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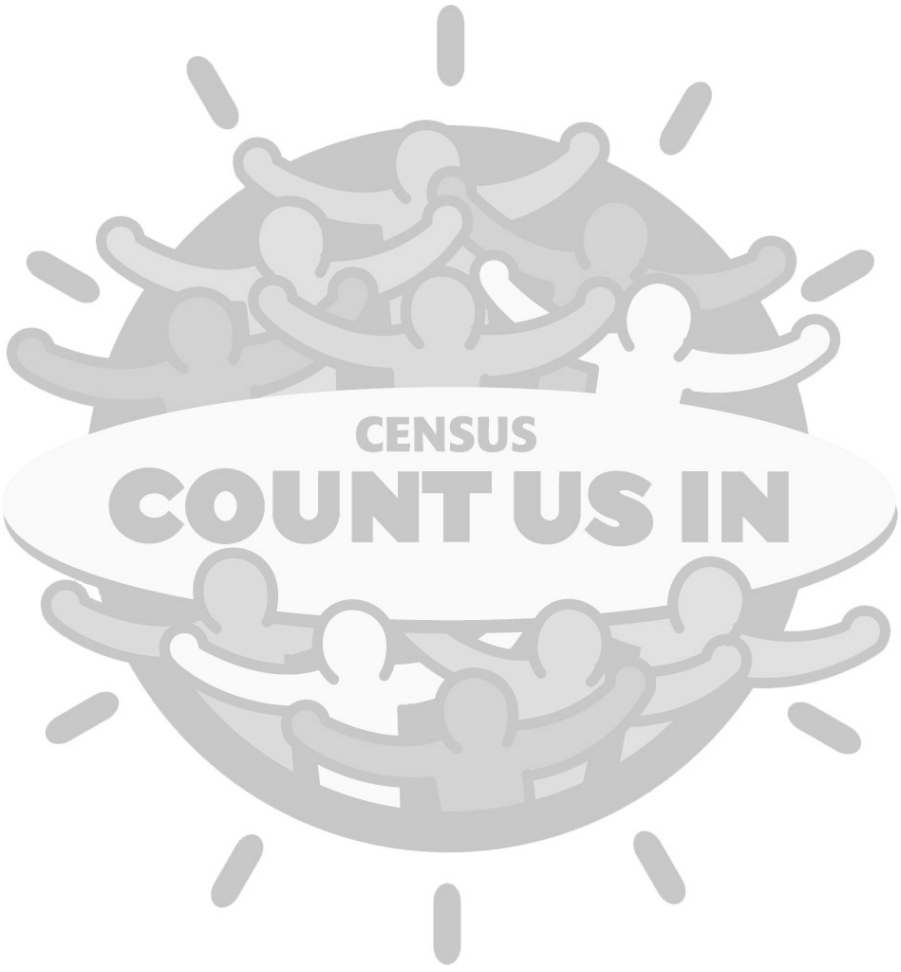
Report on
Census Publicity Research Study
FEBRUARY/MARCH 2005



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PREFACE

The research activities of the Research and Methodology component within the Population Census Inputs and Outputs division at Statistics South Africa are directed at Census 2011 and focus on the following four areas:

- Content research (the topics to be covered in the census and the effective formulation of questions);
- Research on the effects of layout and format of the census form;
- Measurement of respondents' perceptions and attitudes as well as level of satisfaction of stakeholders; and
- Business process redesign, the piloting of operations and performance measurement.

The strategic plan of the component, which is available at this site, lists the schedule of census research projects for the 2004/5 to 2010/11 financial years.

This research report relates to the Census Publicity Research project that was conducted during February and March 2005. This survey investigated respondents' decision-making with regard to participation in population censuses. The survey was preceded by focus group discussions to inform the design of the questionnaire. The report that discusses the results of these focus group discussions is also available at this site.

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1. Background and objectives

Statistics South Africa has launched, in consultation with technical experts in research and census taking, comprehensive research programme leading up to Census 2011. The aims are to collect and analyse data and information that inform decisions on population census methodology and to communicate pertinent research findings to relevant stakeholders. The findings will inform the consultation process of the users of census data that will be launched prior to Census 2011.

They key findings of a Publicity Research survey that was conducted in March 2005 are presented in this report.

Some of the key questions that had to be answered by respondents through this research were:

- How do data providers interpret concepts such as privacy, confidentiality, disclosure, data sharing, and statistical purposes?
- How do different formats and modes of presentation influence their decisions on participation in censuses and surveys?
- What kinds of information about themselves they consider to be most sensitive?
- How do their reactions vary by population group, gender, and socio-economic status?

2. General methodology and data quality

2.1 Development of the research instrument

A qualitative study which consisted of 24 focus groups sessions, preceded the survey and informed the finalisation of the questionnaire that was used. A report on the findings of this qualitative study is available.

2.2 The sample

The Master Sample of Statistics South Africa that was based on Census ’96 was used as a sampling frame. The outdated frame was used due to concerns about the risk of possible respondent fatigue if the new frame had been used.

Three dwelling units were randomly selected for each primary sampling unit. All the households in these dwelling units were covered by the survey. The respondents were the heads of households or a responsible adult in the household. In total, data was collected and processed for 7 936 respondents nationally.

The following table shows the distribution of these records by province.

Province	Frequency	Percentage
Western Cape	782	9,85%
Eastern Cape	961	12,11%
Northern Cape	392	4,94%
Free State	761	9,59%
KwaZulu-Natal	1389	17,50%
North-West	787	9,92%
Gauteng	1318	16,61%
Mpumalanga	696	8,77%
Limpopo	850	10,71%

2.3 Types of data collected

The questionnaire that was used in the survey is attached as Appendix A. The following types of data were collected:

- Information on the dwelling, amenities and household equipment; and domestic workers
- Household and personal data
- The respondent's understanding of Statistics South Africa's mandate
- Reasons for non-cooperation
- Sensitivity of information
- Perceptions on the effectiveness of census operations and confidentiality
- Whether the respondent was enumerated in Census 2001

Living Standard Measure

It can be argued that material welfare (due to specific perceptions and attitudes) should have a strong relationship with measurement phenomena. The Living Standard Measure (LSM), which was developed by the South African Advertising Research Foundation (SAARF) and is used extensively in market research (specifically in AMPS[1]), served in this research as a measurement of material welfare.

The measure, which is based on a regression model, is calculated by finding the sum of the following for which the corresponding criterion is satisfied.

Criterion	Constant
Hot running water	0,158200
Fridge/freezer	0,152515
Microwave oven	0,126829
Flush toilet in house or on plot	0,142228
VCR in household	0,134488
Vacuum cleaner/floor polisher	0,135318
Washing machine	0,138930
Computer at home	0,132148
Electric stove	0,163219
TV set(s)	0,133830
Tumble dryer	0,117338
Telkom telephone	0,097140
Hi-fi or music centre	0,105378
Built-in kitchen sink	0,165505
Home security service	0,091632
Deep freezer	0,093849
Water in home or on stand	0,127671

[1] All Media and Products Survey, commissioned annually by SAARF

Criterion	Constant
M-Net and/or DSTV	0,126068
Dishwasher	0,119925
Electricity	0,128613
Sewing machine	0,090320
Live in Gauteng	0,056788
Live in Western Cape	0,079999
1 or more motor vehicles	0,155217
No domestic worker	-0,222360
No cellphone in household	-0,175180
Home is a traditional hut	-0,201080
None or only one radio	-0,158250
Living in a non-urban area outside of Gauteng or Western Cape	-0,093220

A constant of 1,340410 is added to this sum, and the LSM is obtained through reference to the following table. Thus the range of the LSM is identified by the total obtained after this constant has been added.

