
of the Constitutional Assembly**

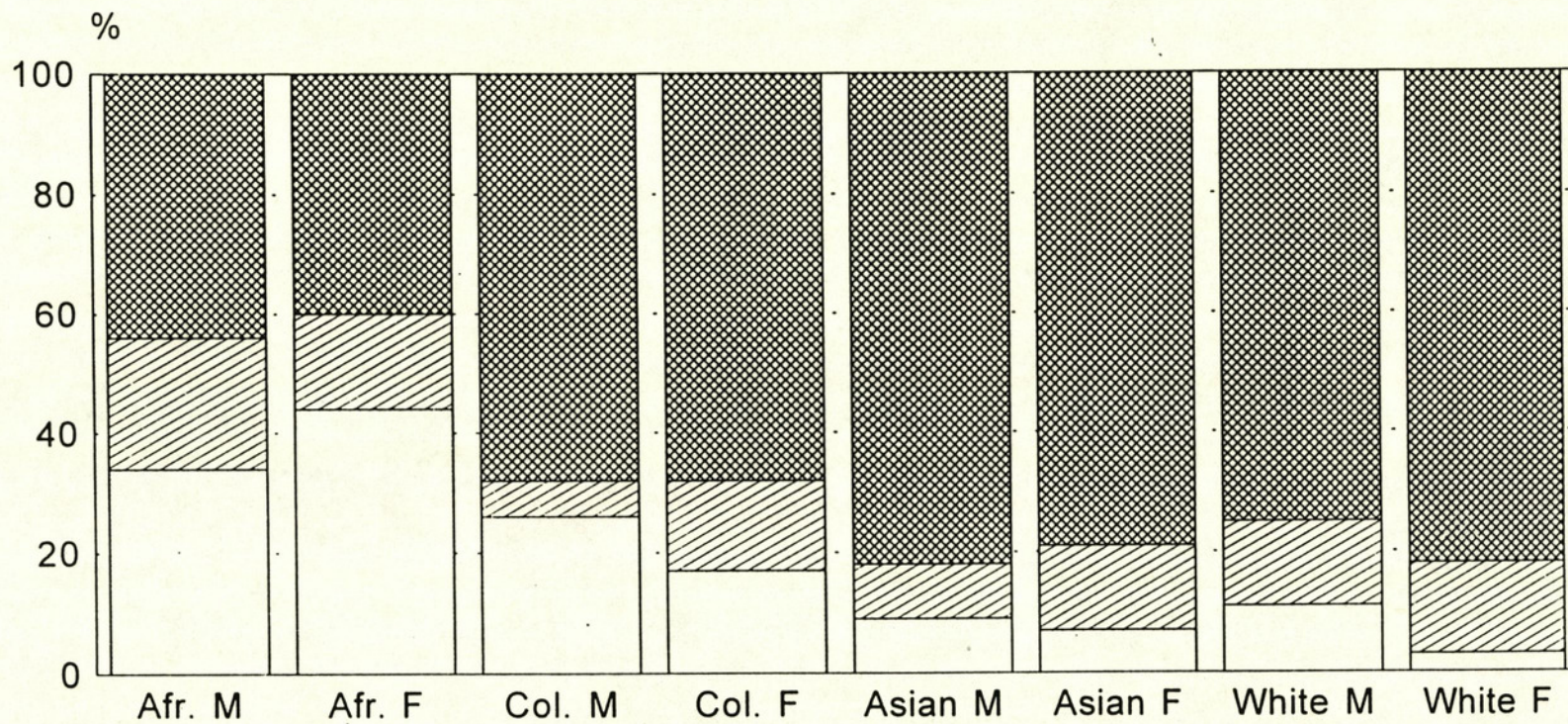
Exposure to television by race (all respondents)



Daily		43	68	80	79
Weekly		19	10	11	14
Mnthly/sldm/never		38	22	8	7

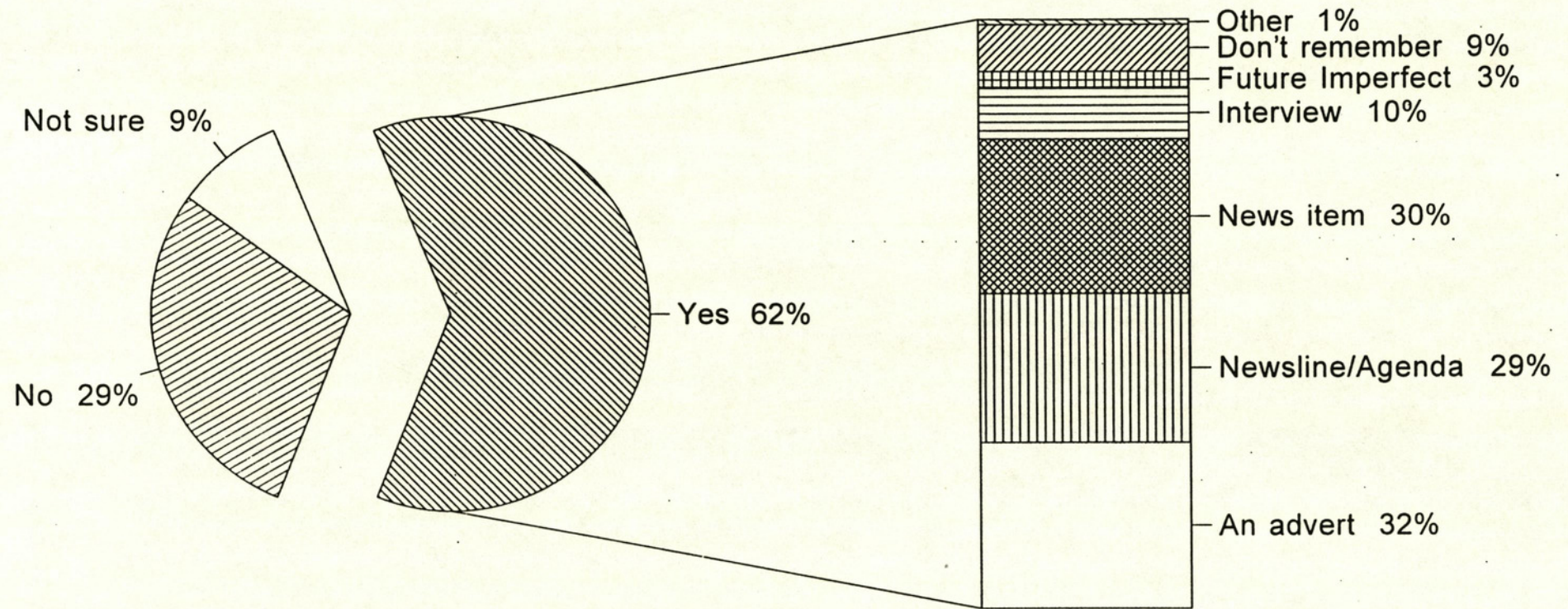
C A S E research for the Constitutional Assembly
Read as: 79% of whites watch television every day.

Access to television by race and gender (all respondents)



C A S E research for the Constitutional Assembly
Read as: 44% of african men watch television every day.

Have you seen anything about the Constitutional Assembly and what was it that you saw? (among television viewers)



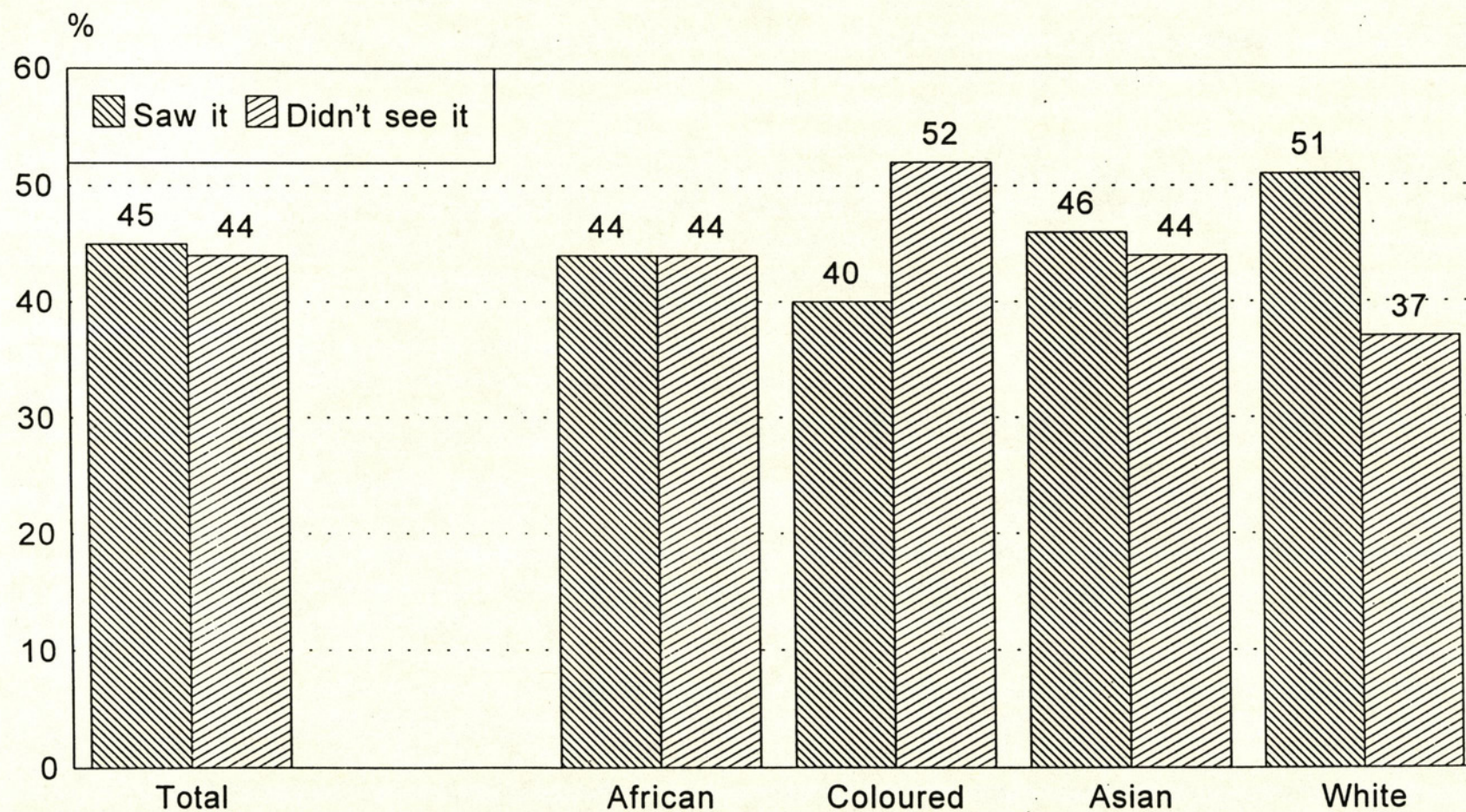
Seen anything about the CA on TV?

What did you see?

C A S E research for the Constitutional Assembly

Read as: 62% of TV viewers have seen something about the CA on TV;
32% of them spontaneously recall seeing an advert about the CA.

Exposure to "Blank Screen" advertisement on TV (among television viewers)

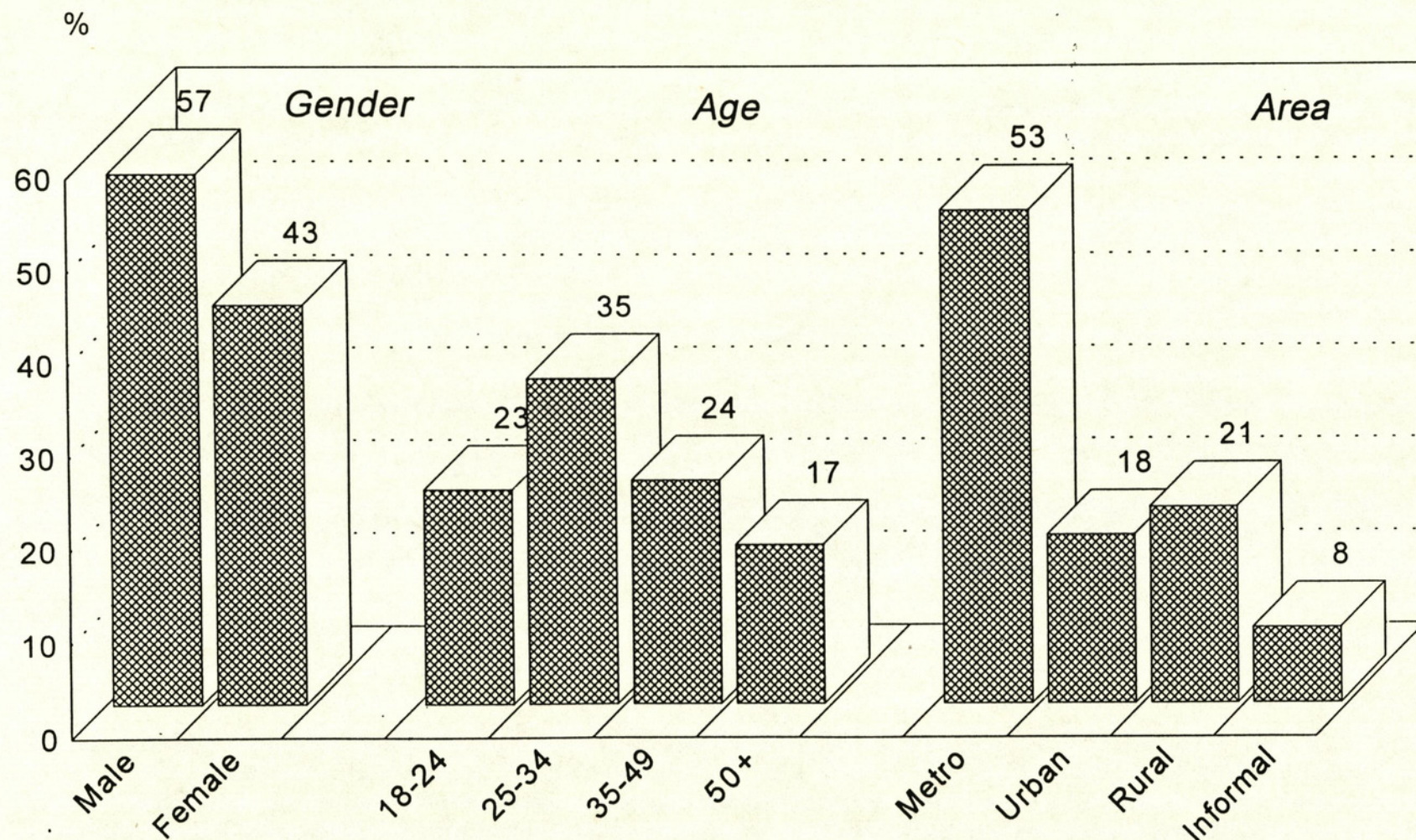


C A S E research for the Constitutional Assembly

Read as: 40% of Coloured TV viewers remember seeing the advertisement.

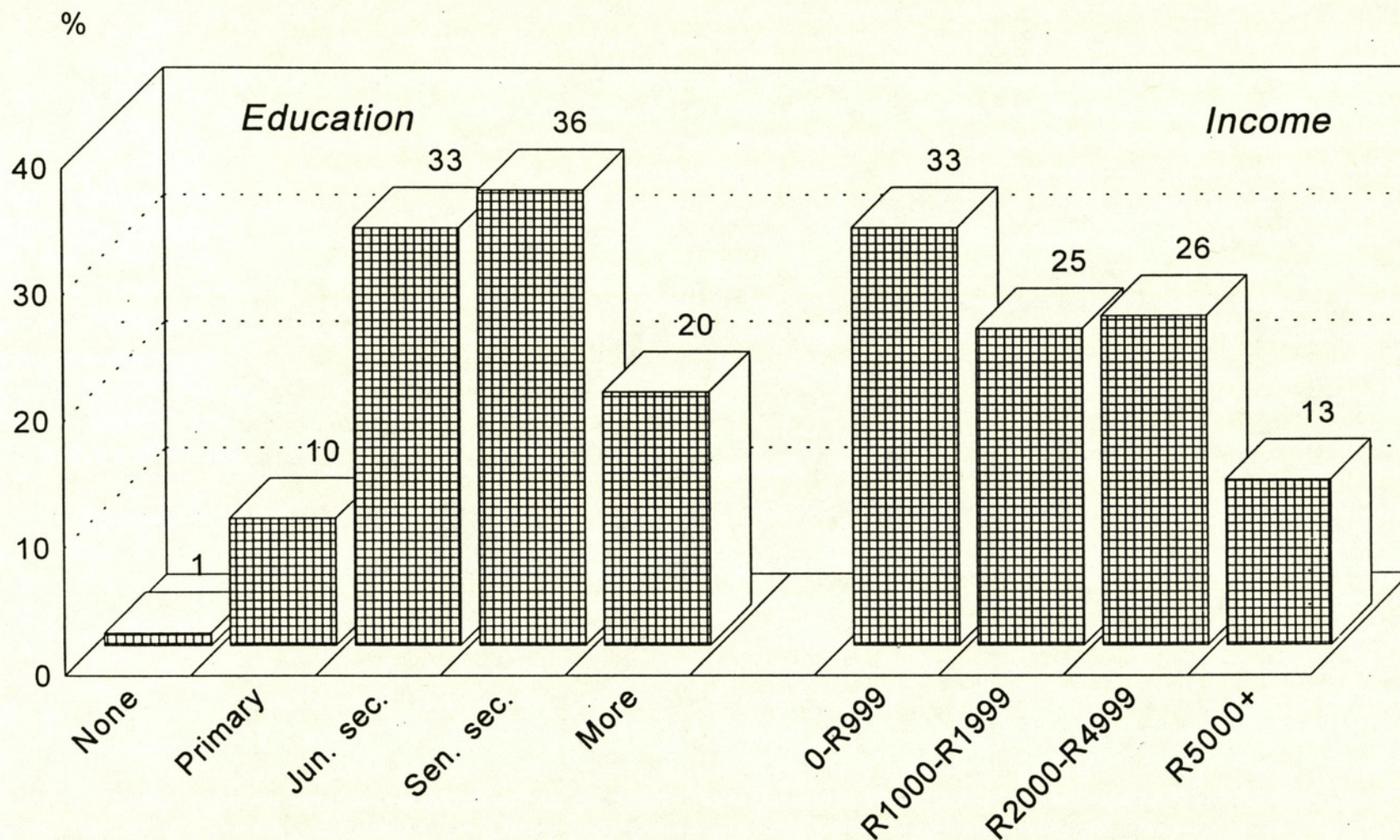
NB: those unsure whether or not they had seen the advertisement are not shown.

Profile of those exposed to Constitutional Assembly TV advertisement (exposure to "Blank Screen" advertisement)



C A S E research for the Constitutional Assembly
Read as: of those exposed to the advert, 21% live in rural areas.

