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IDASA NATIONAL ELECTION SURVEY 1994

Public Opinion Service (IDASA)

CODEBOOK

SADA 0109

IDASA National Election Survey

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Principal Investigator

Public Opinion Service (IDASA)

**South African Data Archive
1998**

As agreed upon in the signed 'User Undertaking' that accompanied this data collection:

BIBLIOGRAPHIC CITATION

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Mattes, Robert, Amanda Gouws, Wilmot James and Hennie Kotze. *IDASA National Election Survey 1994* [Computer file]. S0109. Cape Town: IDASA Public Opinion Service [producer], 1994. Pretoria: South African Data Archive, National Research Foundation [distributor], 1998.

DEPOSIT OF PUBLICATIONS

At least one copy of any published work or report based in whole or part on the dataset will be deposited with the South African Data Archive. Please indicate the title and number of the study utilised.

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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

Theme: “Bridging the Information Gap: Dispelling Myths About the South African Electorate”.
Opinion Poll, 1/1 (October 1995).

Theme: “Honeymoon Is Over, Poll Shows.” *Opinion Poll*, 2/1 (September 1996)

POS Reports

“Voter education and the 1995 Local Government Election.” *POS Reports* 6 (March 1996).

“Provincial Politics in South Africa: Powers, Performance and Public Opinion.” *POS Reports* 7 (April 1996).

Robert Mattes, Cherrel Africa and Sean Jacobs, “The Evolution of Party Support since 1994.” *POS Report* 1 (February 1998).

Robert Mattes, “Public Opinion and the Location of Parliament.” *POS Reports* 2 (February 1998).

Helen Taylor and Robert Mattes, “Public Demands on Government: The People’s Agenda.” *POS Reports* 5 (July 1998).

Popular Books

Robert Mattes. *The Election Book: Judgement and Choice in South Africa’s 1994 Election*. Idasa Public Information Centre: Cape Town, 1995.

Newspaper and Magazine Articles

Robert Mattes. “Survey Unpacks April `94.” *Democracy In Action: The Journal of the Institute for Democracy In South Africa* 8/7 (1994): 12-14.

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

Robert Mattes, “Stuck In A Mould” *Siyaya*, 1 (Autumn 1998): 42-45.

Helen Taylor and Robert Mattes, “South Africans Agree On What Need To Be Done,” *Reconstruct*, 16 August 1998, p. 3.

Robert Mattes, “Voters Available: Anyone Want Them?” *SA Insider—Political Report 1998*, Ed. Jenny Cargill (Johannesburg: BusinessMap SA, September 1998).

Journal Articles

Robert Mattes, Amanda Gouws and Hennie Kotze. "The Emerging Party System in the New South Africa." *Party Politics* 1/3 (1995): 382-384.

Robert Mattes and Hermann Thiel. "Consolidation and Public Opinion In South Africa." *Journal of Democracy* 9/1 (January 1998) 95-110.

6. Academic Books

Robert Mattes, Hermann Thiel and Helen Taylor, "Commitment to Democracy," *Pulse—Passages in Democracy-Building: Assessing South Africa's Transition*, eds. Wilmot James & Moira Levy. Idasa: Cape Town, 1998.

Robert Mattes and Amanda Gouws. "Race, Ethnicity and Voting Behavior: Lessons From South Africa." *Elections and Conflict Resolution In Africa*, eds. Andrew Reynolds & Timothy Sisk. United States Institute of Peace Press: Washington D.C., 1998.