Calculated total	Living Standard Measure
0,00000 – 0,72100	LSM 1
0,72101 – 1,05300	LSM 2
1,05301 – 1,35600	LSM 3
1,35601 – 1,72600	LSM 4
1,72601 – 2,12700	LSM 5
2,12701 – 2,68500	LSM 6
2,68501 – 3,01000	LSM 7
3,01001 – 3,32400	LSM 8
3,32401 – 3,65000	LSM 9
3,65001+	LSM 10

For the purposes of this study LSM 1 to LSM 3, LSM 4 to LSM 6 and LSM 7 to LSM 10 were grouped together to form super-LSM groups. These groups may, respectively, be referred to as people with low material welfare, people with medium material welfare and people with higher material welfare.

2.4 Methodology

The data was weighted through Iterative Proportional Fitting. This method, rather than cell-based weighting was used as:

- We felt that the Living Standard Measure had to be used in weighting research data of this nature and cell values for this measure were not known; and
- Cell weighting was problematic due to the outdated sample frame and the relatively small sample size.

The following rims were chosen:

Rim 1	Suitable combinations of population group and province that ensured sufficient sample points for effective weighting
Rim 2	LSM 1–3, LSM 4–6 and LSM 7+

The number of households enumerated in Census 2001 and LSM proportions of AMPS 2004 were used to derive universe numbers that were used in the weighting.

2.5 Comparison with other data sources

To evaluate consistence, the following table gives measures derived from the Publicity Survey, Census 2001 and AMPS 2004.

Measure	Census 2001	Publicity survey	AMPS 2004
No access to piped water	15,5%	11,6%	8,0%
No toilets	13,6%	8,8%	4,7%
Flush toilets	51,9%	59%	60,7%
Electricity in house		82,1%	84,9%
Cooking	51,4%		
Heating	49,0%		
Lighting	69,7%		
Radio	73,0%	64,5%	87%
Television	53,8%	62,4%	71,2%
Computer	8,6%	13,3%	11,3%
Refrigerator	51,2%	53,2%	65,6%
Telephone in dwelling	24,4%	27,5%	-
Cellphone	32,3%	61,2%	50,8%

It must be noted that:

- The questions used to obtain these measures corresponded with what was used in AMPS 2004.
- Some of the differences with the Census 2001 data are also likely to be due to the passage of time and a link with governmental development priorities.

3. Key results

3.1 Living Standard Measure profiles

This section lists profiles of the LSM groups that were compiled with the survey data. These are compared with the profiles that are evident from the latest AMPS survey data available at the time of the survey (2004).

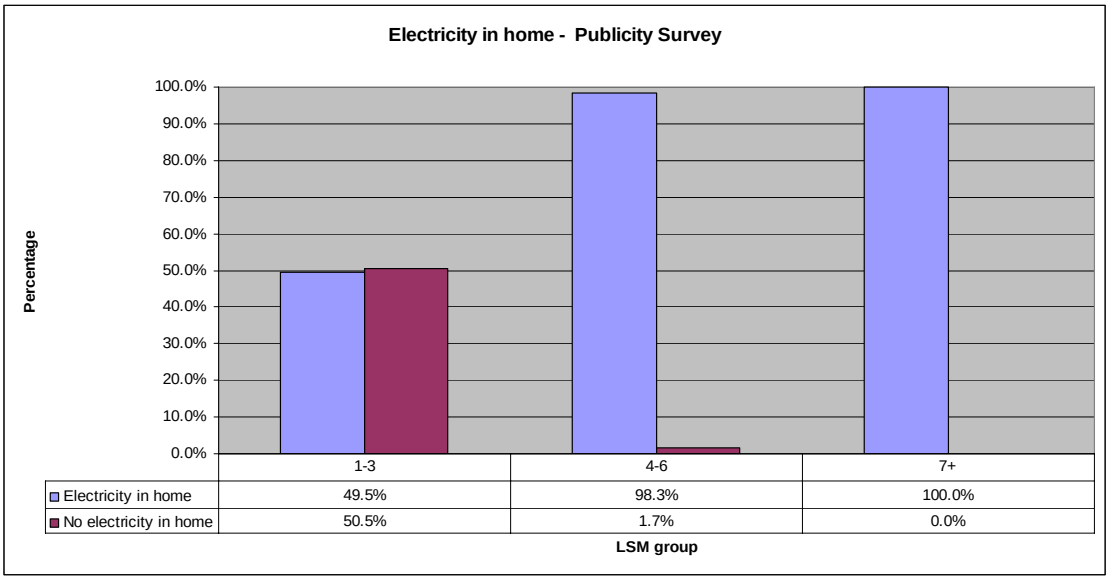
The differences between the profiles based on the data of the Publicity Survey and the profiles based on the AMPS 2004 survey data for electricity in home, type of toilet facility and the population group of the head of the household are mainly due to the smaller sample size of the Publicity Survey. The comparison serves as a caution with which the Publicity Survey data must be interpreted.

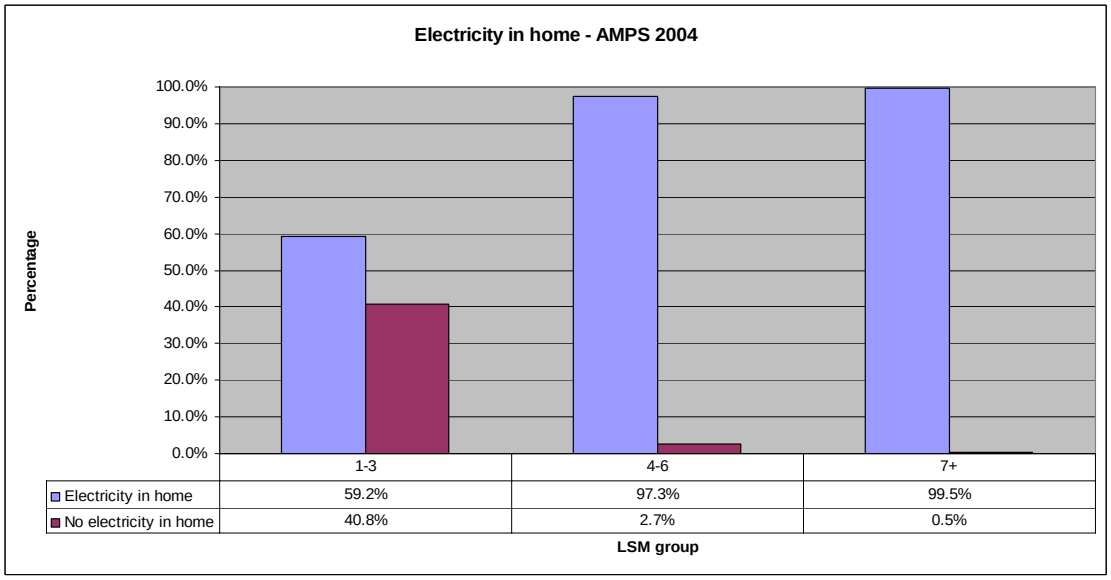
It must be further noted that the weighted data of AMPS 2004 has a relatively high weight for white people than the weighted data for the Publicity Survey. This accounts for the differences between the profiles for the population groups of the respondents. This is due to a difference in the universe totals that were used to weight the data. It must also be noted that this is not a household variable, although the effect of this for the population group should be small.

For the level of education of the respondent only the profile obtained in the Publicity Survey is given, as this is not a household level variable. In AMPS 2004, a random procedure is used to determine which adult in a household should be interviewed. This was not the case in the Publicity Survey. The criteria used to choose a respondent in the Publicity Survey were:

- Preferably the head of the household or, if not available, another responsible person aged 16 years or older (i.e. a potential respondent in a population census);
- Availability; and
- Ability to communicate with the interviewer.