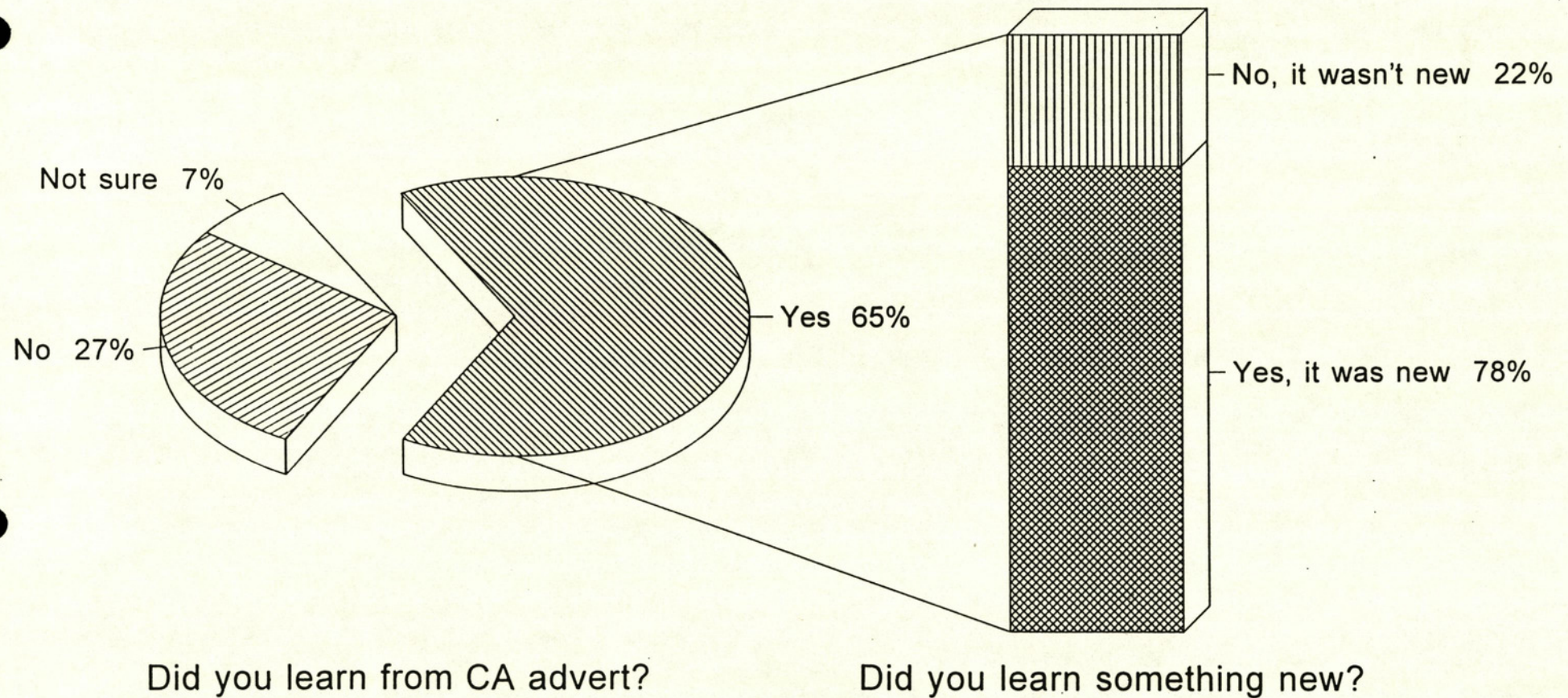
Profile of those exposed to Constitutional Assembly TV advertisement (exposure to "Blank Screen" advertisement)



C A S E research for the Constitutional Assembly

Read as: of those exposed to the advert, 13% live in households with a monthly income of R5000+

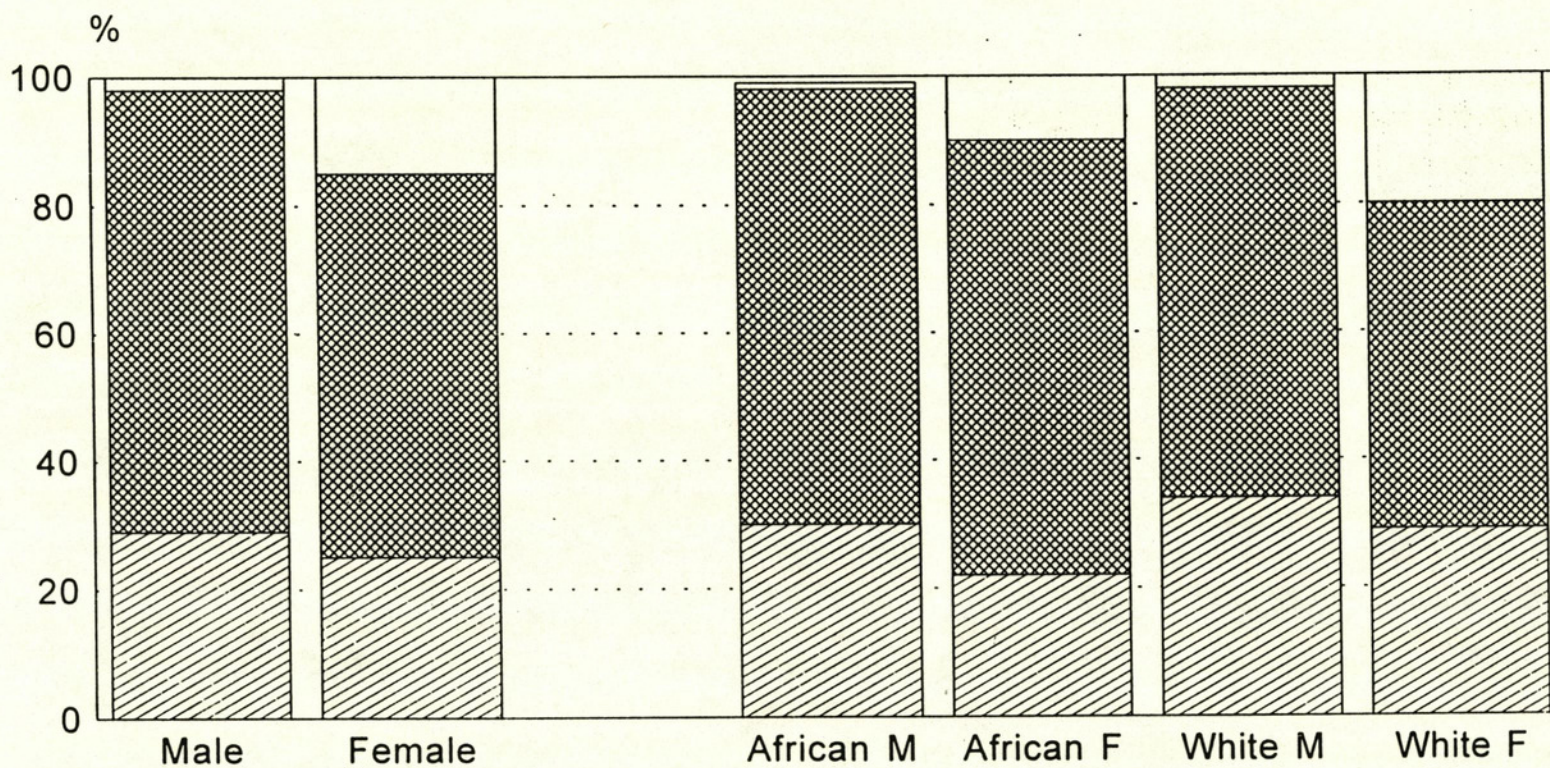
Attitude to Constitutional Assembly TV advertisement (among those who "definitely" saw the advertisement)



C A S E research for the Constitutional Assembly

Read as: 22% of those who learned from the CA advert did not learn anything new.

"Did you learn anything from the advert you saw" (among those who "definitely" saw the "Blank Screen" advertisement) by race and gender

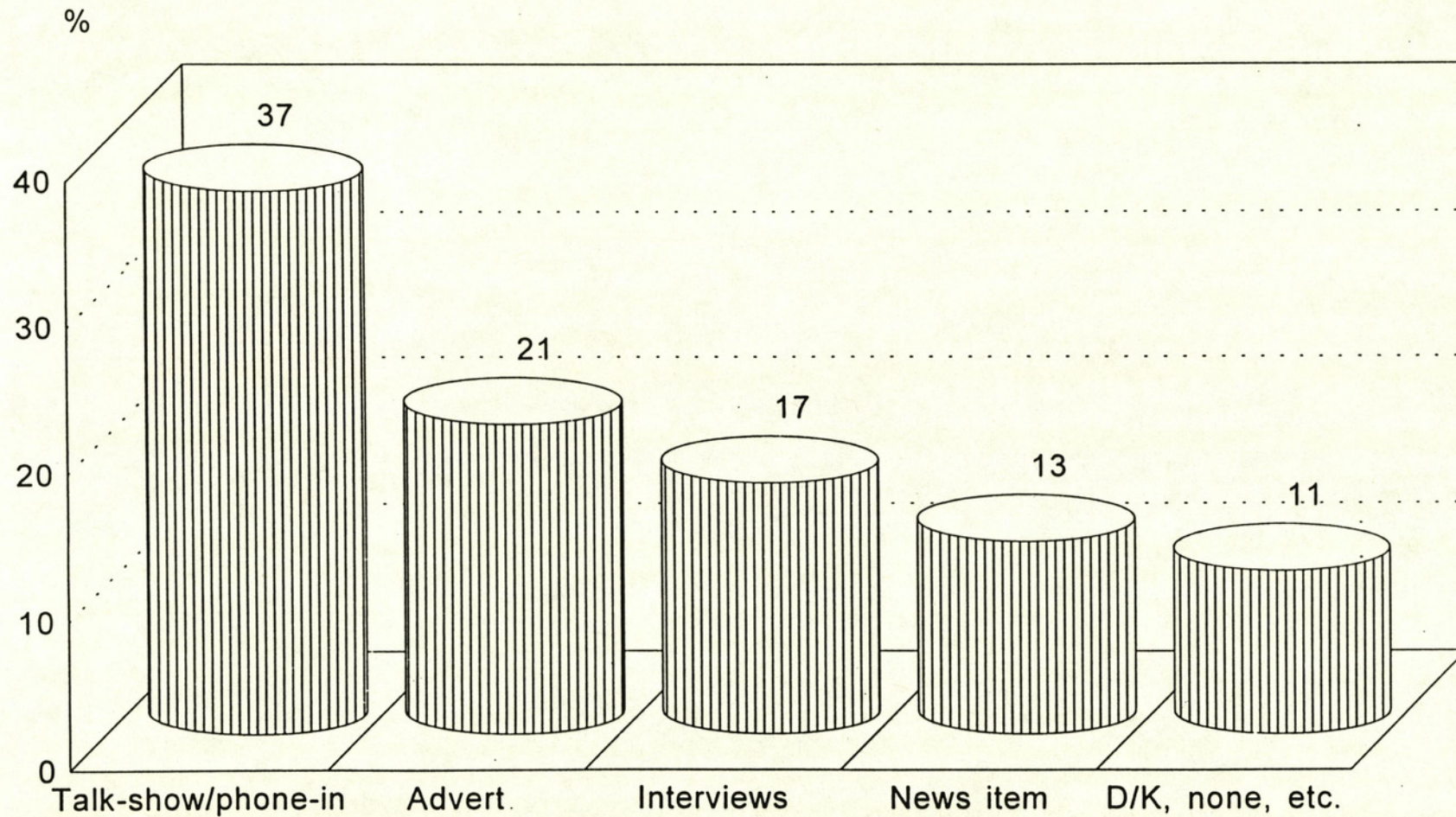


	Male	Female	African M	African F	White M	White F
Not sure	2	15	1	10	2	20
Yes, learned	69	60	68	68	64	51
No, didn't learn	29	25	30	22	34	29

C A S E research for the Constitutional Assembly

Read as: 60% of women who saw the Constitutional Assembly advert on TV feel they learned from it.

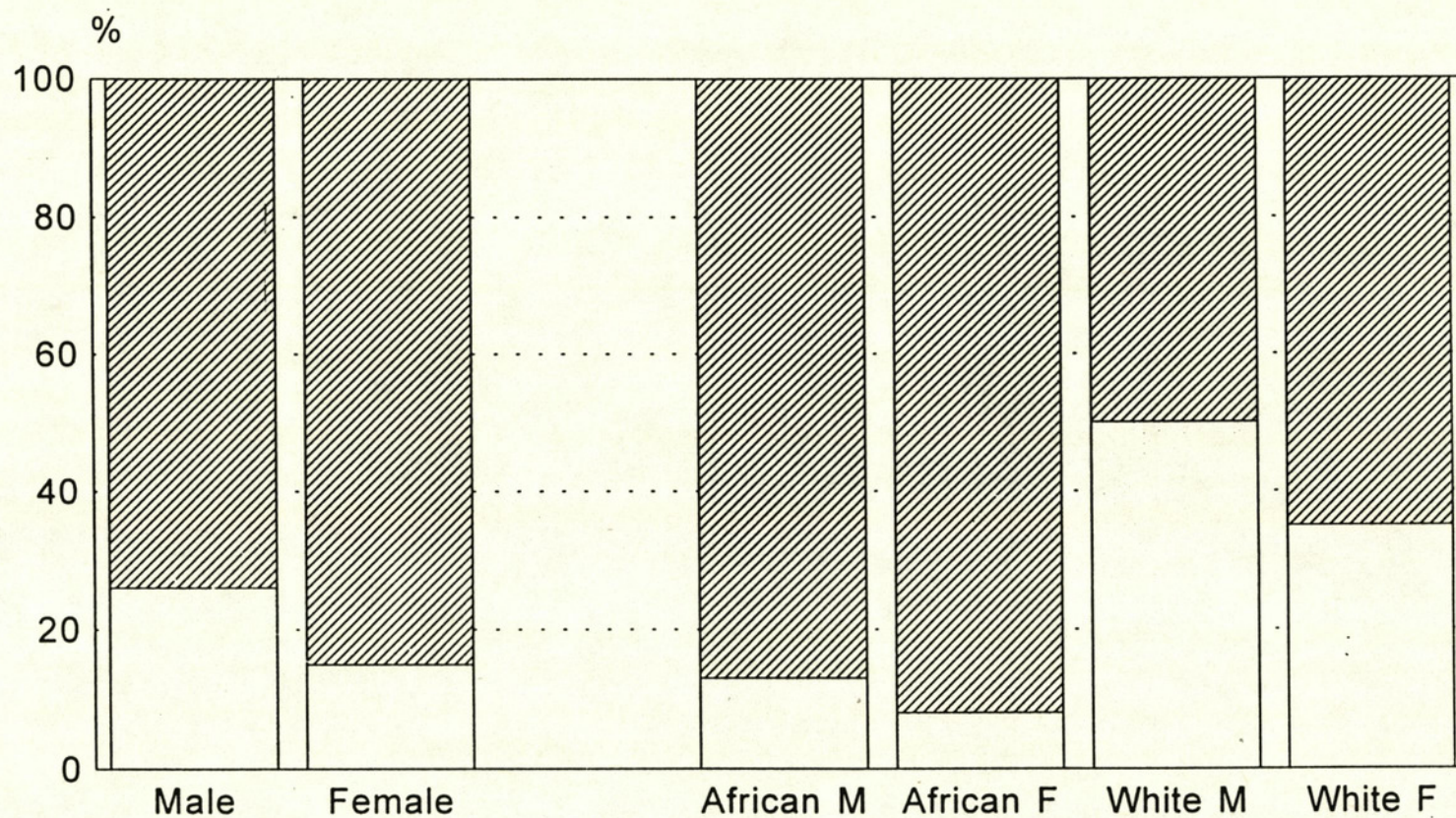
"How would you like information about the Constitutional Assembly to be presented on television?" (among television viewers)





C A S E research for the Constitutional Assembly

Read as: 21% of TV viewers want CA material to be presented as adverts.

"Did you learn something new from the adverts you saw?" (among those who learned something from the CA TV advertisement) by race and gender



Yes, it was new		74	85		87	92	50	65
No, I knew already		26	15		13	8	50	35

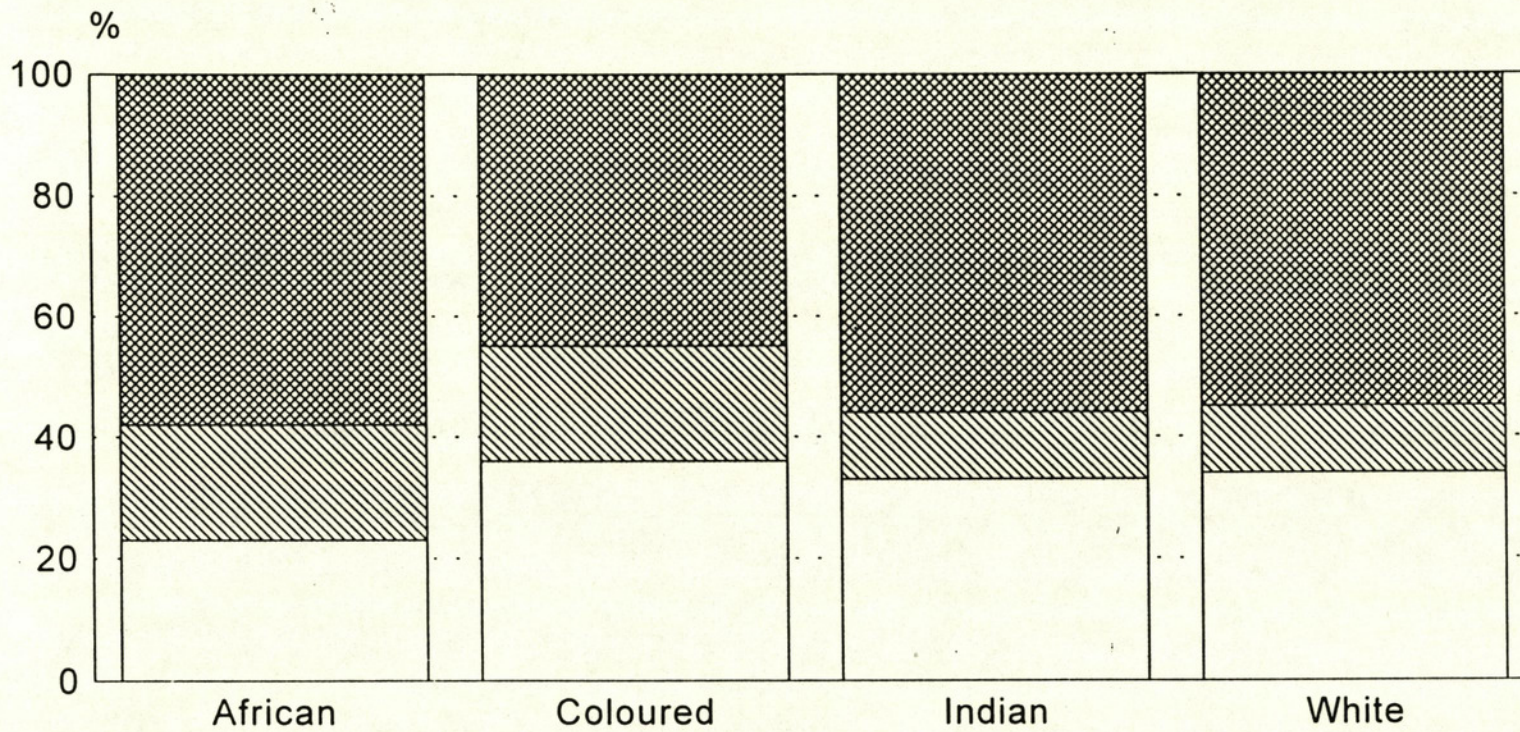
C A S E research for the Constitutional Assembly




Read as: 26% of men who learned from CA adverts on TV, didn't learn anything new.

