IDASA National Election Survey

SADA 0109

Principal Investigator

Public Opinion Service (IDASA)

South African Data Archive
1998
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STUDY DESCRIPTION

SADA 0109: IDASA National Election Survey 1994

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DEPOSITOR: Public Opinion Service (IDASA)

ORGANISATION HOUSING THE DATA:

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FUNDING AGENCY: United States Agency for International Development

ABSTRACT: This study focussed on the 1994 general election and specifically on voting intention, attitudes towards democracy, economic evaluations and various other political issues. Questionnaires translated into English, Afrikaans, Sepedi, S.Sotho, Xhosa, Zulu, and Tswana. Interviewers were proficient in all languages of the areas in which they conducted their fieldwork.

GEOGRAPHIC LOCATION: South Africa

IMPORTANT VARIABLES: Political views, political attitudes, political activities, and political preferences amongst others.

DEMOGRAPHIC VARIABLES: Age, gender, religion, highest education, and home language amongst others

UNIVERSE: All adult South Africans who were eligible to vote in the 1994 Election.

METHOD OF DATA COLLECTION: Semi-structured personal interviews were conducted. As there was particular interest in specific subgroups (e.g. rural Zulus and Vendas), a disproportionate stratified random sample was selected in order to obtain significant numbers of respondents in such subgroups. Respondents in households were randomly selected by means of the grid method. Only one person per household was interviewed. Another person in the household could substitute respondents, and 167 of the 2517 were so substituted.

FIELDWORK: Fieldwork was conducted between 26 August and 16 September 1994. Interviews were conducted countrywide in South Africa by Market and Opinion Surveys (Pty) Ltd. The only problem encountered in the field was in KwaZulu-Natal. Interviewers were not allowed to continue with the survey before obtaining permission from the chiefs. Once permission was obtained, the survey was completed without any problems.
**TYPE OF INSTRUMENT:** Semi-Structured Survey Personal Interviews recorded on questionnaire.

**UNITS OF OBSERVATION:** Persons – one person per household.

**WEIGHTING:** Due to the disproportionate sample, it was necessary to weight the data up to the universe, i.e. the South African voting public. The sample was weighted according to province, age, gender, and type of area, language, income and education and projected onto the universe. The 2.4 million voters are therefore represented by the figure 2,400. A weight variable has been included in the dataset that enables users to analyse either the weighted or unweighted data depending on their analysis. Please note that the frequencies and percentages reflected in this codebook are based on the unweighted data.

**DATE OF DATA COLLECTION:** 26 August – 16 September 1994

**EXTENT OF DATA COLLECTION:** 1 data file (SPSS Export) + machine-readable codebook and hardcopy documentation questionnaire.

Number of cases: 2,517
Number of records: 2,517
Number of records per case: 1
Logical Record Length: 80+
Number of variables: 194
Number of kilobytes: SPSS 574 KB
                      SPSS EXPORT 1,195 KB
PUBLICATIONS:

Public Opinion Service
Publications

The Opinion Poll


POS Reports


Popular Books


Newspaper and Magazine Articles


Robert Mattes. “Winnie’s Star Not As Bright As It May Seem.“ Johannesburg *Star* 19 April 1995.


Journal Articles


6. **Academic Books**