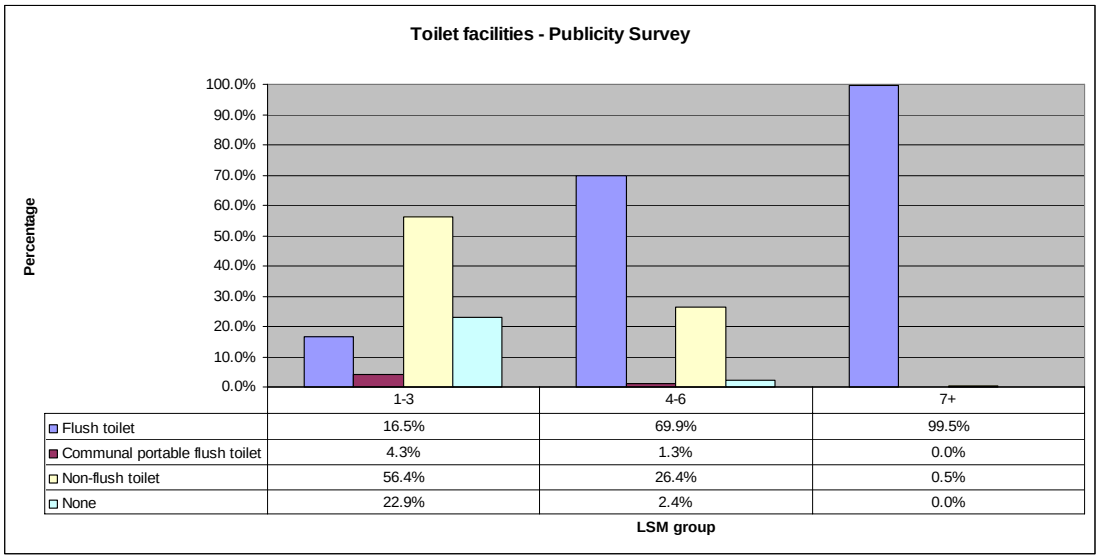
Electricity in home

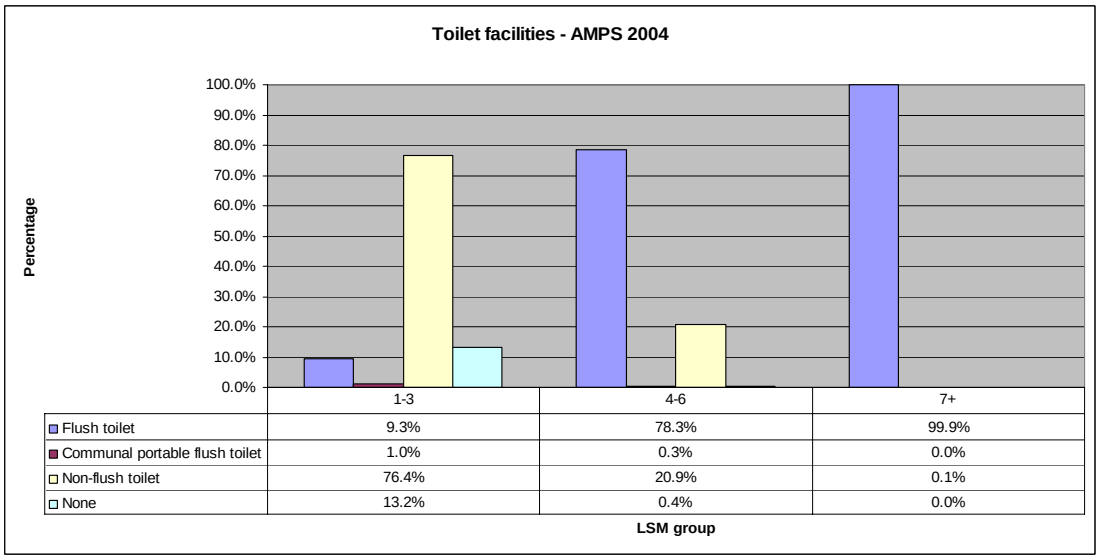




A very high proportion of the households in the LSM 1–3 group have no electricity in the home For the LSM 4–6 and the LSM 7+ groups the vast majority of households have electricity in the home.

Toilet facilities



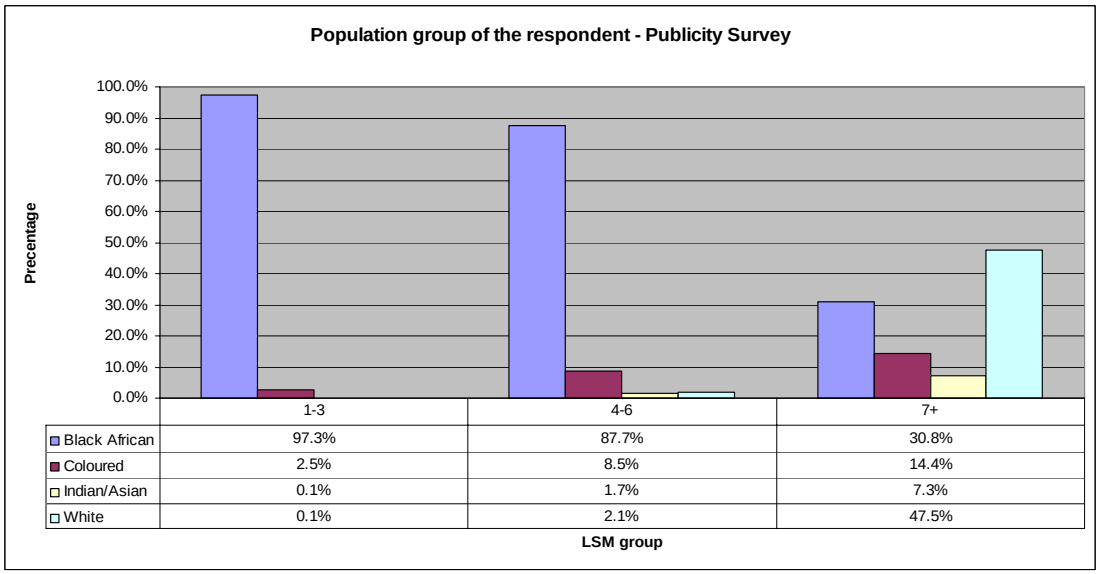


A small proportion of the households in the LSM 1–3 group have a flush toilet. The majority of households in this group have a non-flush toilet. A significant proportion has no toilet facilities at all.

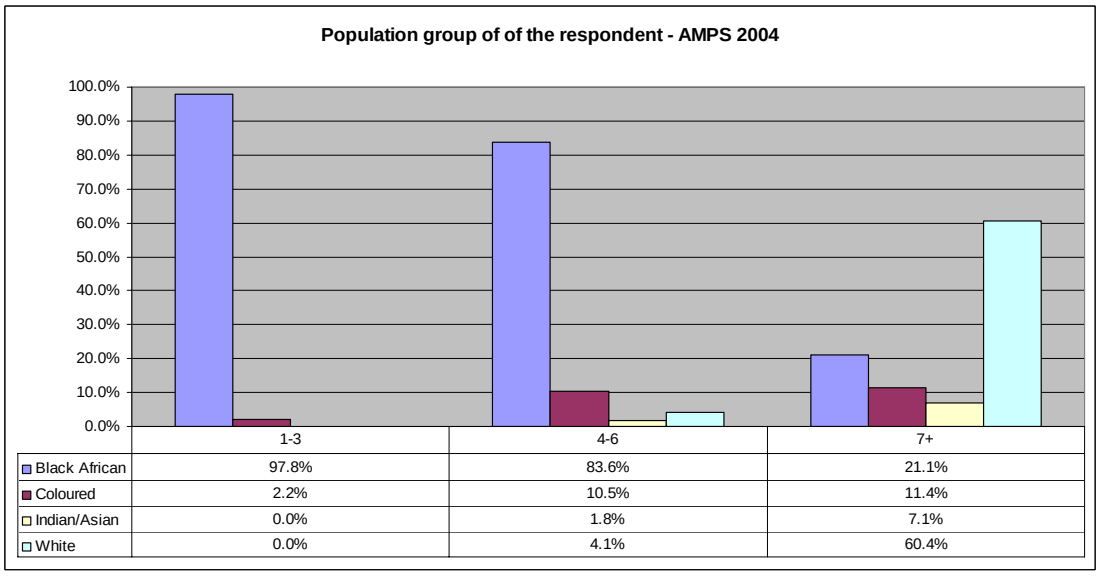
The majority of households in the LSM 4–6 group have flush toilets. A significant proportion, however, have non-flush toilets.