Part IV

**Exposure to and learning from radio adverts
of the Constitutional Assembly**

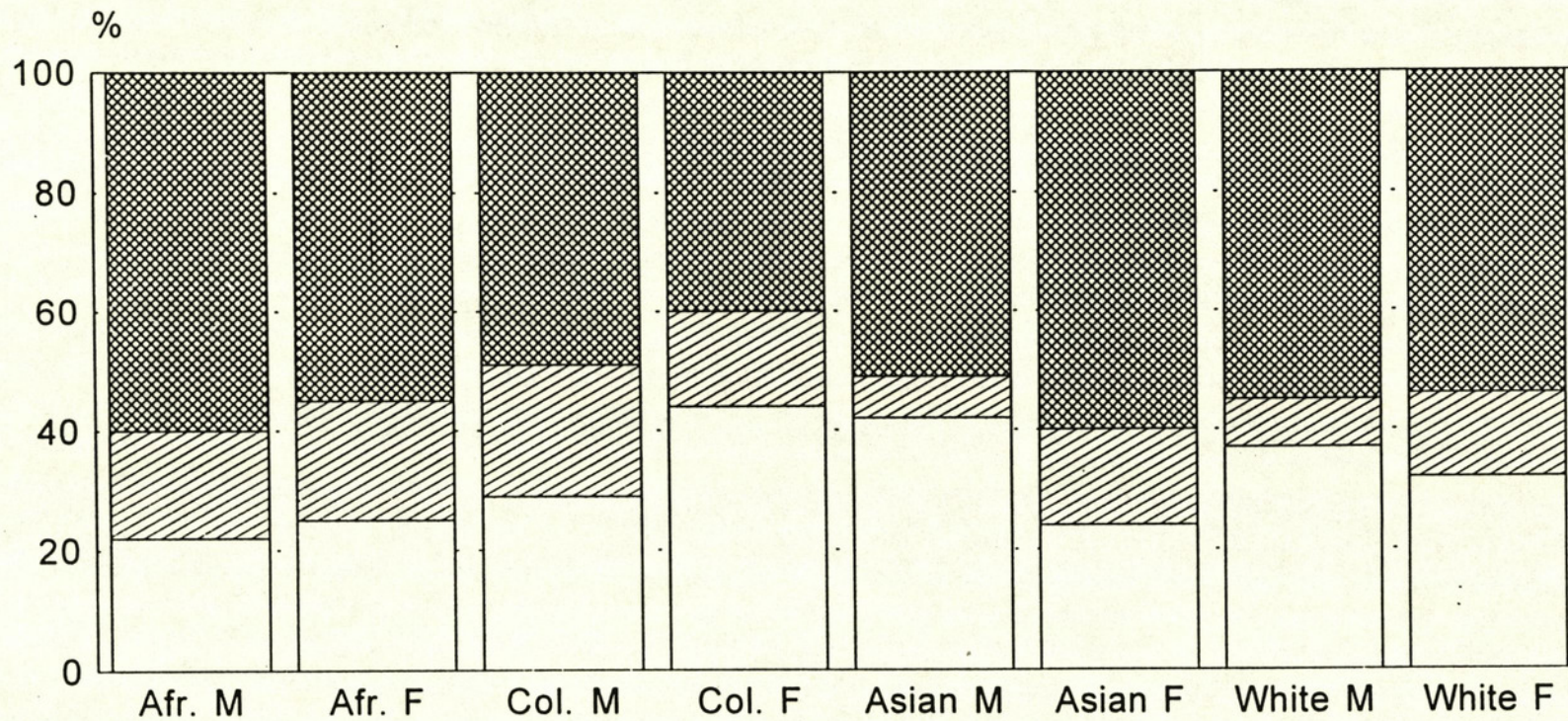
Exposure to radio by race (all respondents)






Daily		58	45	56	55
Weekly		19	19	11	11
Mnth/sldm/never		23	36	33	34

C A S E research for the Constitutional Assembly
Read as: 45% of Coloureds listen to the radio every day.

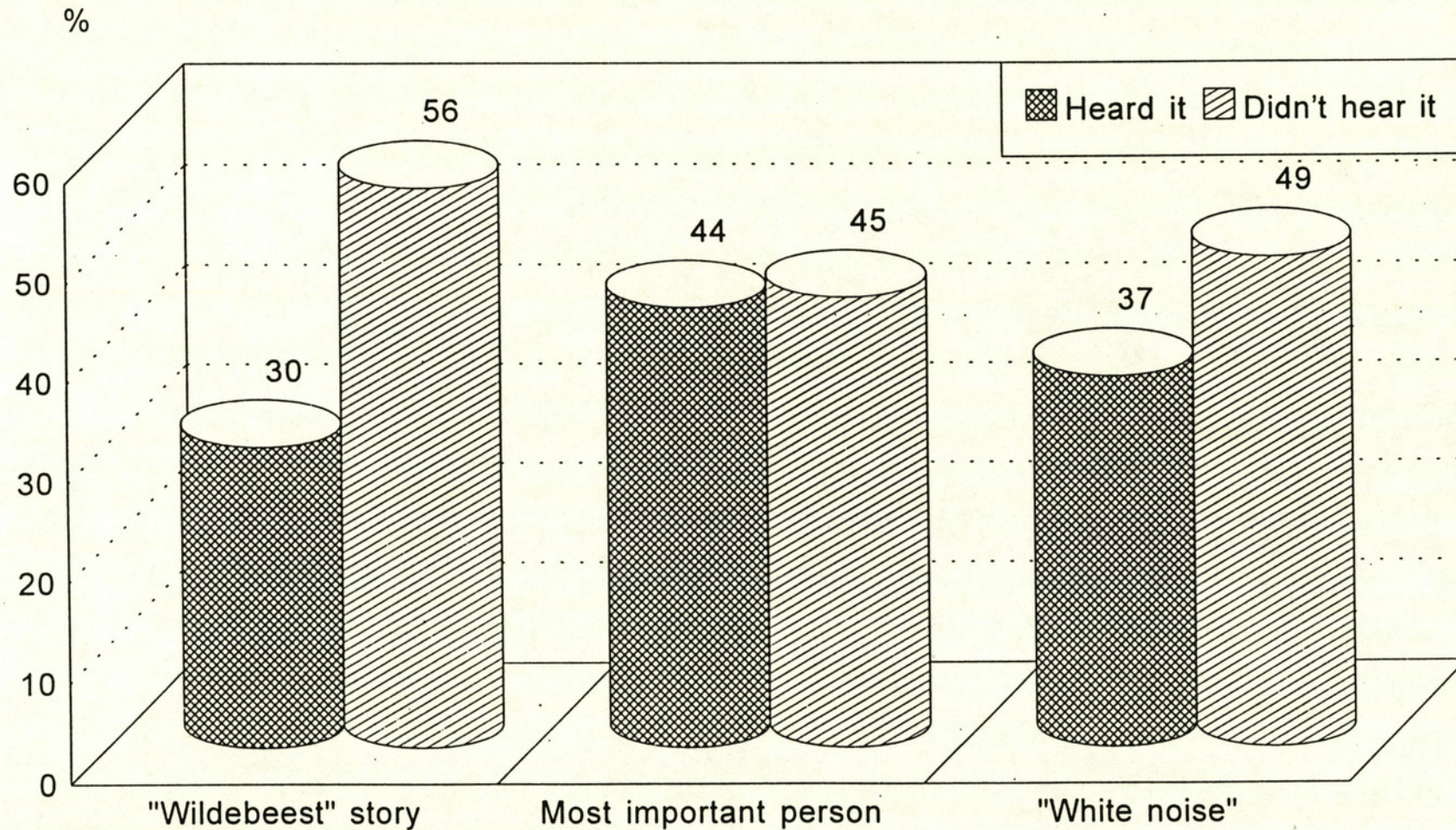
Access to radio by race and gender (all respondents)



Daily		60	55	49	40	51	60	55	54
Weekly		18	20	22	16	7	16	8	14
Seldom/never		22	25	29	44	42	24	37	32

C A S E research for the Constitutional Assembly
Read as: 60% of African men listen to the radio every day.

Exposure to Constitutional Assembly radio advertisements (among radio listeners)

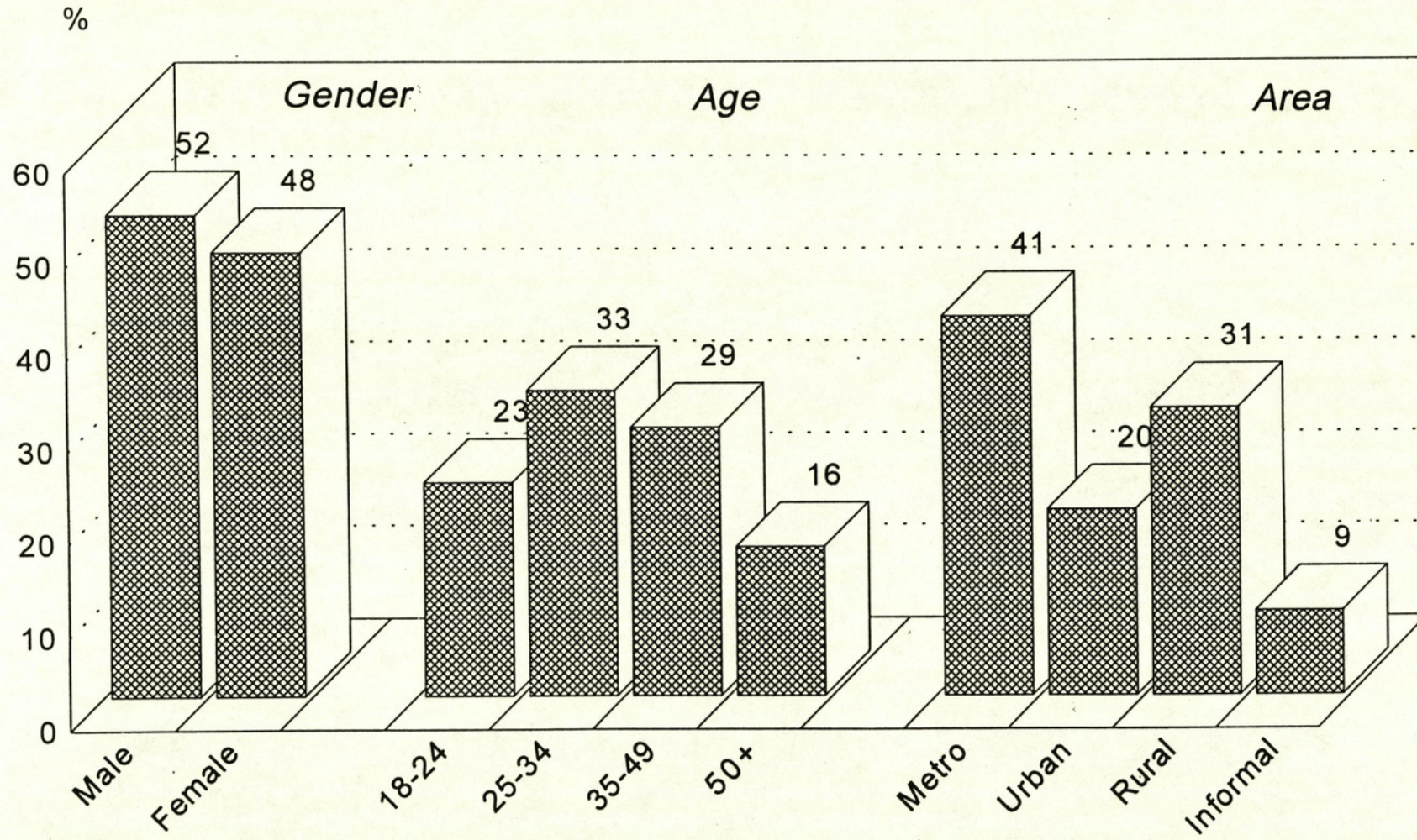


C A S E research for the Constitutional Assembly

Read as: 44% of radio listeners have heard the "most important person" advertisement.

NB: those unsure whether or not they had heard the advertisements are not shown.

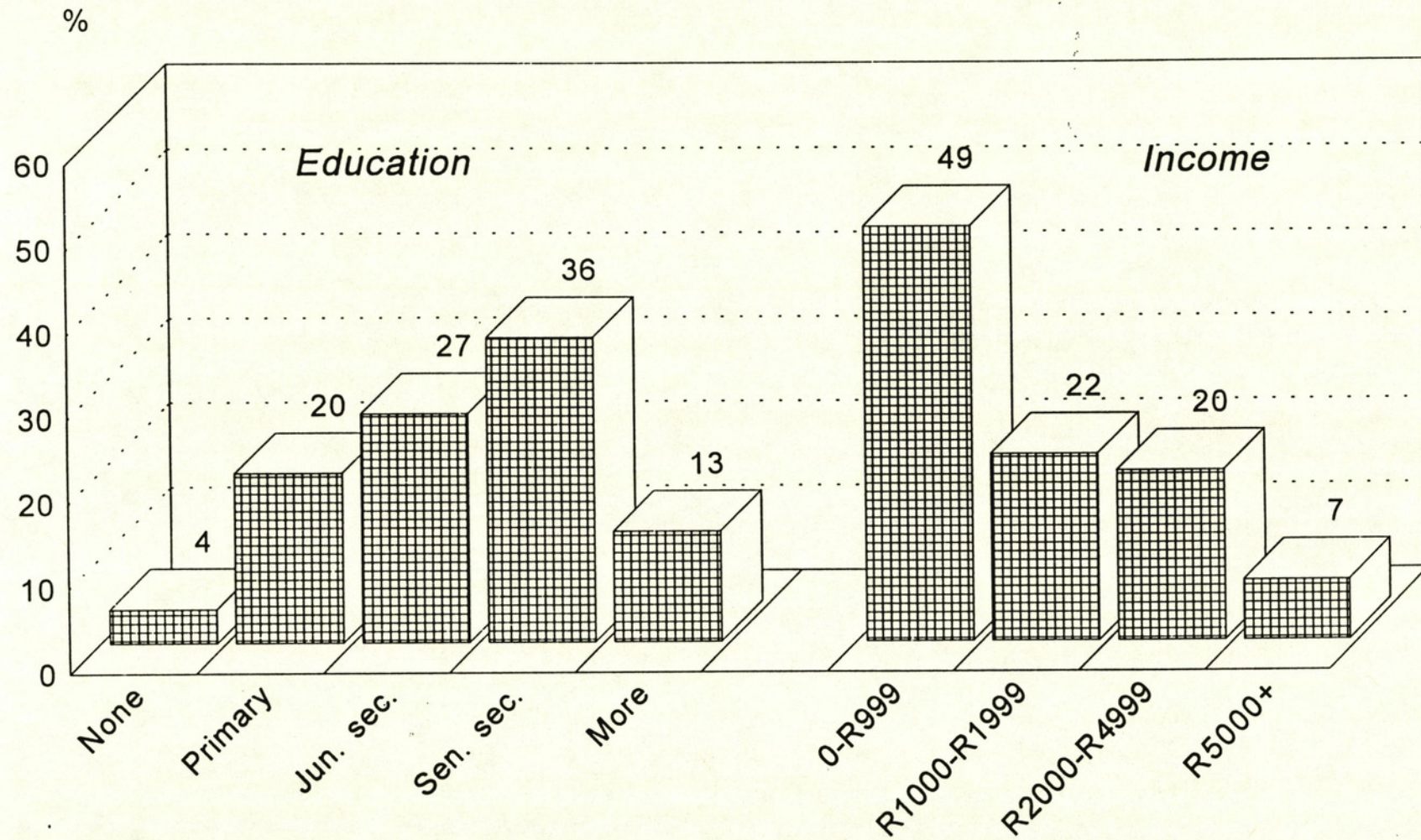
Profile of those exposed to Constitutional Assembly radio adverts (exposure to any of three radio advertisements)



C A S E research for the Constitutional Assembly

Read as: of those exposed to the CA radio adverts, 29% are aged between 35 and 49.

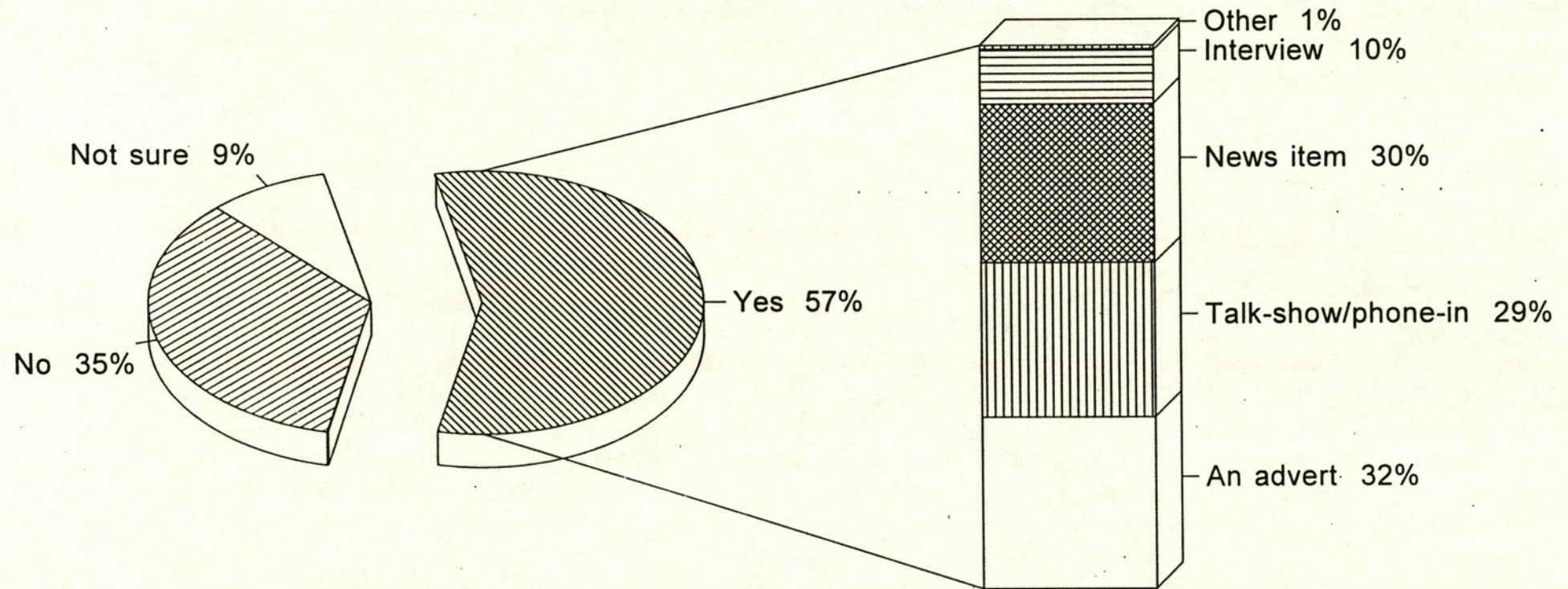
Profile of those exposed to Constitutional Assembly radio adverts (exposure to any of three radio advertisements)



C A S E research for the Constitutional Assembly

Read as: of those exposed to the CA radio adverts, 36% have completed standards 9 or 10.

Have you heard about the Constitutional Assembly and what was it that you heard? (among radio listeners)



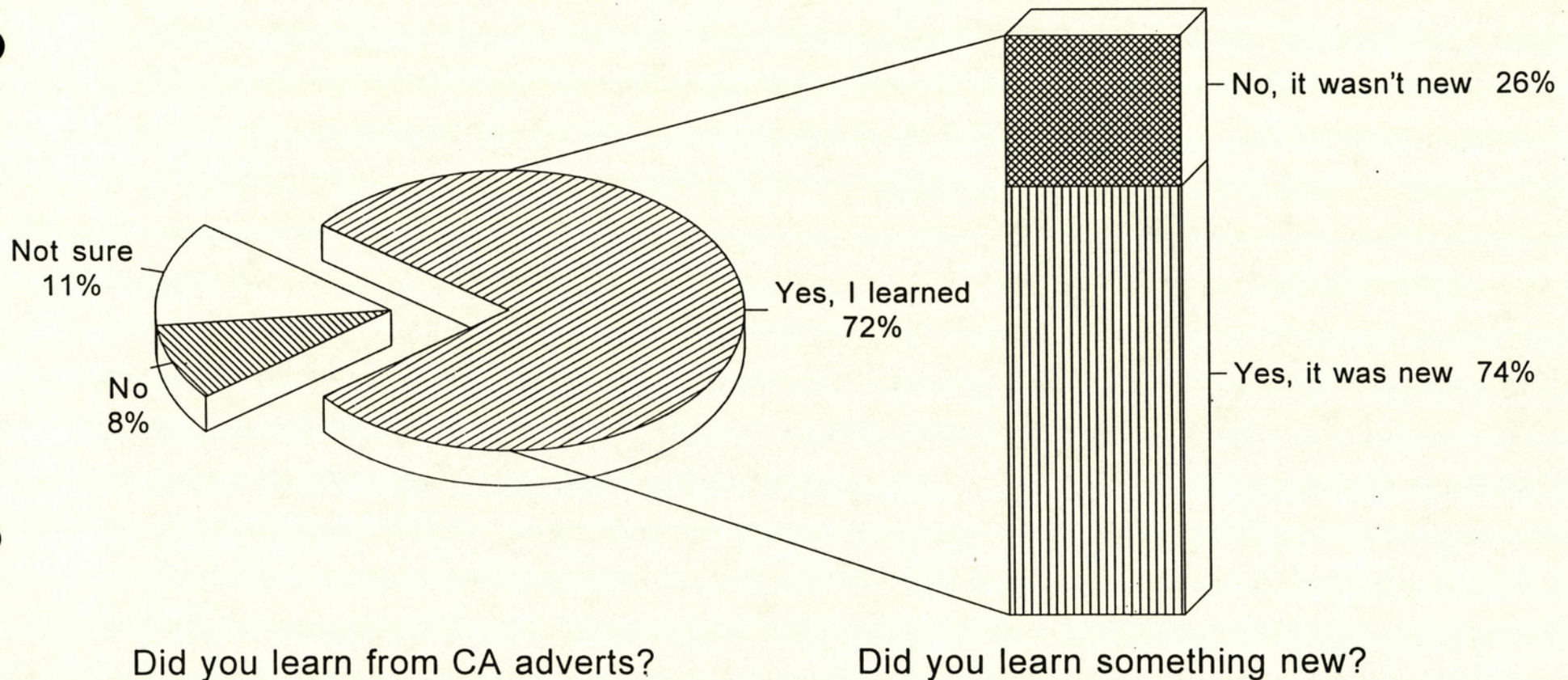
Have you heard about the CA?