The vast majority of households in the LSM 7+ group have flush toilets.

Population group of the respondent



	1-3	4-6	7+
Black African	97.3%	87.7%	30.8%
Coloured	2.5%	8.5%	14.4%
Indian/Asian	0.1%	1.7%	7.3%
White	0.1%	2.1%	47.5%

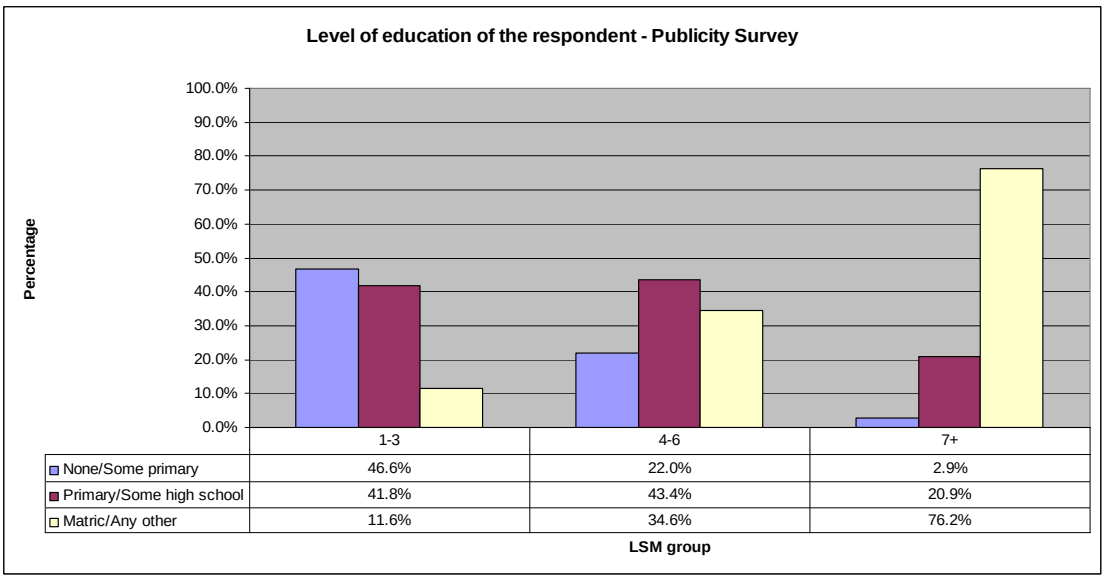


	1-3	4-6	7+
Black African	97.8%	83.6%	21.1%
Coloured	2.2%	10.5%	11.4%
Indian/Asian	0.0%	1.8%	7.1%
White	0.0%	4.1%	60.4%

The vast majority of respondents that belongs to the LSM 1–3 group are black Africans. The proportion of black Africans decreases for LSM 4–6 and again for LSM 7+.

There are nearly no white and Indian/Asian people in the LSM 1–3 group. The proportions of coloured, Indian/Asian and White people increase for the LSM 4–6 group and the LSM 7+ group. The majority of respondents in the LSM 7+ group are white.

Level of education of the respondent



The majority of respondents in the LSM 1–3 group had attained no education or some primary level education. The proportion of such respondents declines for the LSM 4–6 group and again for the LSM 7+ group.

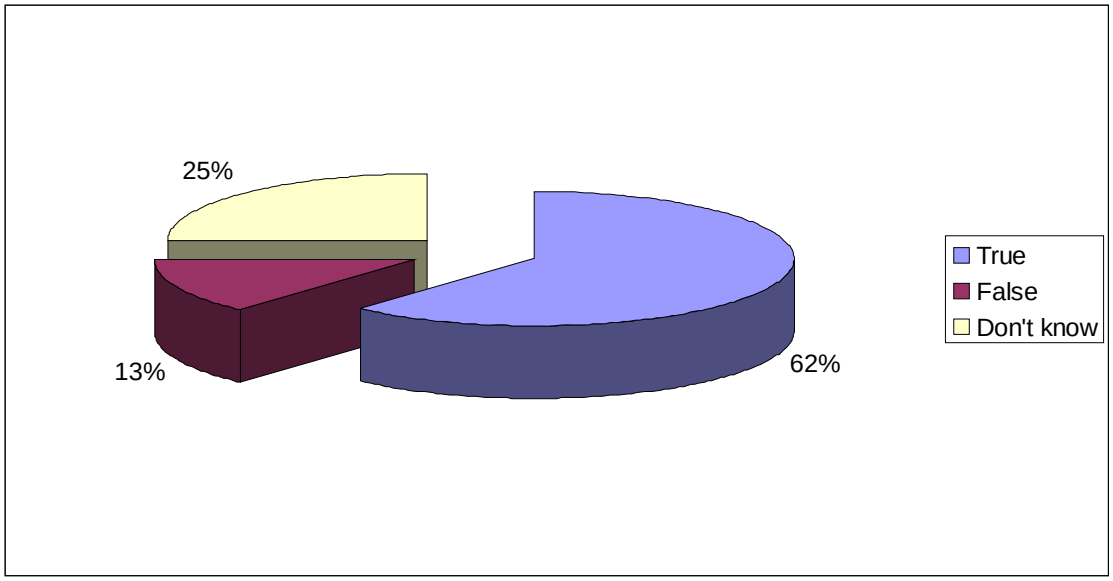
A small proportion of respondents in the LSM 1–3 group has obtained matric or some post-school qualification. This proportion increases for the LSM 4–6 group and for the LSM7+ group the majority of respondents have obtained matric or a post-school qualification.

This graph is shown to remove a possible perception that level of education could serve as a faultless proxy for a living standard measure.

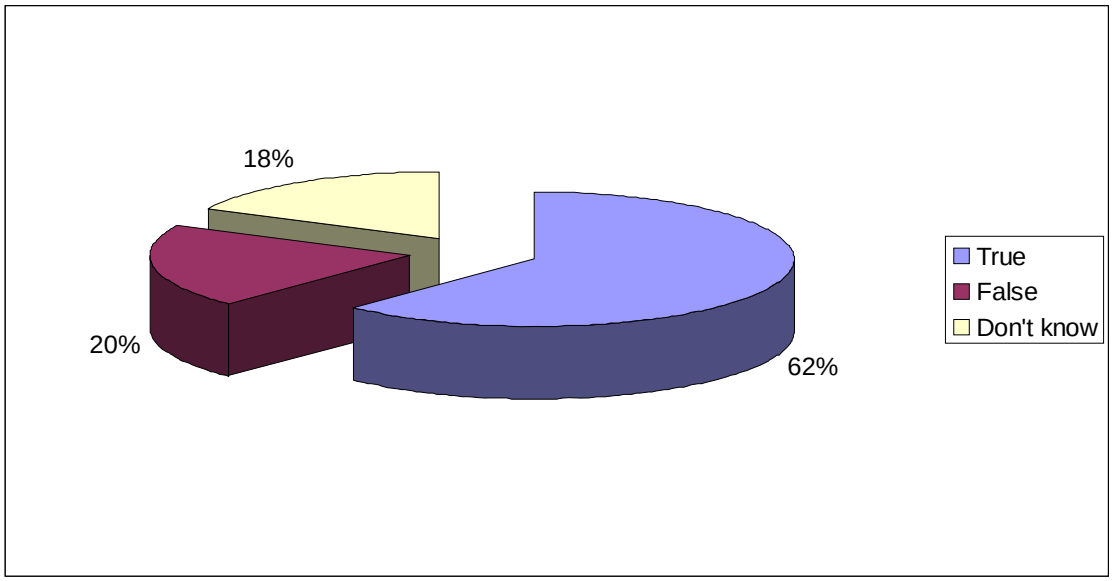
3.2 Understanding of the mandate of Statistics South Africa

The responses to two of the questions that were asked in the survey clearly show a lack of awareness amongst respondents of the mandate of Statistics South Africa:

True or false? – Statistics South Africa is forbidden by law from giving other government agencies census information identified by name or address.

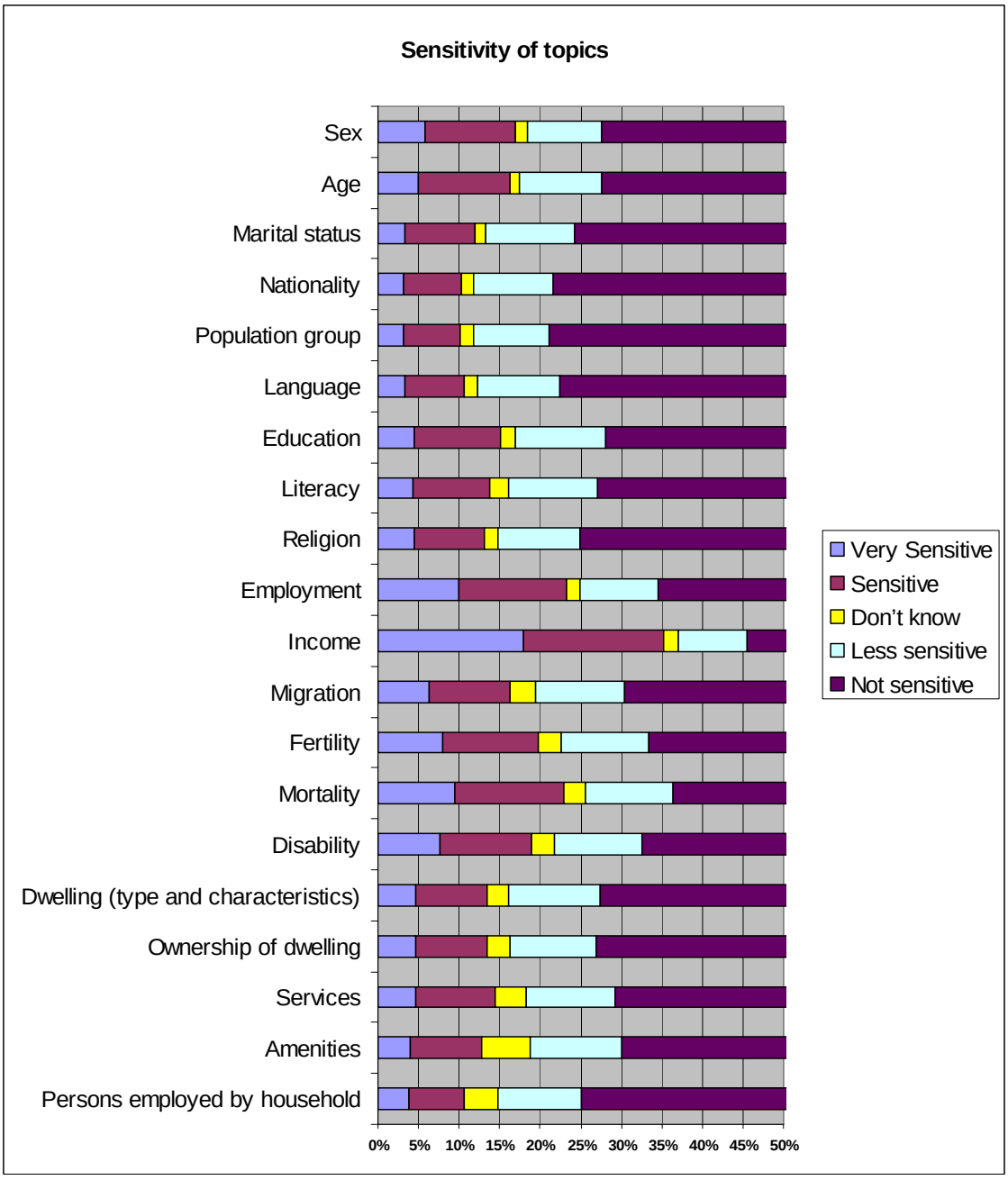


True or false? – Respondents are required by law to participate in population censuses.



3.3 Sensitivity of information

A list of all the topics that featured in South Africa's population censuses since 1960 were read to the respondents. The respondents were required to state for each topic if they viewed the topic as very sensitive, sensitive, less sensitive or not sensitive. Respondents were also allowed to state that they "don't know".[2]



[2] Note that the X-axis of the following graph is cut off at 50%.

Topic	Very sensitive	Sensitive	Don't know	Less sensitive	Not sensitive
Sex	5,8%	11,1%	1,5%	9,2%	72,3%
Age	5,0%	11,3%	1,3%	10,0%	72,4%
Marital status	3,3%	8,7%	1,3%	10,9%	75,7%
Nationality	3,2%	7,1%	1,6%	9,8%	78,4%
Population group	3,1%	7,0%	1,6%	9,4%	78,9%
Language	3,3%	7,3%	1,6%	10,3%	77,5%
Education	4,4%	10,6%	1,9%	11,1%	72,0%
Literacy	4,3%	9,5%	2,3%	11,1%	72,9%
Religion	4,4%	8,7%	1,6%	10,2%	75,1%
Employment	9,9%	13,4%	1,7%	9,5%	65,5%
Income	17,9%	17,3%	1,8%	8,4%	54,5%
Migration	6,4%	10,0%	3,1%	11,1%	69,5%
Fertility	8,1%	11,7%	2,8%	10,8%	66,6%
Mortality	9,5%	13,3%	2,8%	10,8%	63,6%
Disability	7,6%	11,4%	2,8%	10,8%	67,4%
Dwelling (type and characteristics)	4,7%	8,8%	2,6%	11,3%	72,6%
Ownership of dwelling	4,6%	8,9%	2,8%	10,7%	73,1%
Services	4,6%	9,8%	3,9%	10,9%	70,8%
Amenities	4,0%	8,8%	5,9%	11,4%	69,9%
Persons employed by household	3,9%	6,8%	4,1%	10,2%	75,0%

Income was clearly rated as the most sensitive census topic. It was followed by employment, mortality, fertility, disability and migration. Note that most of these topics are accepted core census topics.

Surprisingly, population group received a relatively low rating. Sensitivity on this topic had been very vocal and it had been quoted before the survey as one of the most important topics that cause discontent amongst respondents.

3.4 Segmentation of respondents

Methodology

One of the objectives of the research was to investigate if a segmentation of the respondents by their main patterns of perception was possible. Such segmentation would enable the identification of target groups for specific messages.