What did you hear?

C A S E research for the Constitutional Assembly

Read as: 57% of radio listeners have heard about the CA on radio; 32% recalled a CA advert.

Attitudes to Constitutional Assembly radio advertisements (among those who "definitely" heard CA radio advertisements)



C A S E research for the Constitutional Assembly

Read as: 8% of those who heard CA radio adverts did not learn from them;

74% of those who learned something from the adverts, learned something new.

"Did you learn anything from the advert/s you heard" (among those who "definitely" heard any of three radio advertisements) by race and gender

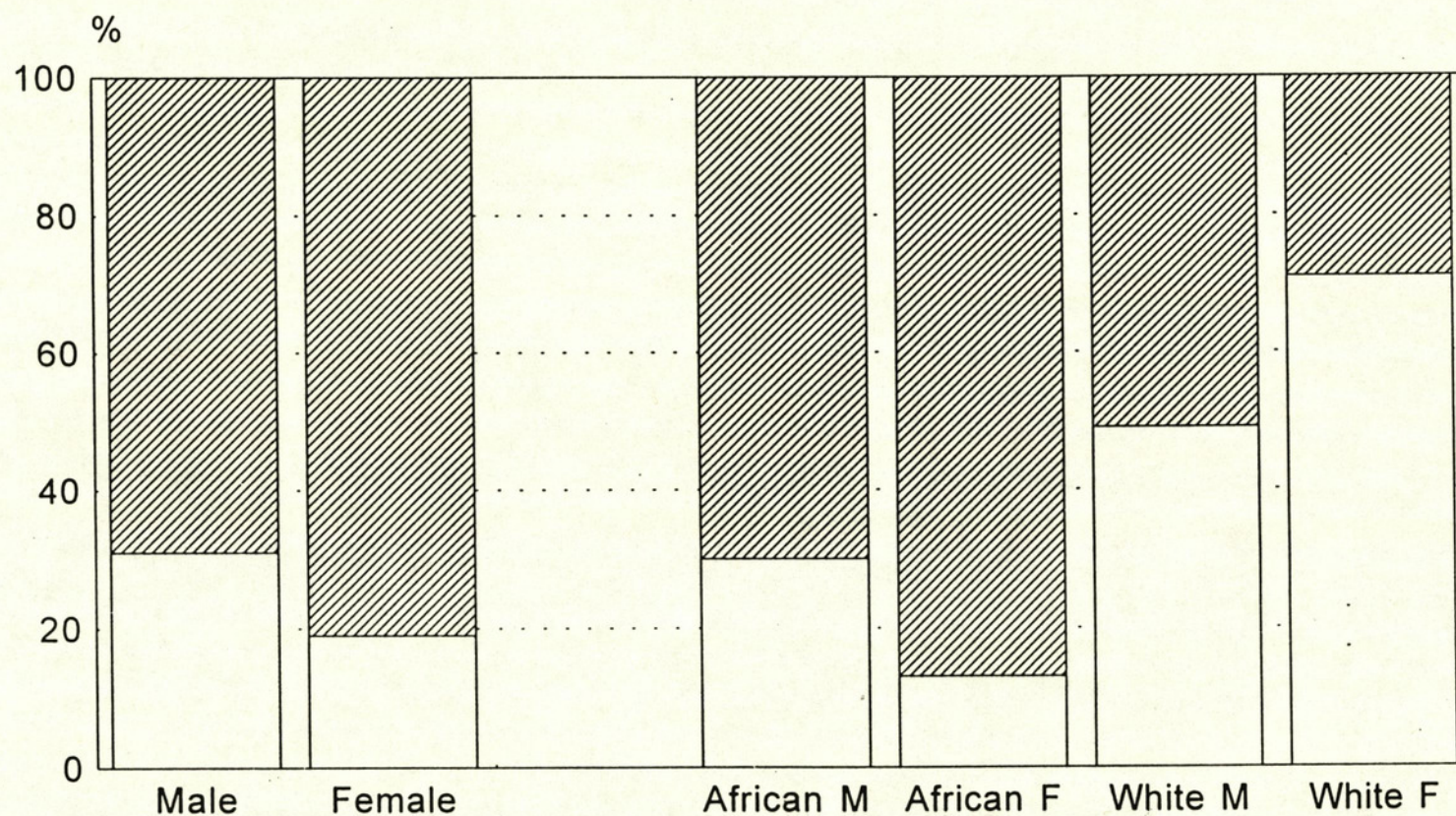




Not sure	□	6	16	5	12	12	33
Yes, learned	▣	79	61	80	70	68	43
No, didn't learn	▨	15	23	15	18	20	24

C A S E research for the Constitutional Assembly

Read as: 70% of black women who have heard Constitutional Assembly adverts on radio feel they learned from them.

"Did you learn something new from the adverts you heard?" (among those who learned something from CA radio advertisements) by race and gender

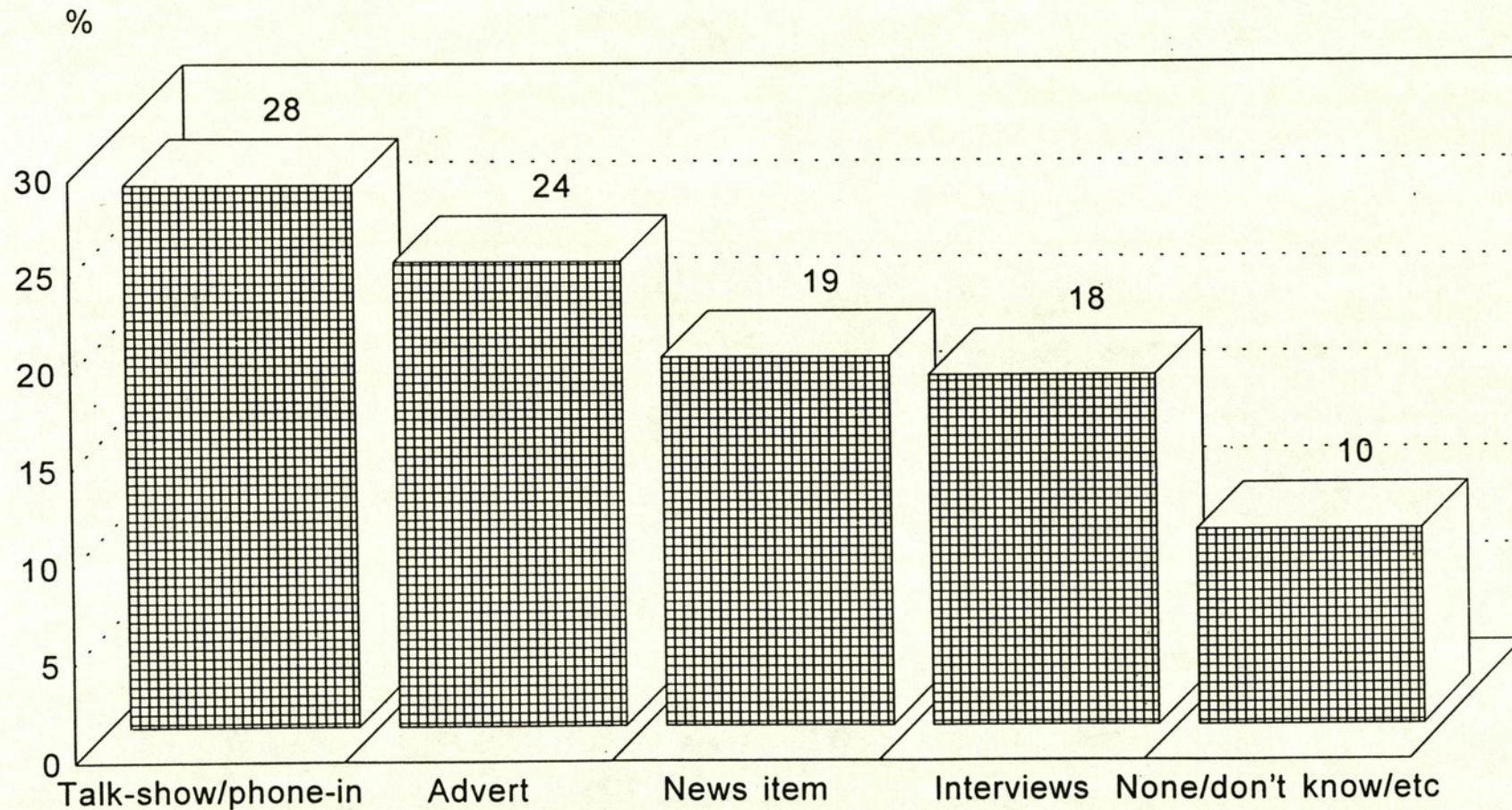


Yes, it was new		69	81		70	87	51	29
No, I knew already		31	19		30	13	49	71

C A S E research for the Constitutional Assembly

Read as: 81% of all women who learned from CA adverts on radio, learned something new.

"How would you like information about the Constitutional Assembly to be presented on the radio?" (among radio listeners)



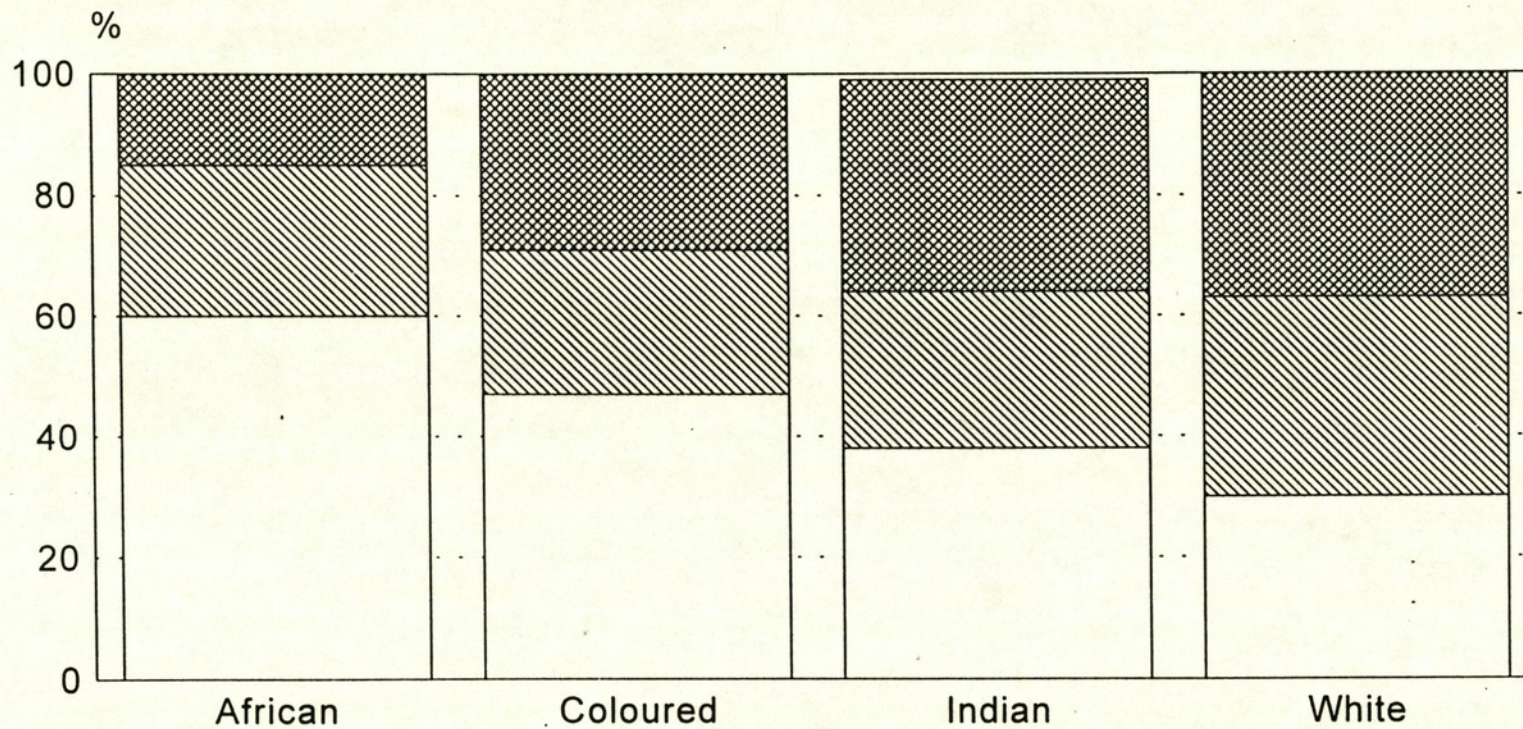
C A S E research for the Constitutional Assembly




Read as: 28% of radio listeners would like to hear about the Constitutional Assembly through talk-shows or phone-in programmes on the radio.

Part V

**Exposure to and learning from print adverts
of the Constitutional Assembly**

Exposure to newspapers by race (all respondents)

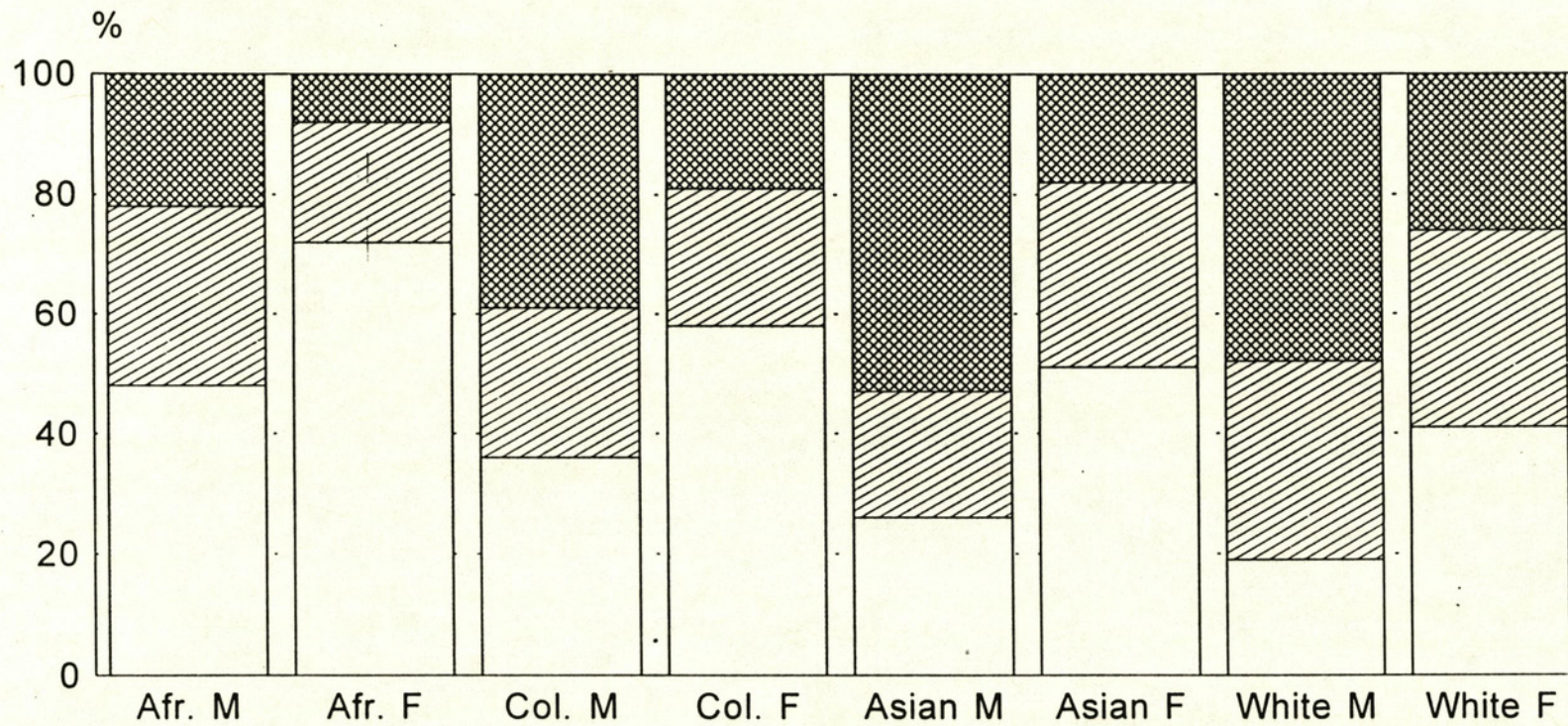





Daily		15	29	35	37
Weekly		25	24	26	33
Mnth/sldm/never		60	47	38	30

C A S E research Constitutional Assembly

Read as: 29% of Coloured respondents read a newspaper daily.

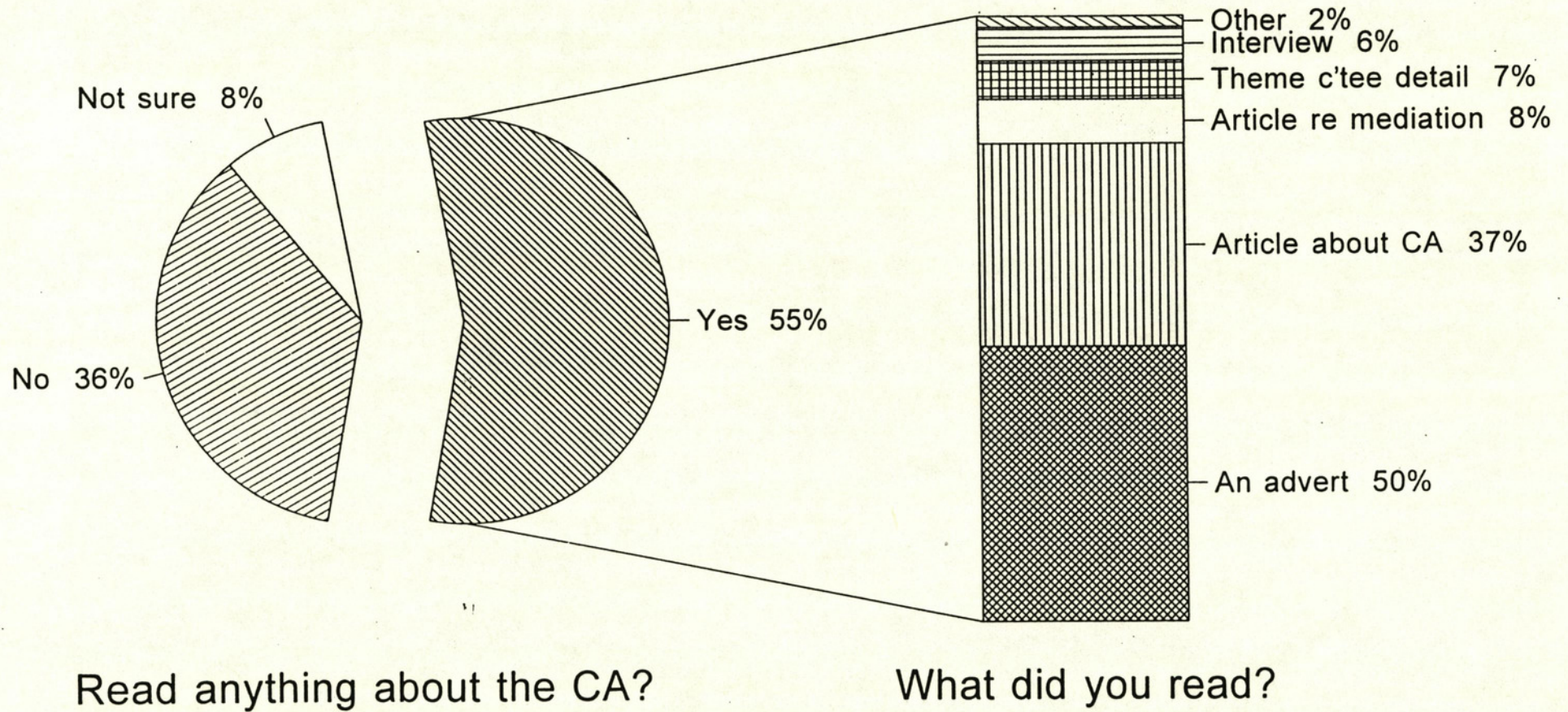
Access to newspapers by race and gender (all respondents)



Daily		22	8	39	19	53	18	48	26
Weekly		30	20	25	23	21	31	33	33
Seldom/never		48	72	36	58	26	51	19	41

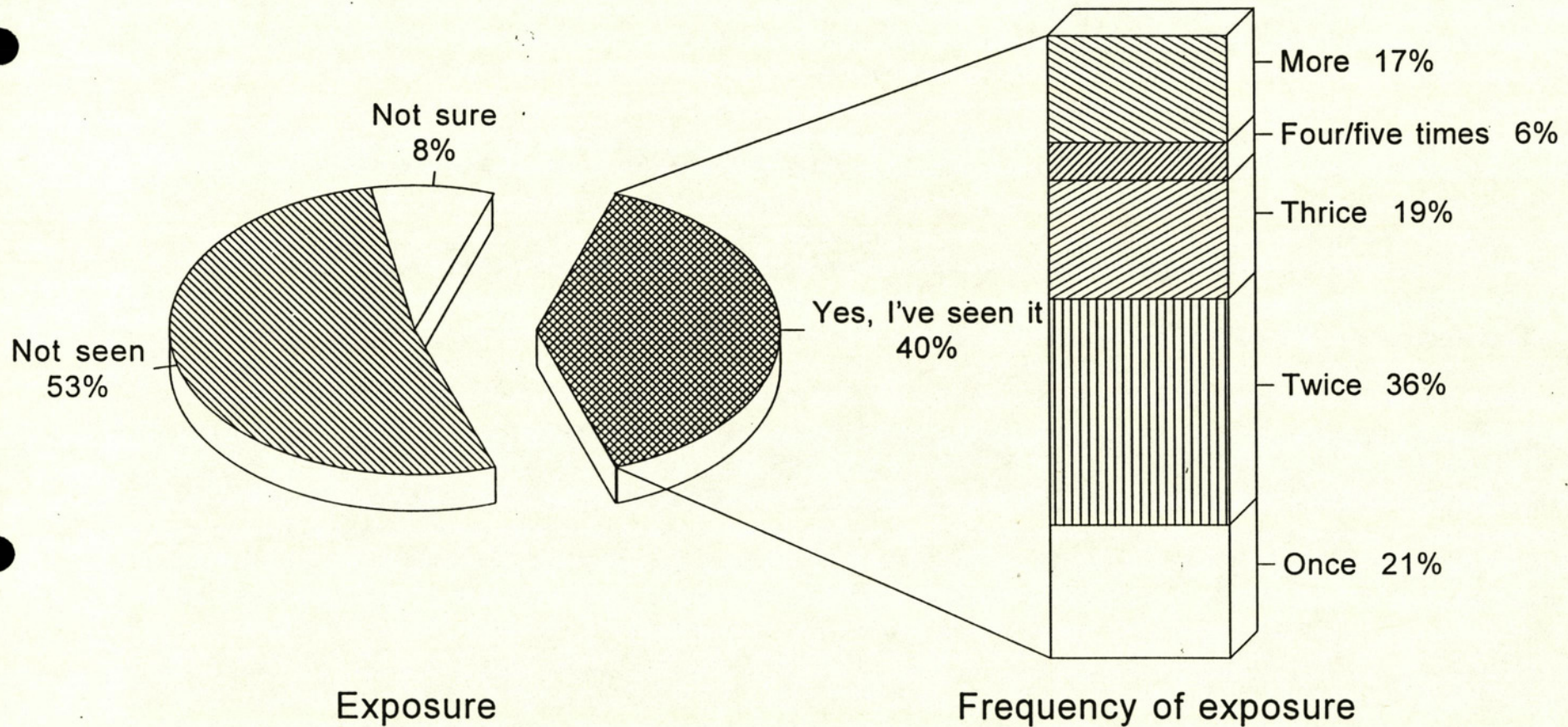
C A S E research for the Constitutional Assembly
Read as: 22% of African men read a newspaper every day.

Have you read anything about the Constitutional Assembly and what was it that you read? (among newspaper readers)



C A S E research for the Constitutional Assembly
Read as: 55% of newspaper readers have seen something re CA in their newspapers.

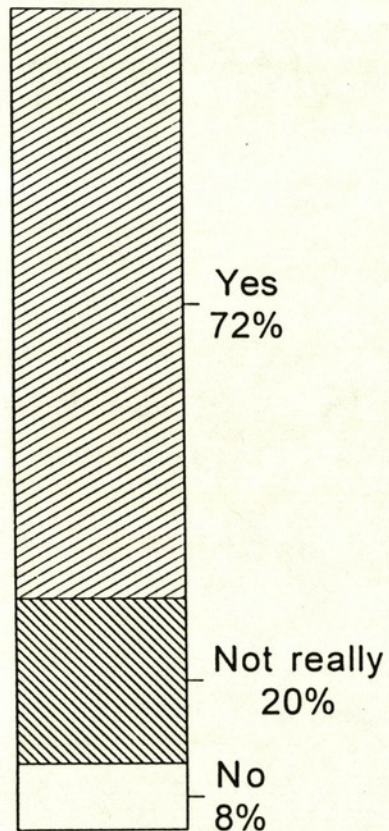
Exposure to Constitutional Assembly print advertisement (among newspaper readers)



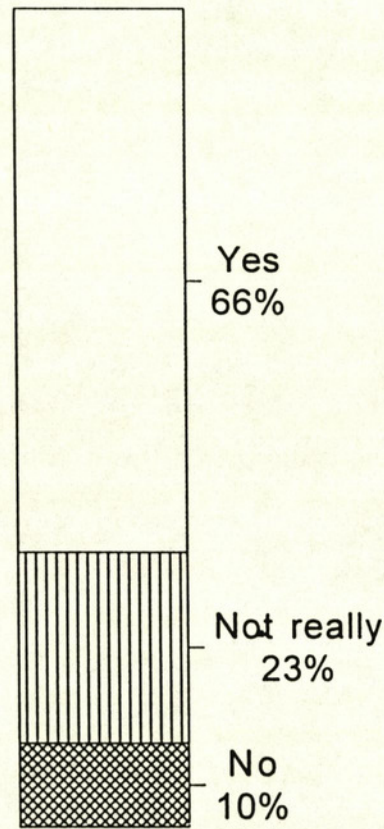
C A S E research for the Constitutional Assembly
Read as: 40% of all newspaper readers have seen a CA advertisement.

Attitudes to Constitutional Assembly print advertisement

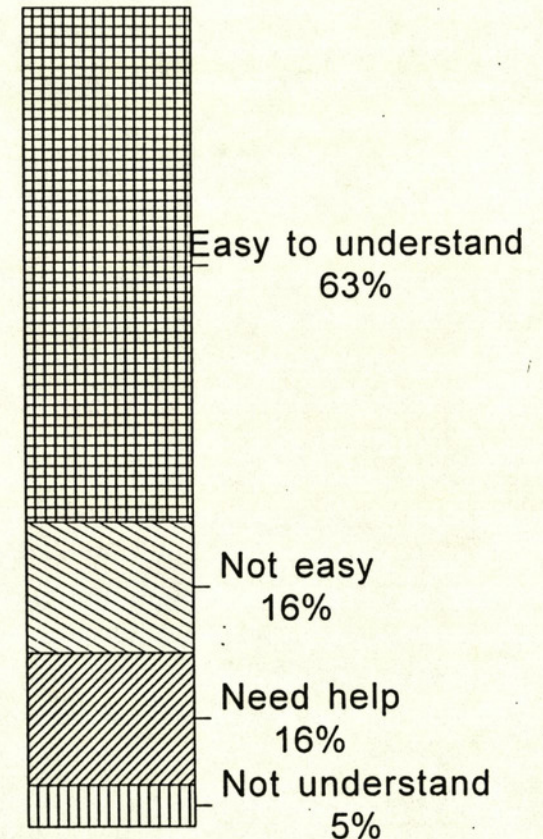
(all respondents were shown a copy of the advertisement)



Like it?



Learn from it?

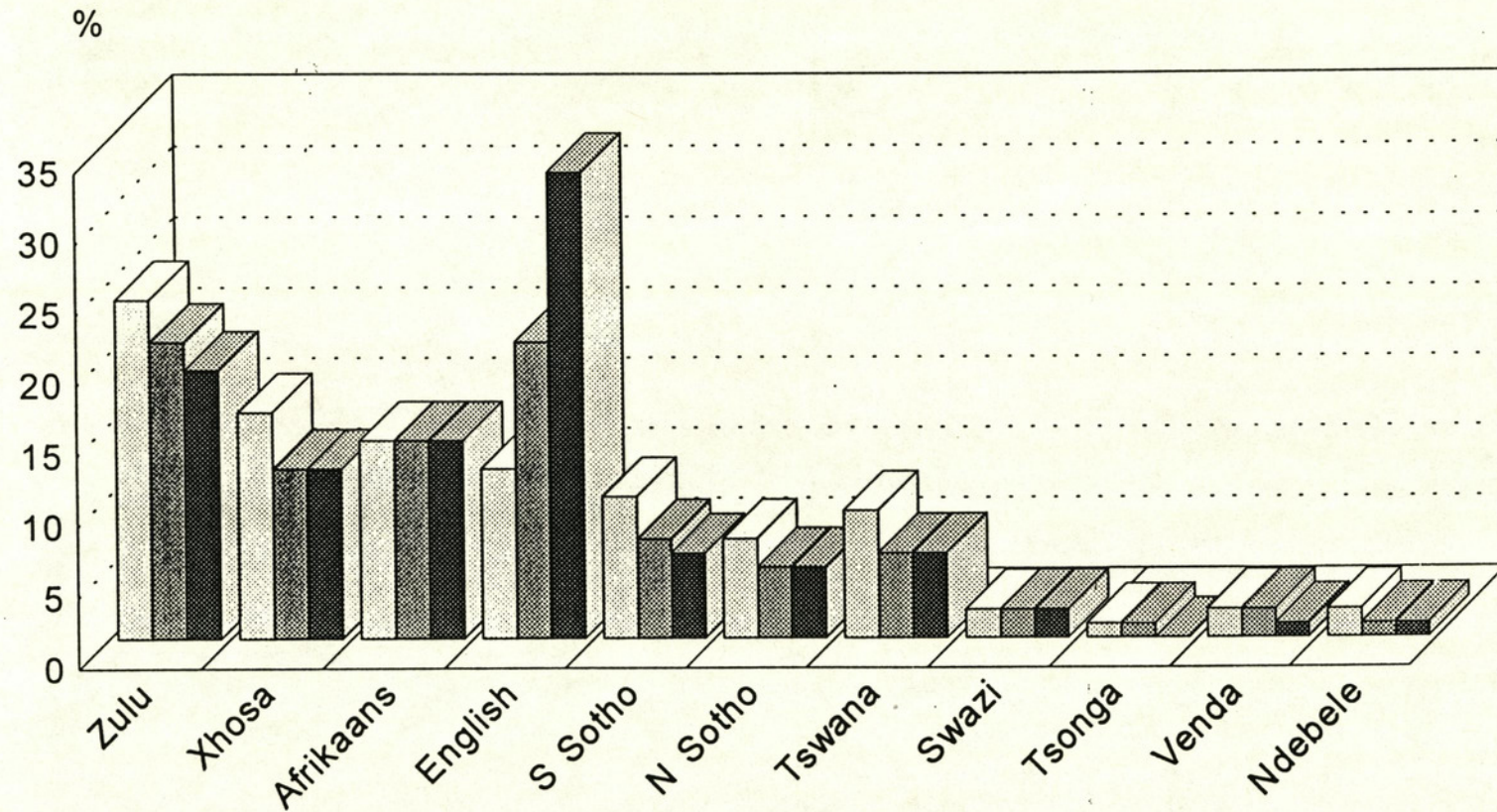


Understand it?

Reading of Constitutional Assembly print advertisement (among those exposed to CA advertisements in newspapers)

- ✓ 51% of all those exposed to the CA print advertisement read the whole advertisement.
- ▶ However, more men than women read the whole advertisement: among African newspaper readers, for example, 61% of men and 34% of women read the whole advertisement.
- ✓ Among those who did not read the whole advertisement, the following reasons were given: not interested (35%), didn't think it was important (26%), already knew about the issues (16%), too simple (6%) and too difficult (5%).
- ▶ While 30% of African newspaper readers who did not read the whole advertisement cited disinterest, this was true of 55% of Coloured readers, 49% of Asians and 54% of whites.

Language use and choices for CA media (all respondents)

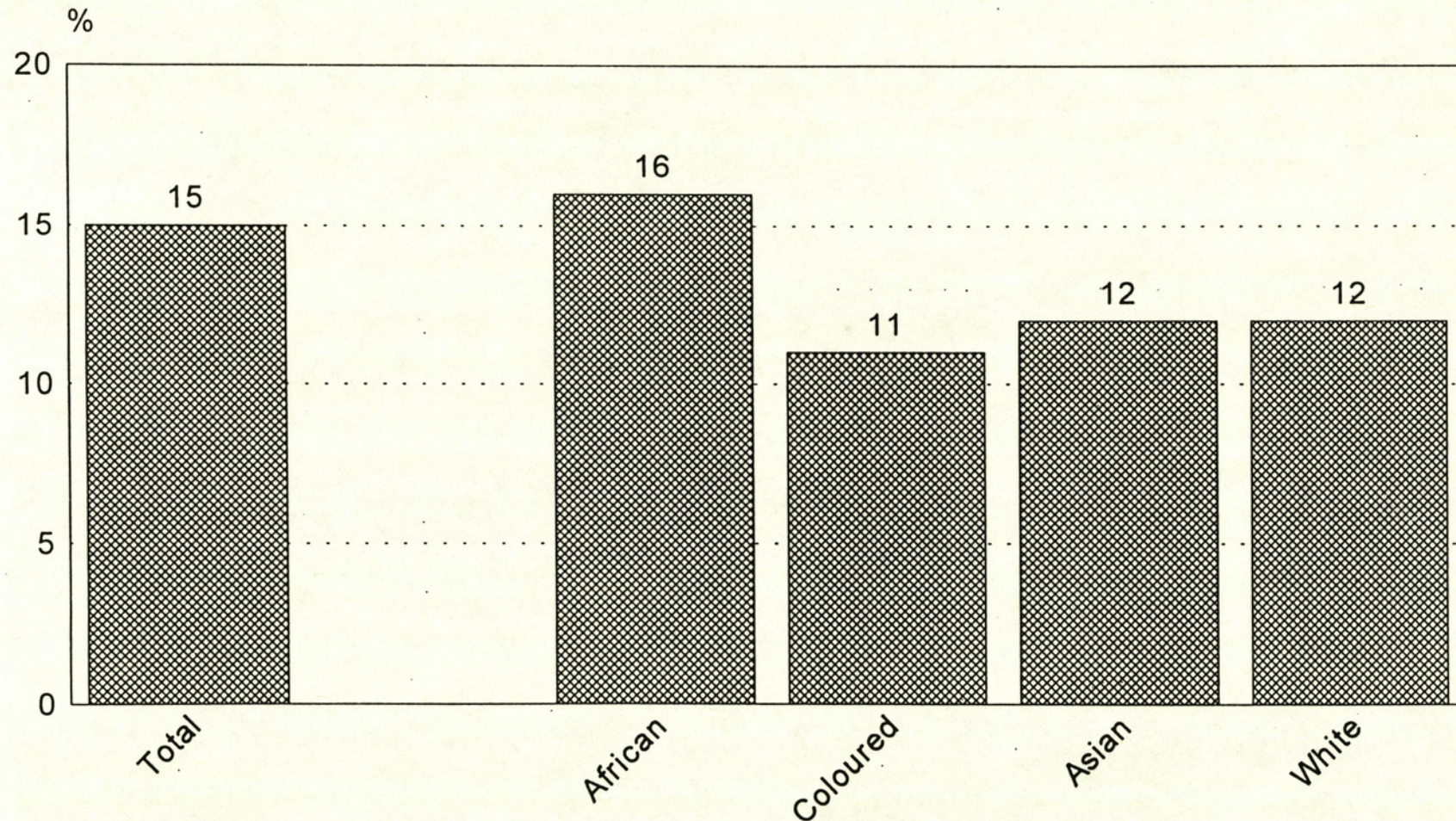


Home language	24	16	14	12	10	7	9	2	1	2	2
Hear about CA?	21	12	14	21	7	5	6	2	1	2	1
Read about CA?	19	12	14	33	6	5	6	2	0	1	1

Part VI

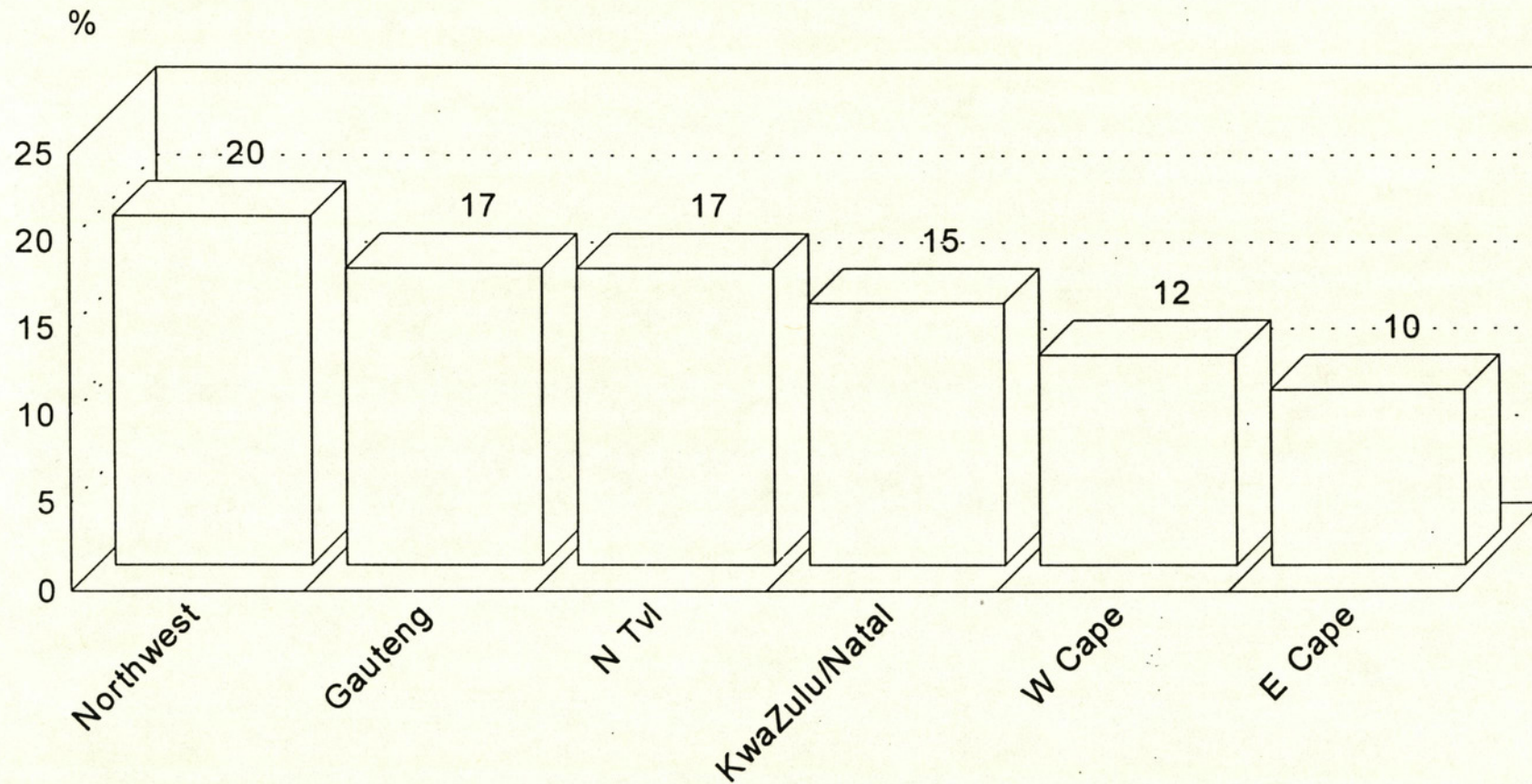
**Exposure to and learning from
"Constitutional Talk"**

Exposure to "Constitutional Talk" (all respondents)



C A S E research for the Constitutional Assembly
Read as: 15% of all respondents have seen "Constitutional Talk".