We defined the following five evaluative elements for the segmentation:

- Privacy: Does the respondent believe that in general Statistics South Africa has the right to ask the information that is requested?
- Intention: Does the respondent believe that Statistics South Africa has his/her best interests at heart?
- Importance: Does the respondent believe that the work that Statistics South Africa does is important and will impact on his/her quality of life?
- Confidentiality: Does the respondent believe that Statistics South Africa honours stated commitments with regard to the confidentiality of data?
- Methodology: Does the respondent believe that Statistics South uses valid methodologies that ensure the acquisition of quality data?

Respondents were asked to rate their agreement with the following statements according to the following scale: strongly agree, agree, disagree and strongly disagree. A respondent was allowed to indicate for a particular statement that he/she did “not know”.

Evaluative element	Statements
Privacy	▪ The population censuses of Statistics South Africa ask respondents very sensitive questions. ▪ As a potential respondent to the population censuses of Statistics South Africa I feel that I may have no choice but to provide information that I really do not want to give.
Intention	▪ Government agencies, in general, try to do what is best for the people. ▪ Statistics South Africa tries to do what is best for the people.
Importance	▪ The information collected in Statistics South Africa's population censuses is important for effective governance.
Confidentiality	▪ Statistics South Africa pledges to respondents of population censuses that their individual responses are confidential by law. Do you believe that your responses are truly confidential? ▪ Statistics South Africa's promise of confidentiality of census data can be trusted. ▪ I trust Statistics South Africa's staff to keep population census information confidential. ▪ People's answers to Statistics South Africa's population censuses cannot be used against them.
Methodology	▪ Statistics South Africa is doing enough to encourage the public's cooperation in population censuses. ▪ Statistics South Africa is doing enough to make censuses convenient to the public. ▪ The fieldwork staff that Statistics South Africa used in the previous census was effective. ▪ Census results published by Statistics South Africa can be trusted.

Scores were then assigned to the responses according to the following schedule.

Evaluative element	Statement in Questionnaire	Value assigned to response				
		Strongly agree	Agree	Don't know	Disagree	Strongly disagree
Privacy	The population censuses of Statistics South Africa ask respondents very sensitive questions.	-2	-1	0	1	2
	As a potential respondent to the population censuses of Statistics South Africa I feel that I may have no choice but to provide information that I really do not want to give.	-2	-1	0	1	2
Intention	Government agencies, in general, try to do what is best for the people.	2	1	0	-1	-2
	Statistics South Africa tries to do what is best for the people.	2	1	0	-1	-2
Importance	The information collected in Statistics South Africa's population censuses is important for effective governance.	2	1	0	-1	-2
Confidentiality	Statistics South Africa pledges to respondents of population censuses that their individual responses are confidential by law. Do you believe that your responses are truly confidential?	2	1	0	-1	-2
	Statistics South Africa's promise of confidentiality of census data can be trusted.	2	1	0	-1	-2
	I trust Statistics South Africa staff to keep population census information confidential.	2	1	0	-1	-2
	People's answers to Statistics South Africa's population censuses cannot be used against them.	2	1	0	-1	-2

Average scores were then calculated for each evaluative element. These scores were then averaged to calculate a score for total evaluation for a respondent.

The task at hand was to define the structure of the data by placing the most similar observations into groups. This was achieved through a clustering that used the five defined evaluative elements. The clustering algorithm that was used measured similarity through complete linkage, i.e. inter-object similarity was based on the maximum distance between objects in two clusters.

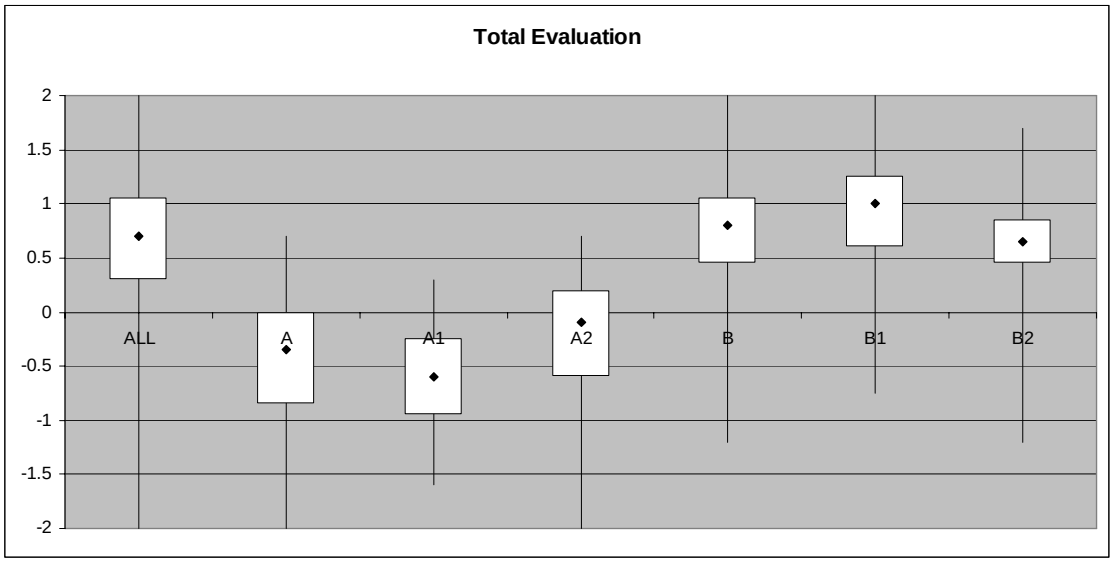
Critique of the methodology

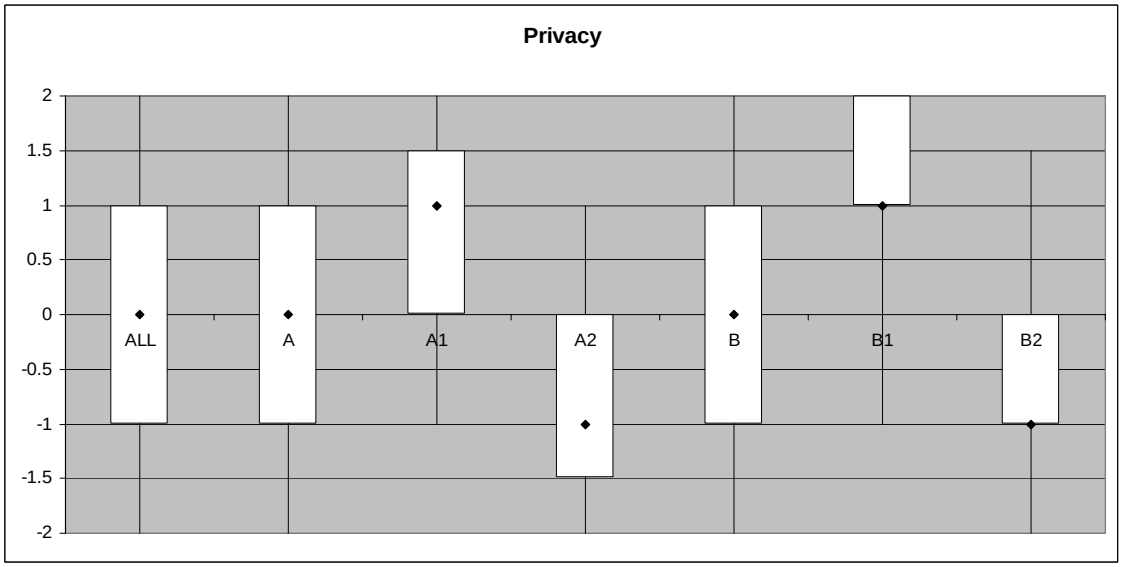
Likert-scaled questions are very popular in social research, perhaps because of their simplicity and convenience. Literature warns that the underlying assumption in integer scoring is that the distances between adjacent categories are all equal. We believe that our analysis of the data has not violated this assumption.