Exposure to "Constitutional Talk" by region (all respondents)

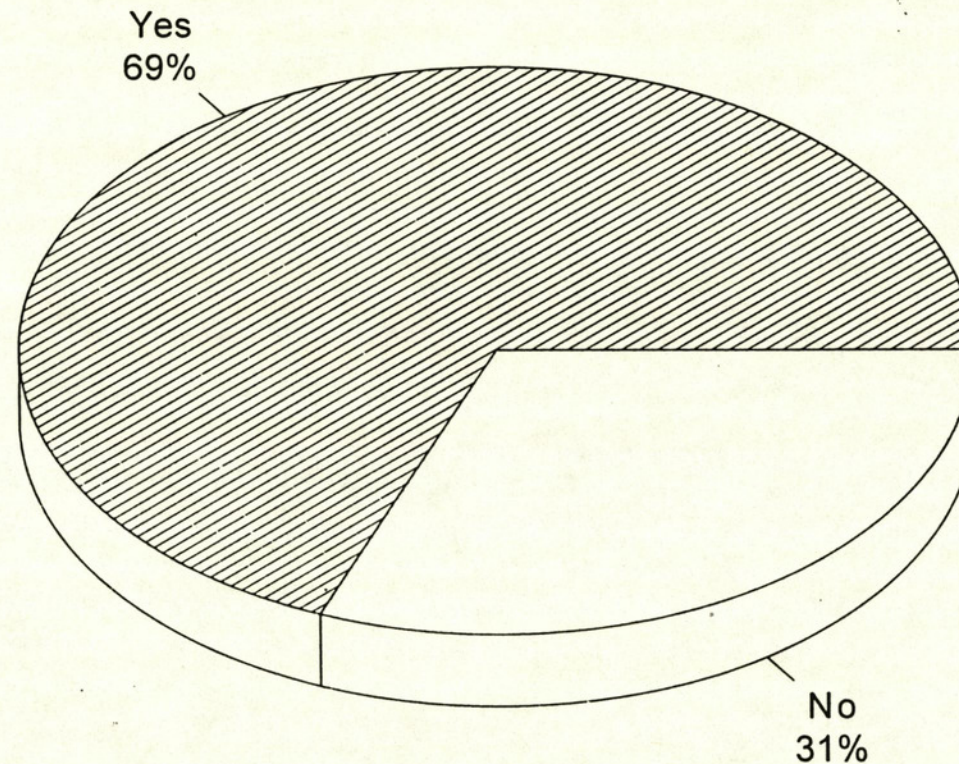


C A S E research for the Constitutional Assembly

Read as: 17% of people in the N Tvl have seen "Constitutional Talk".

* Cell sizes for the Free State, N Cape and E Tvl too small to be analysed.

"Did you learn anything from 'Constitutional Talk'?" (among those who saw 'Constitutional Talk')

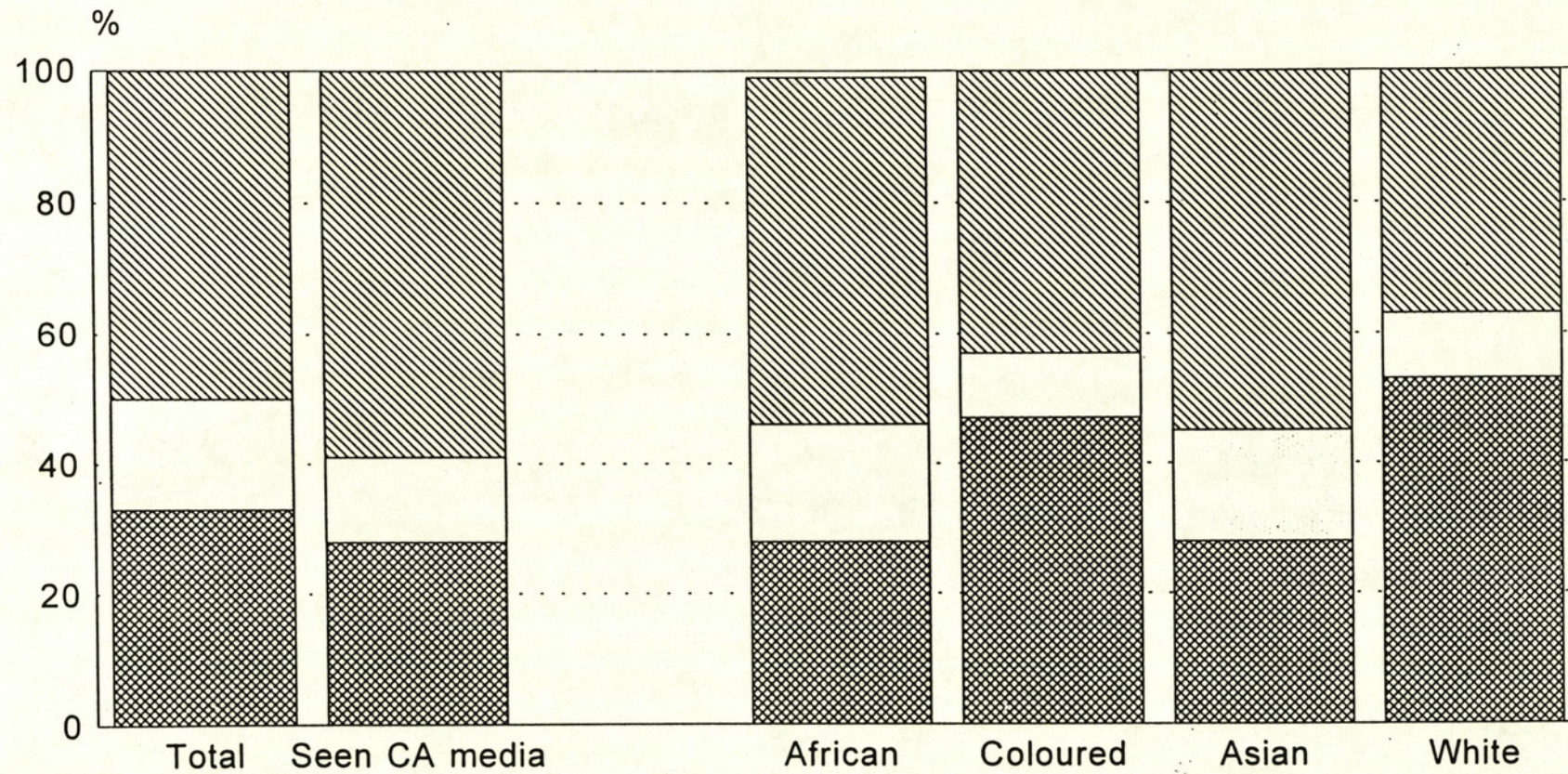





Did you learn from 'Constitutional Talk'?

Part VII

**Attitudes to participation in the
constitutional process**

"Do you feel part of the process of drawing up a constitution?" (all respondents)

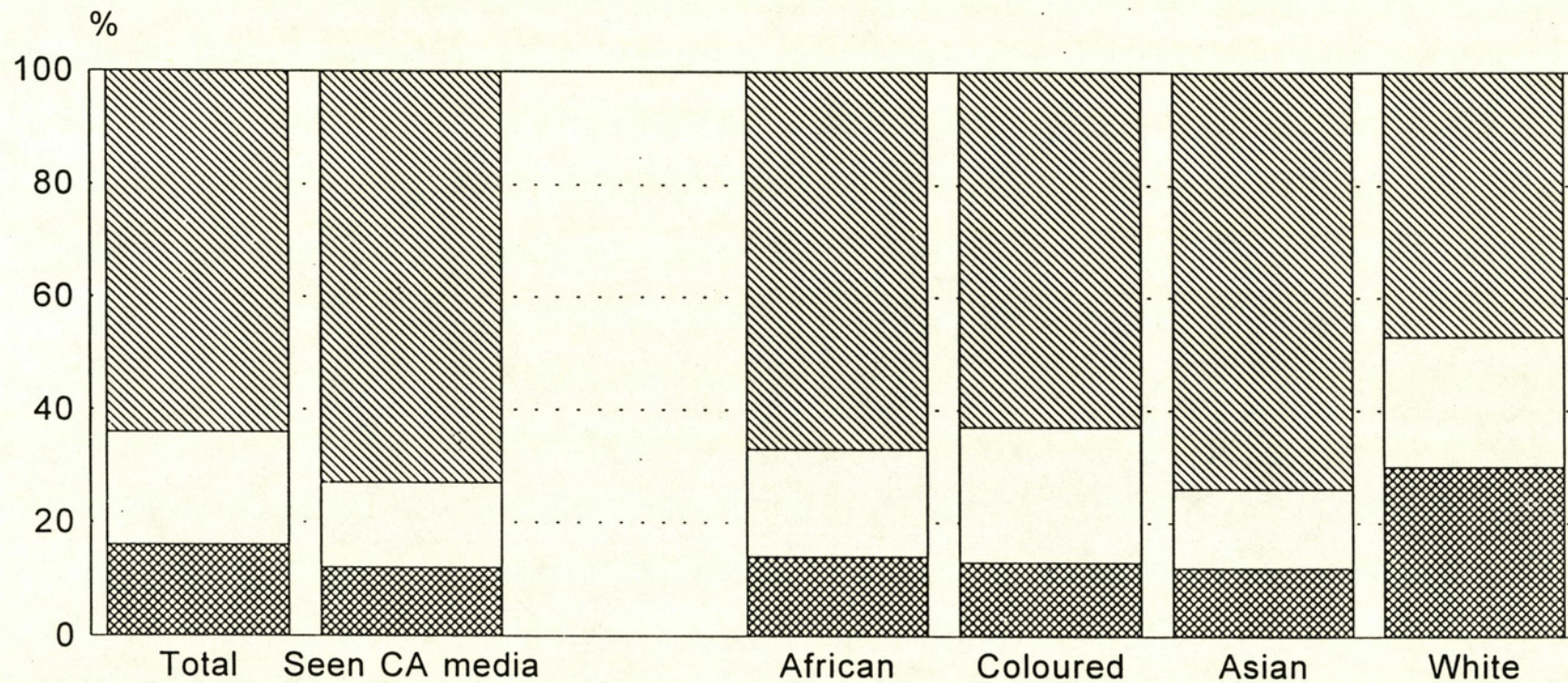


Yes 	50	59		53	43	55	37
D/k 	17	13		18	10	17	10
No 	33	28		28	47	28	53

C A S E research for the Constitutional Assembly
Read as: 47% of Coloureds do not feel part of the process.

"Do you want to be part of the process of drawing up a constitution?"

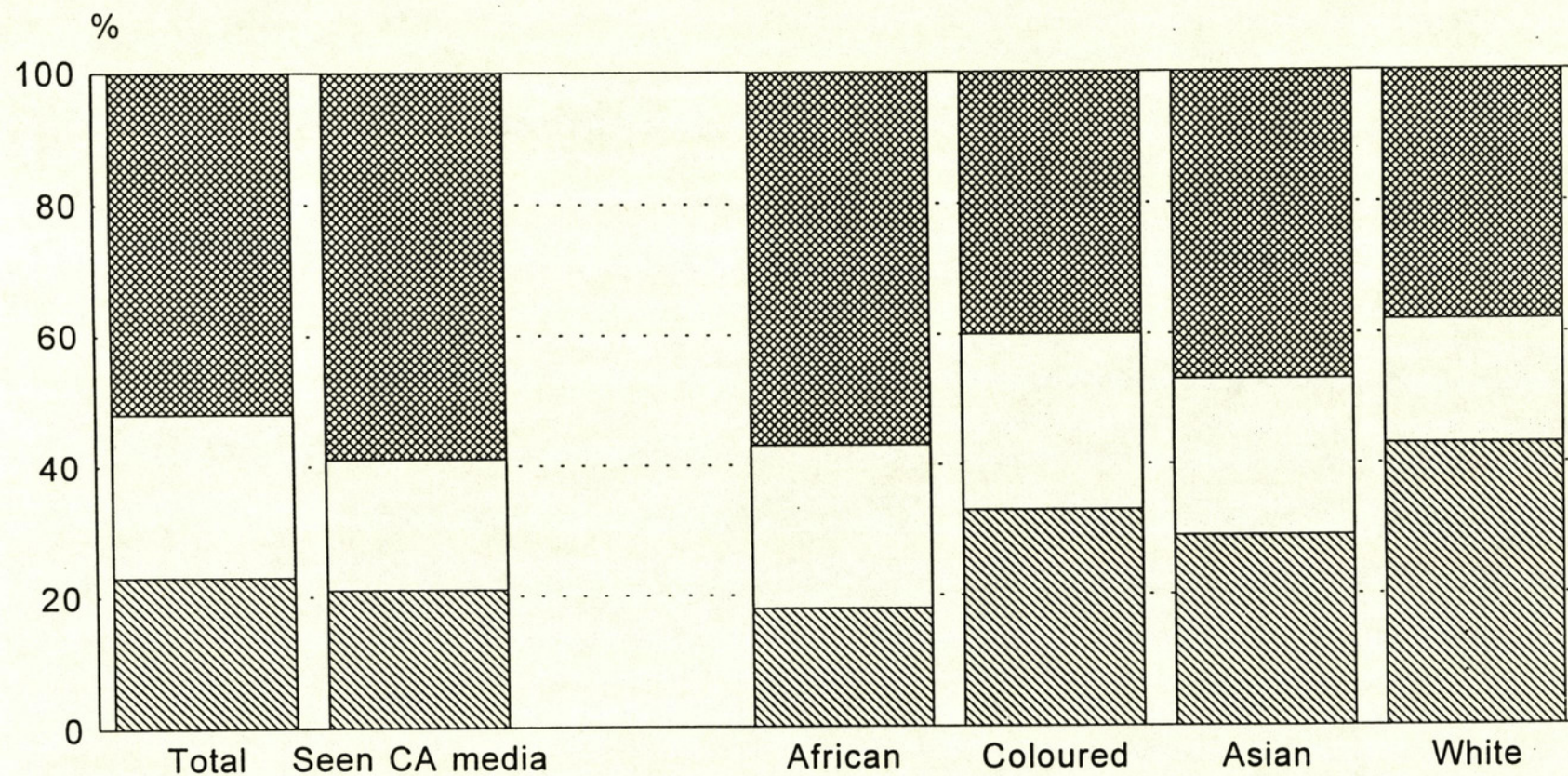
(all respondents)






	Total	Seen CA media	African	Coloured	Asian	White
Yes	64	73	67	63	74	47
D/k	20	15	19	24	14	23
No	16	12	14	13	12	30

C A S E research for the Constitutional Assembly
 Read as: 47% of whites want to be part of the process.

"Do you believe the CA wants ordinary people to participate?" (all respondents)

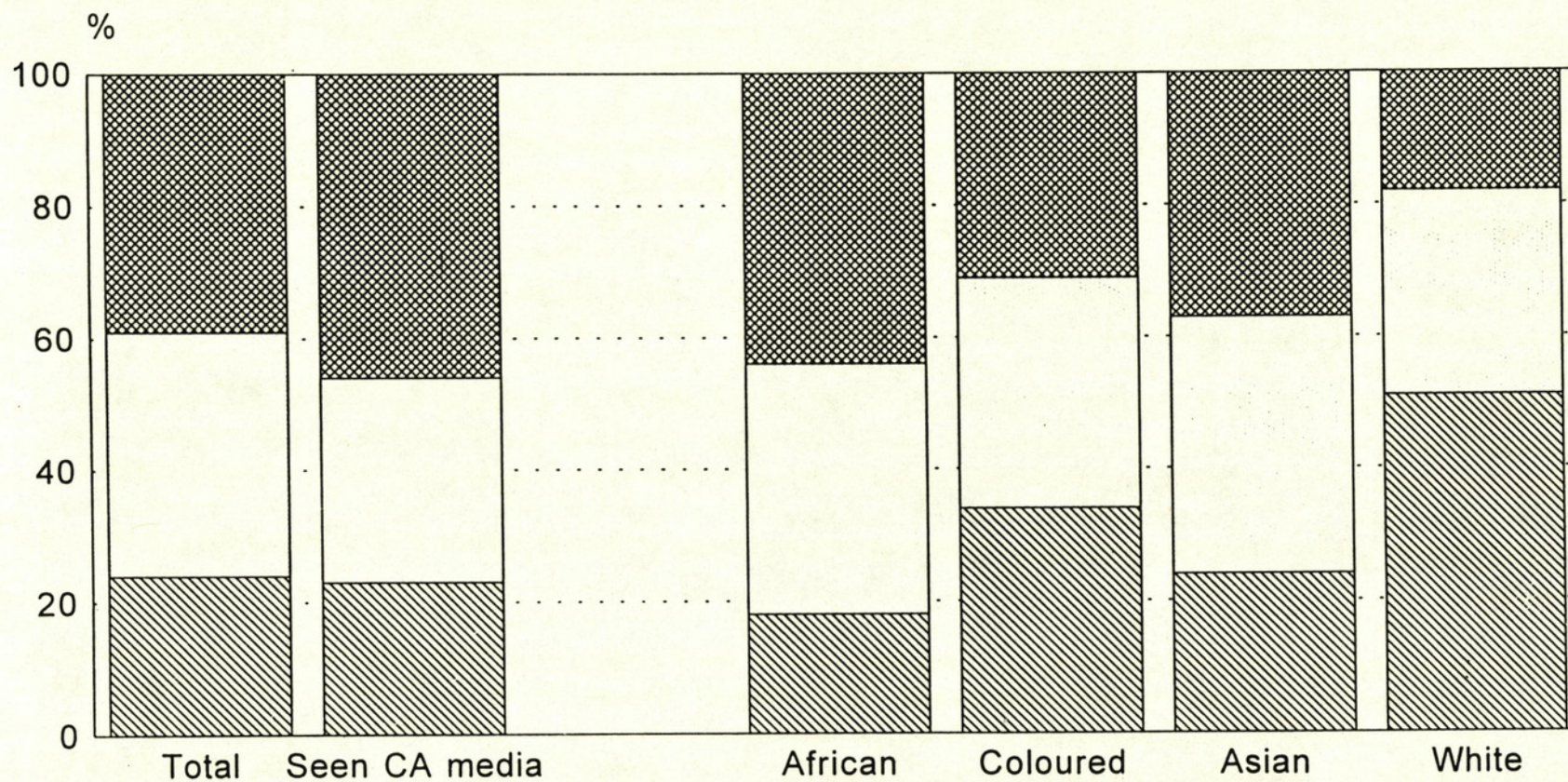





Yes 	52	59		57	40	47	38
D/k 	25	20		25	27	24	19
No 	23	21		18	33	29	43

C A S E research for the Constitutional Assembly

Read as: 20% of those exposed to CA media aren't sure if the CA want ordinary people to participate.