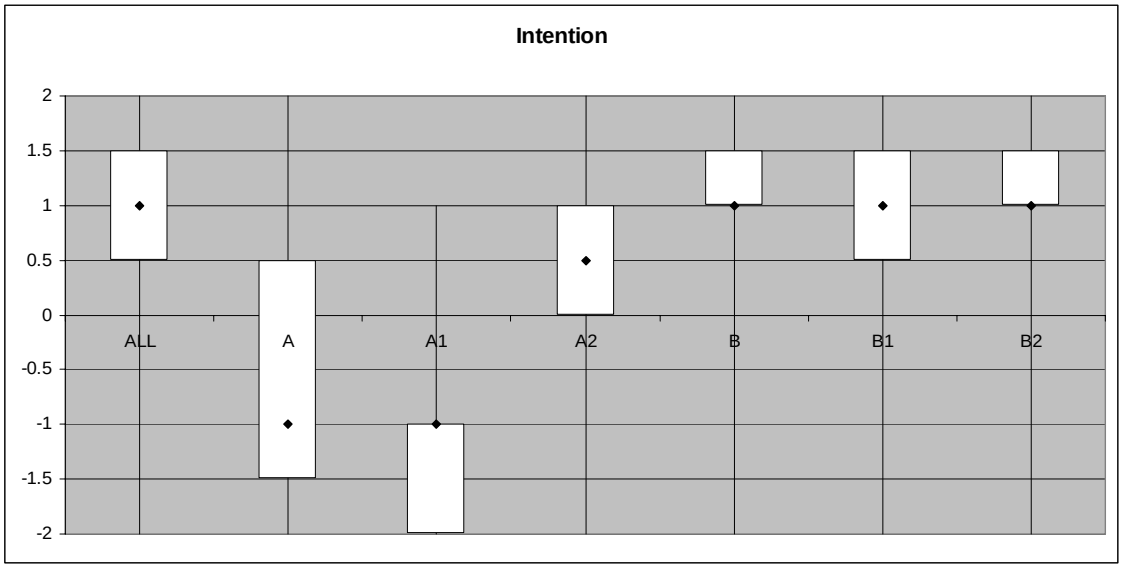
With the defined evaluative elements of intention, importance, confidentiality and methodology we phrased questions in a positive way. With privacy the questions were phrased in a negative way. With hindsight this may have caused a more negative measurement for privacy.

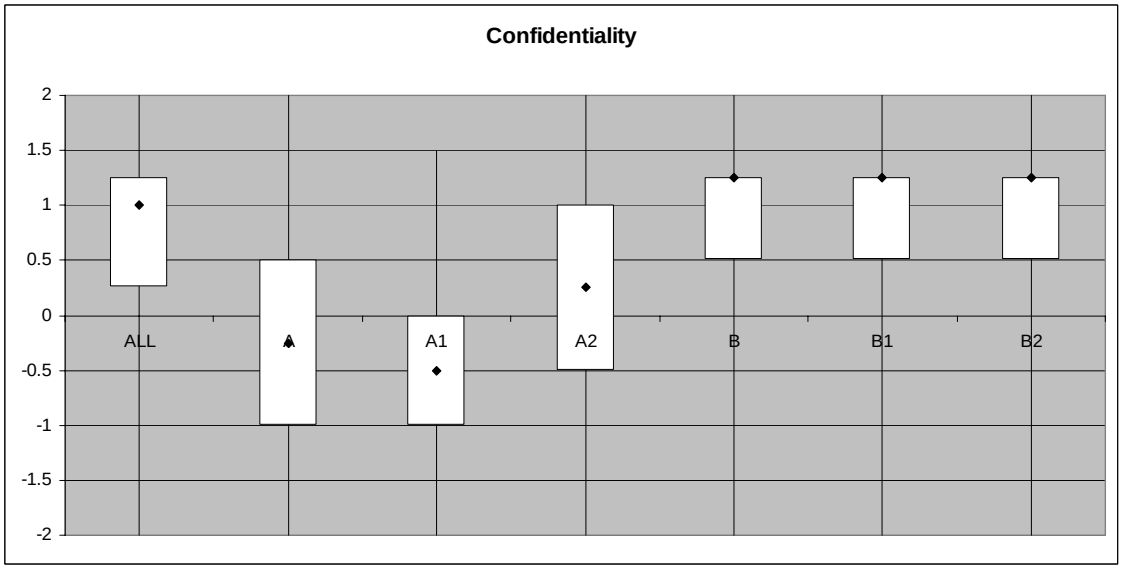
Results of the clustering

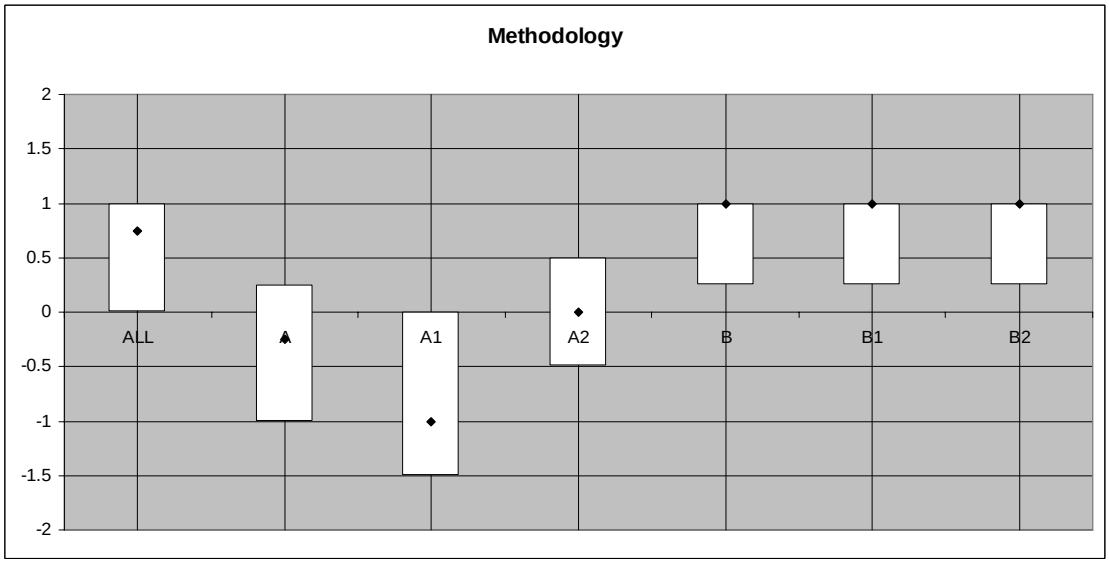
The following box diagrams show the distribution of scores for each of the evaluative elements as well as total evaluation for four clusters (Clusters A1, A2, B1 and B2) and for two clusters (Cluster A, constituting of Clusters A1 and A2 combined, and Cluster B, constituting of Clusters B1 and B2 combined). Cluster A1 constitutes 5,1% of the records used in the clustering. The corresponding percentages for Clusters A2, B1 and B2 are 5,6%, 42,2% and 47,2%. Cluster A thus constitutes 10,7% of the records used and Cluster B 89,3%.






Intention
2
1.5
1
0.5
0
-0.5
-1
-1.5
-2
ALL
A
A1
A2
B
B1
B2


Confidentiality
2
1.5
1
0.5
0
-0.5
-1
-1.5
-2
ALL
A
A1
A2
B
B1
B2


Methodology
2
1.5
1
0.5
0
-0.5
-1
-1.5
-2
ALL
A
A1
A2
B
B1
B2

The following table simplifies and summarises these cluster profiles.