"Do you believe the CA would treat your ideas/submission seriously?" (all respondents)

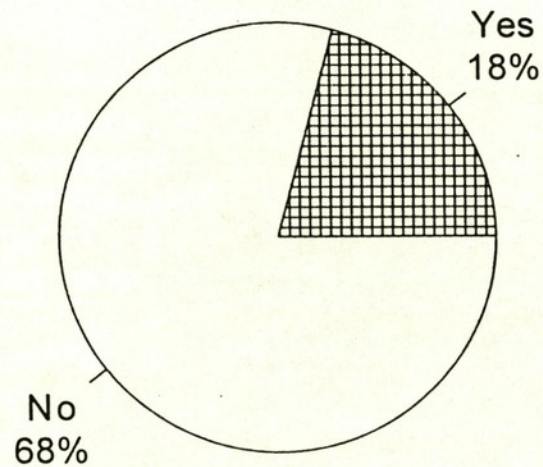


	Total	Seen CA media	African	Coloured	Asian	White
Yes 	39	46	44	31	37	18
D/k 	37	31	38	35	39	31
No 	24	23	18	34	24	51

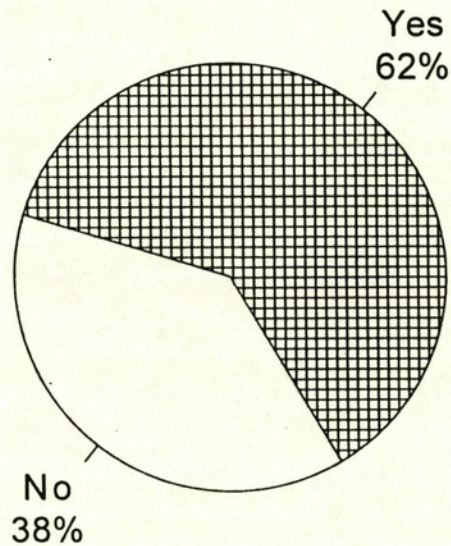
C A S E research for the Constitutional Assembly

Read as: 24% of Asians do not believe the CA would treat their ideas seriously.

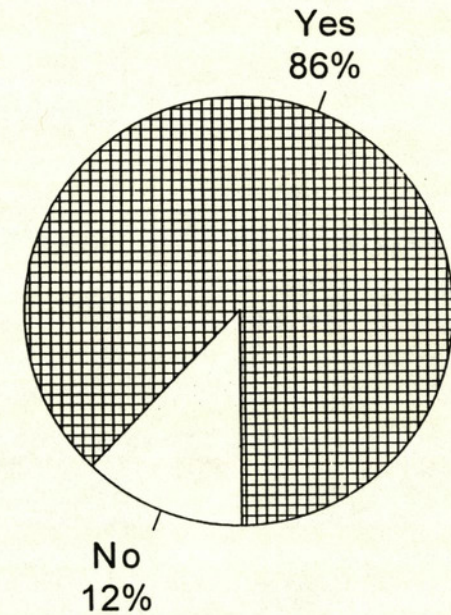
Local meetings re Constitutional Assembly (all respondents)



Been any meetings?

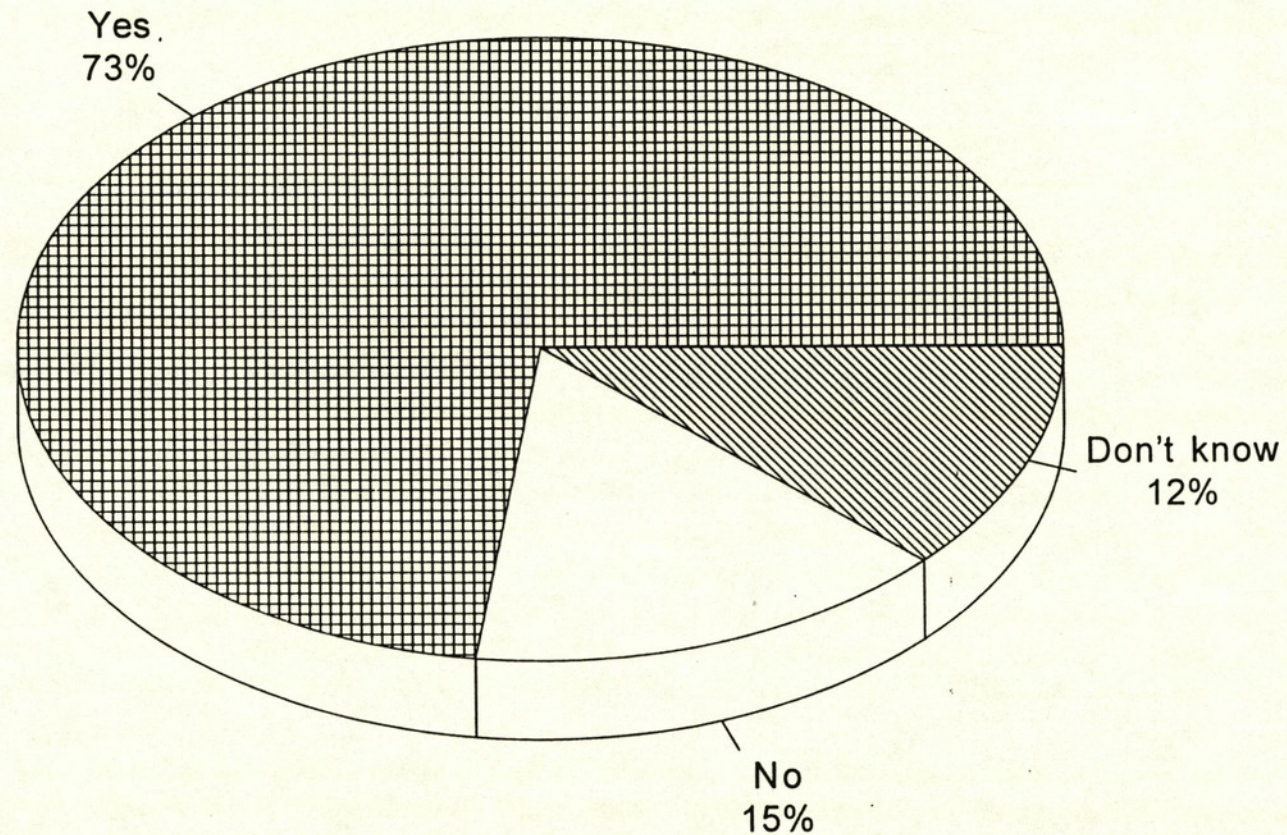


Did you attend?



Did you learn?

Would you attend a local meeting about the Constitutional Assembly? (all those who have not had any local meetings re the CA)



Participation in/action around the Constitutional Assembly (all respondents)

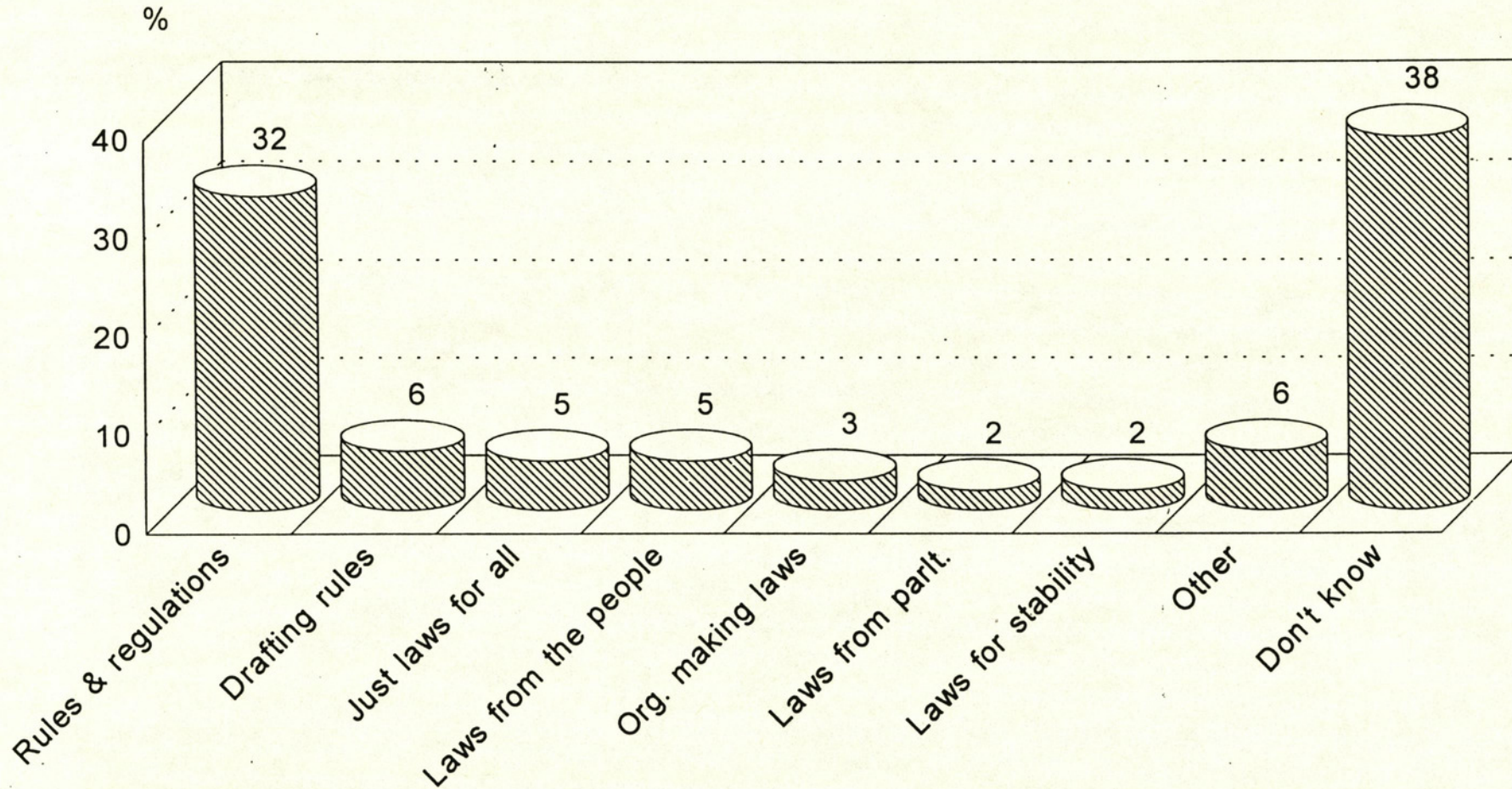
- 32% of all respondents have thought about the constitution and issues to do with it. 43% of those exposed to CA media have done so.
- 34% of all respondents have discussed the constitution with friends/family, as have 46% of those exposed to CA media.
- 14% of respondents have contacted their local organisation re the CA, as have 17% of those exposed to CA media.
- 3% of respondents have contacted a member of the CA; so had 3% of those exposed to CA media.
- Finally, 16% of all respondents have attended a local meeting which dealt with the constitution. 17% of those exposed to CA media have done so.

Part VIII

Attitudes to substantive constitutional issues

"What is a constitution?"

(open-ended question, one mention, all respondents)

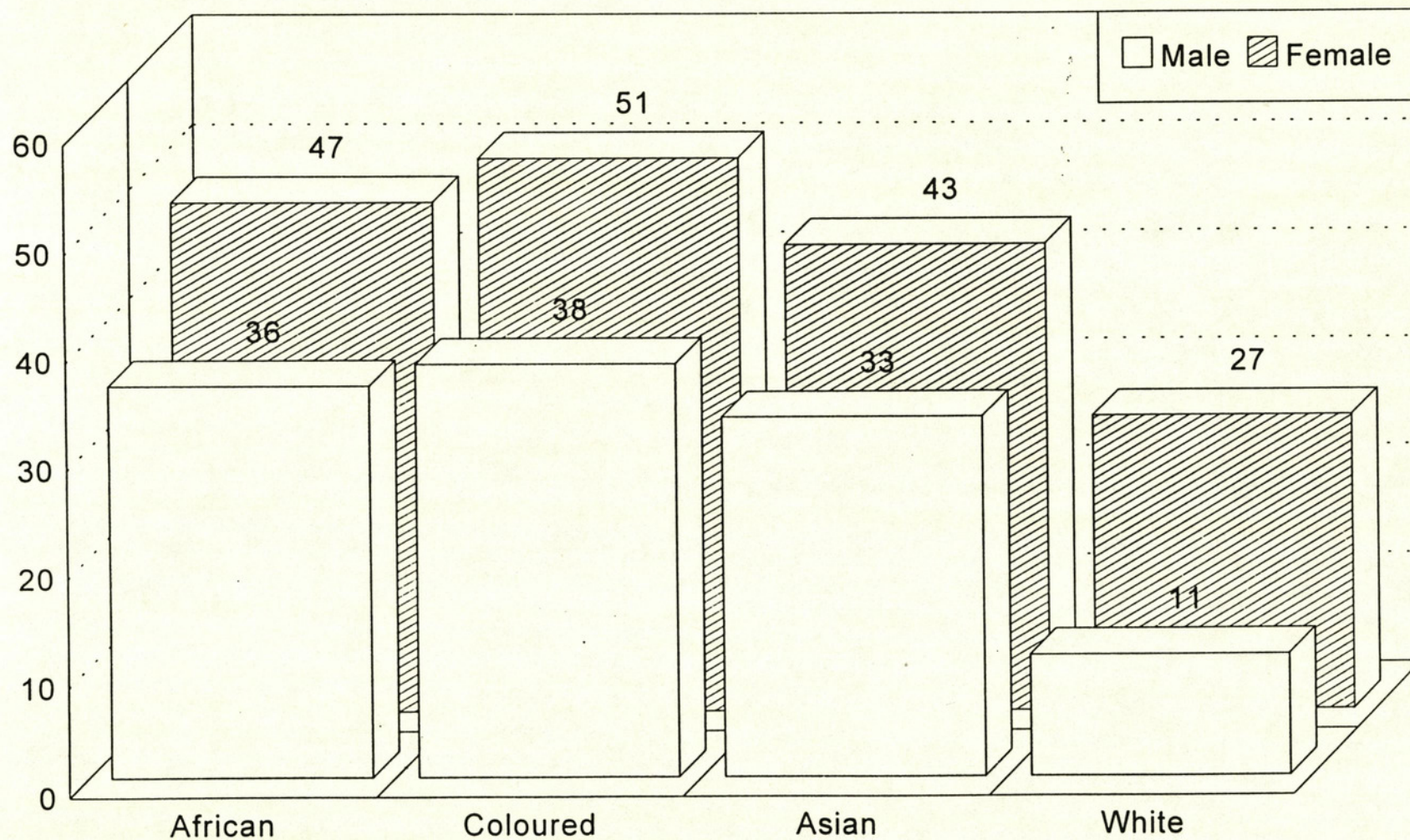


C A S E research for the Constitutional Assembly

Read as: 38% of respondents did not know what a constitution is.

NB: 26% of those exposed to CA media did not know what a constitution is.

Profile of those who could not describe a constitution

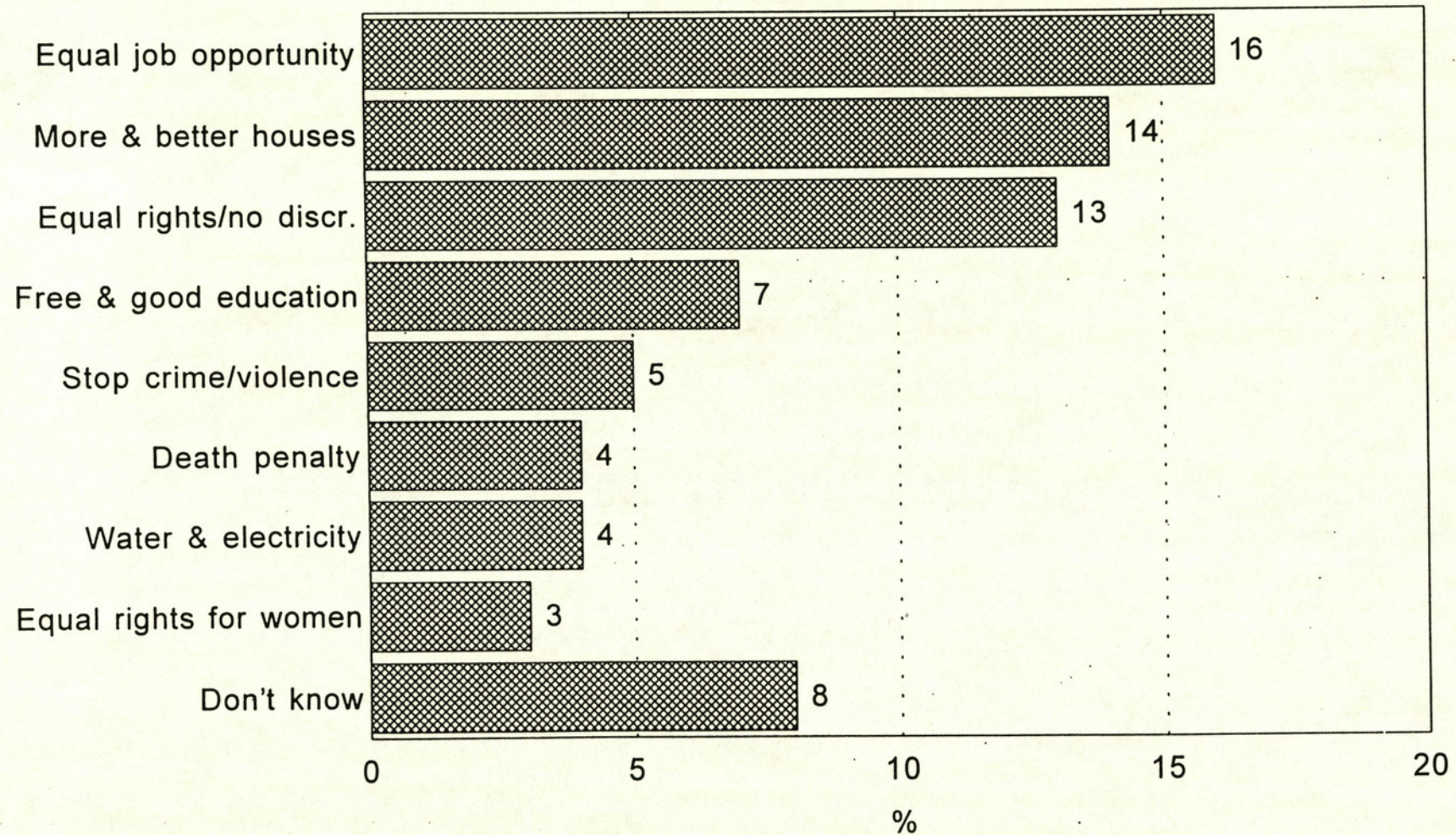


C A S E research for the Constitutional Assembly

Read as: 51% of Coloured women do not know what a constitution is.

Small cell sizes for Asian males and females, and white males.

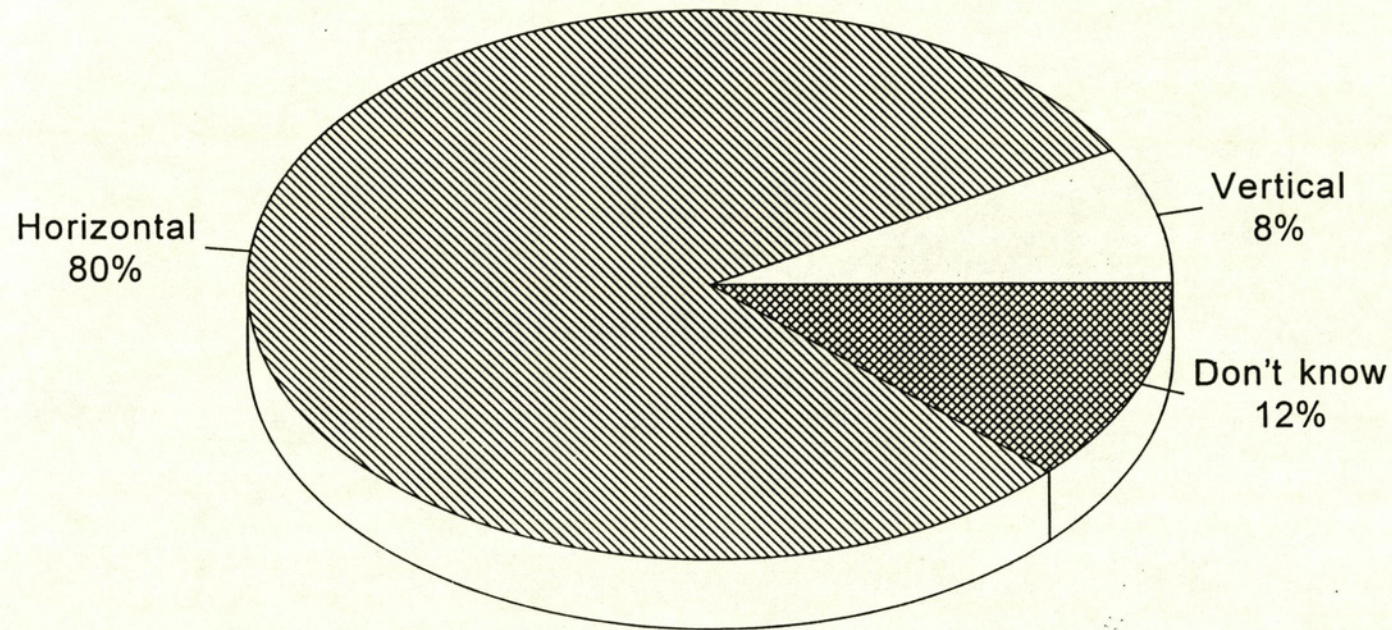
Most important issues to be included in the constitution (open-ended question, first mention: all respondents)



C A S E research for the Constitutional Assembly

Read as: 4% of respondents want the supply of water and electricity guaranteed in the constitution.

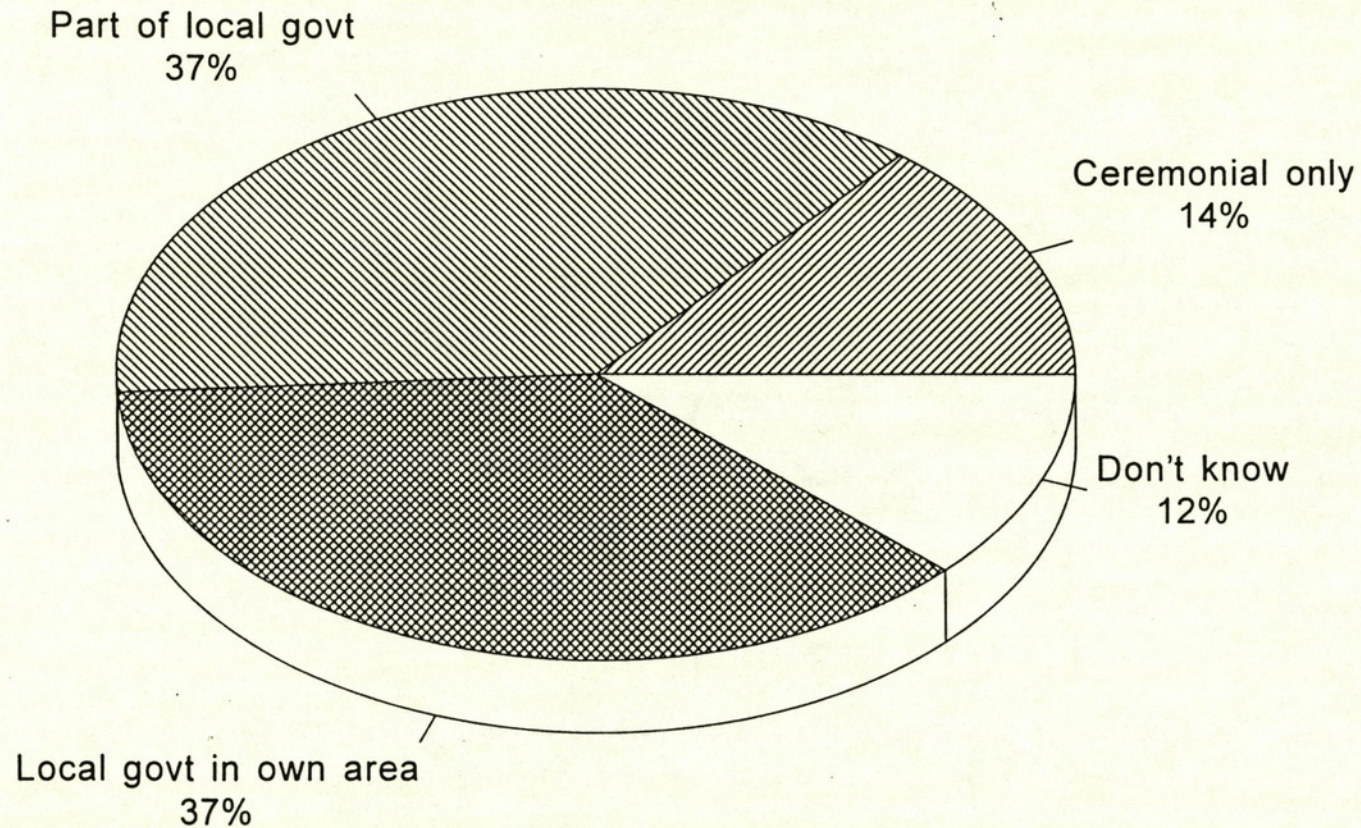
Application of the constitution (all respondents)



C A S E research for the Constitutional Assembly

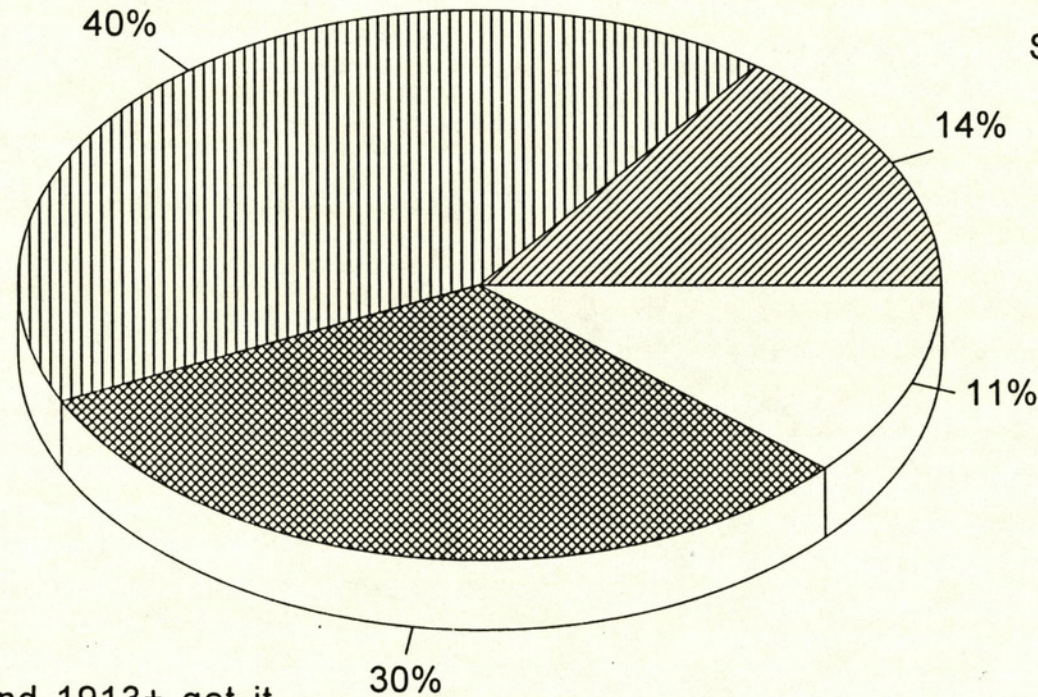
Read as: 80% of respondents want the constitution to protect them against the govt. as well as companies, landlords, etc.

Status of traditional leaders (all respondents)



The land question (all respondents)

People forced off land 1913+ get it
back if govt. can afford it



People forced off land 1913+ get it
back whether govt. can afford or not

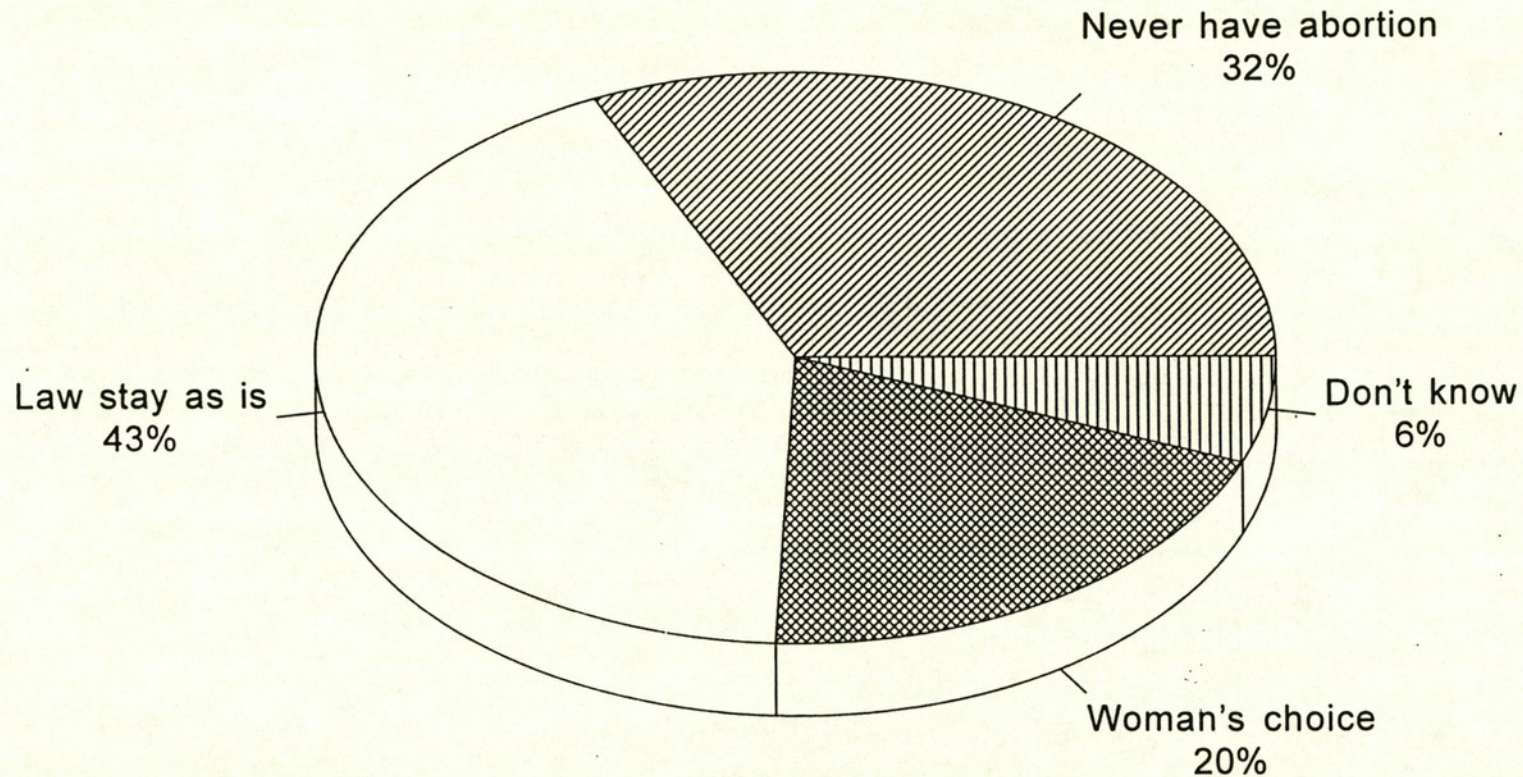
Situation remain as is

Don't know

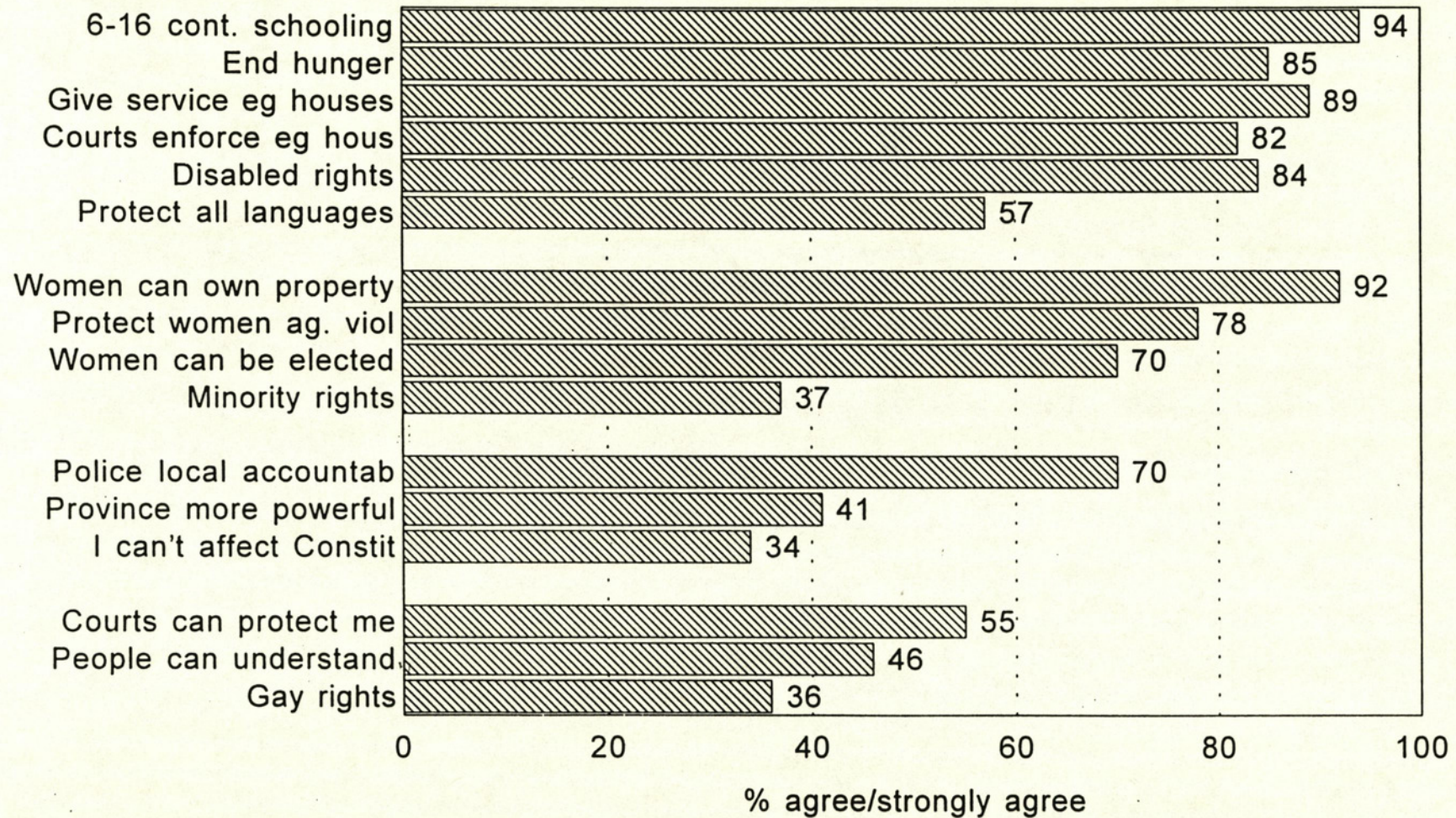
C A S E research for the Constitutional Assembly

Read as: 30% of respondents think people forced from the land should have it returned whether the govt can afford it or not.

Abortion (all respondents)



Attitudes to constitutional issues (all respondents)



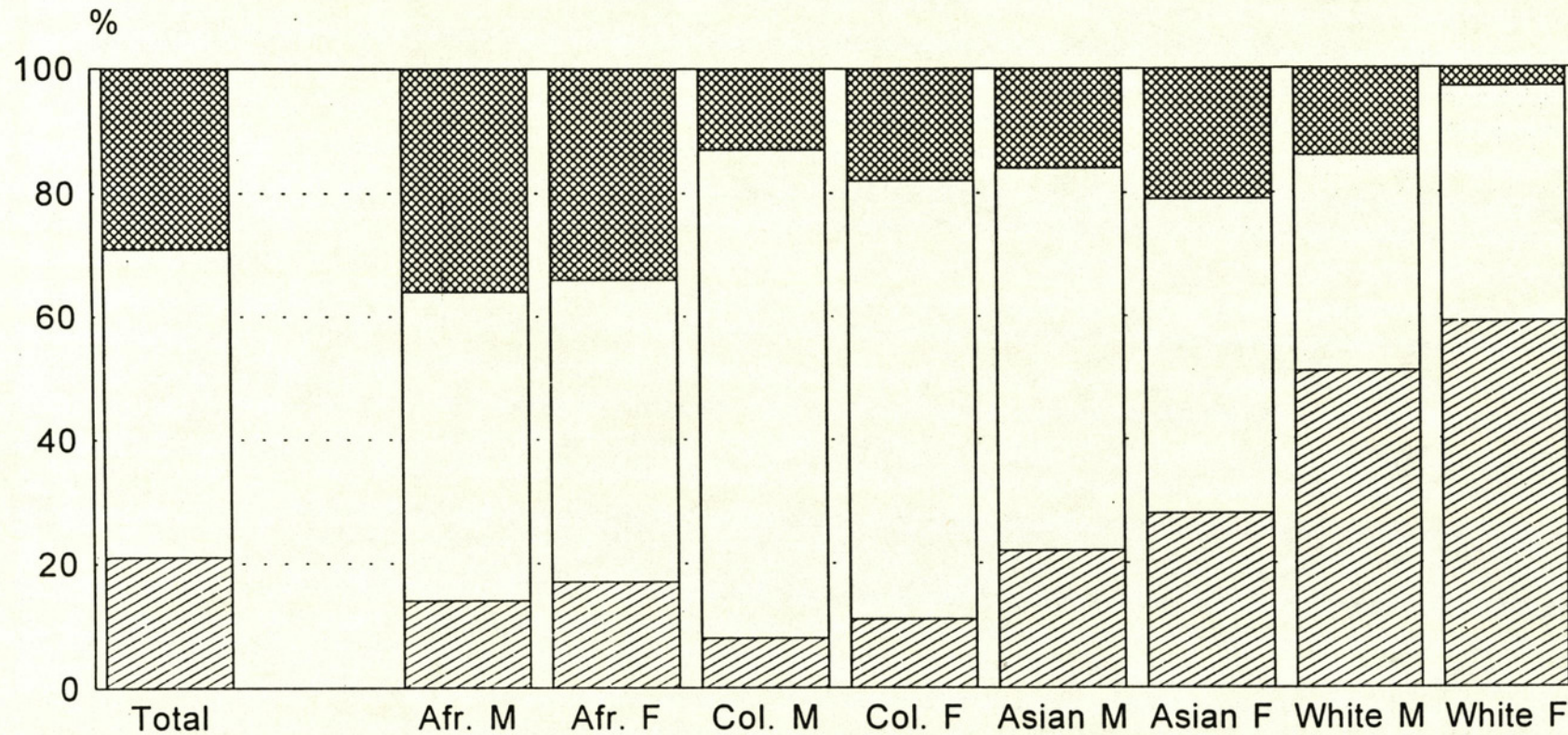
C A S E research for the Constitutional Assembly

Read as: 70% of respondents believe that police should be accountable to local communities.

Factor analysis of attitude questions (all respondents)

- People aged between 35 and 49 were higher than average in the first grouping, as were people living in informal and rural areas. Whites, by contrast, were lower than average.
- In the second grouping, Coloured respondents and unemployed people were slightly higher than average.
- Whites were much higher than average in the third group, while women were slightly above average. Residents of informal areas were less than the average.
- In the fourth grouping, whites were higher than average, as were employed people, and those aged between 35 and 49.

Life since the election in April 1994 (all respondents)



Improved		29		36	34	13	18	16	21	14	3
Same		50		50	49	79	71	62	51	35	38
Worse		21		14	17	8	11	22	28	51	59

C A S E research for the Constitutional Assembly

Read as: 34% of African women feel their lives have improved since the election.

State of the nation (all respondents)

- ✓ 86% of all respondents have heard of the RDP
- ✓ 62% have heard of the Masakhane campaign
- ✓ 65% have registered to vote in the local govt elections
- ✓ 84% intend to vote in the local govt elections