	A	A1	A2	B	B1	B2
Privacy	M	M+	L	M	H	M-
Intention	L	L	M+	H	H	H
Importance	L	L	L	H	H	H
Confidentiality	M	M-	M	H	H	H
Methodology	M-	L	M	H	H	H
Total Evaluation	M-	M-	M	H	H	M+
			L = Low M- = Medium to low M = Medium M+ = Medium to High H = High			

Cluster A1 is the “most negative” group, with Cluster A2 also showing a very undesirable profile. From the table it can be seen that changing perceptions on intention and importance should be prioritised.

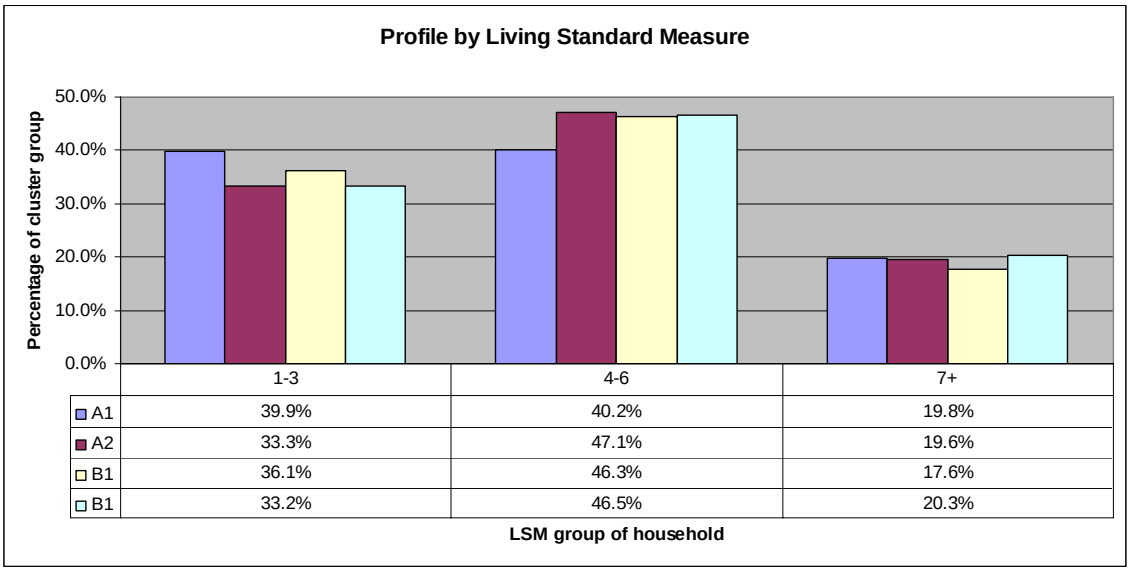
Although we have conceptually distinguished between privacy, intention, importance, confidentiality and methodology, they are all linked.

Our respondents must believe that the work that we do is of importance and that the results will be valid and will impact on their lives. They must believe that Stats SA (and the government) has their well-being at heart and will keep the information that is collected confidential.

The research indicated that intention and importance are the most critical elements and should form the basis for publicity messages. We should move towards continuous corporate publicity that addresses these information needs of respondents. This also implies that the perceptions and attitudes of respondents must be monitored closely.

Profiles of the cluster groups

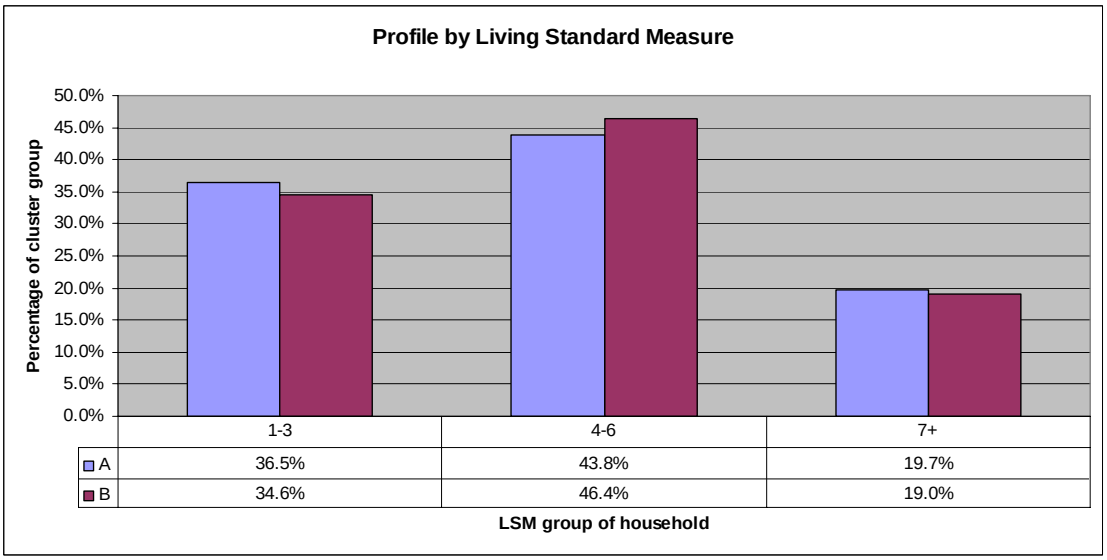
The profiles by Living Standard Measure, population group and level of education are shown in the graphs that follow.



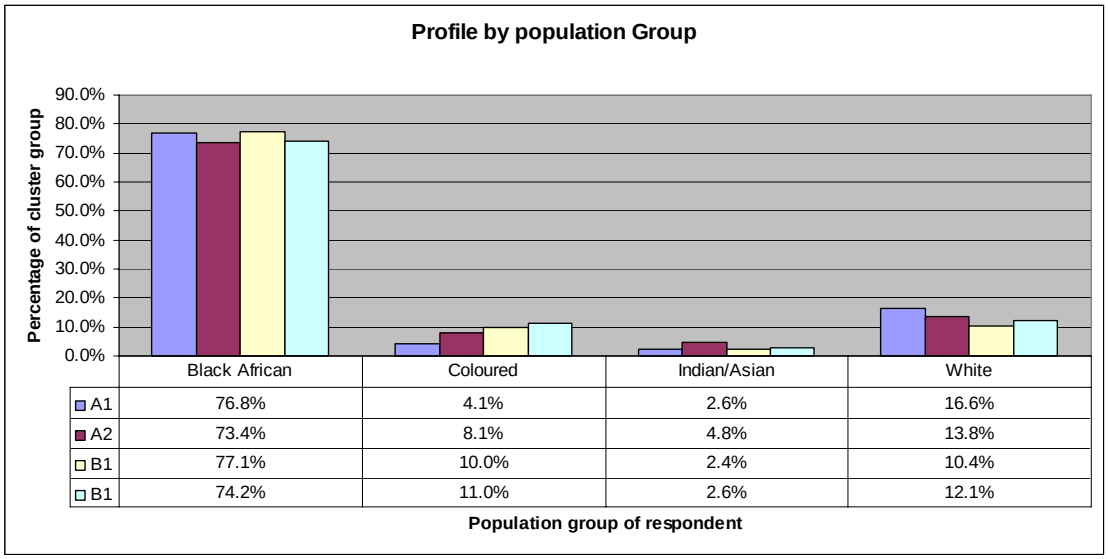
	1-3	4-6	7+
A1	39.9%	40.2%	19.8%
A2	33.3%	47.1%	19.6%
B1	36.1%	46.3%	17.6%
B1	33.2%	46.5%	20.3%

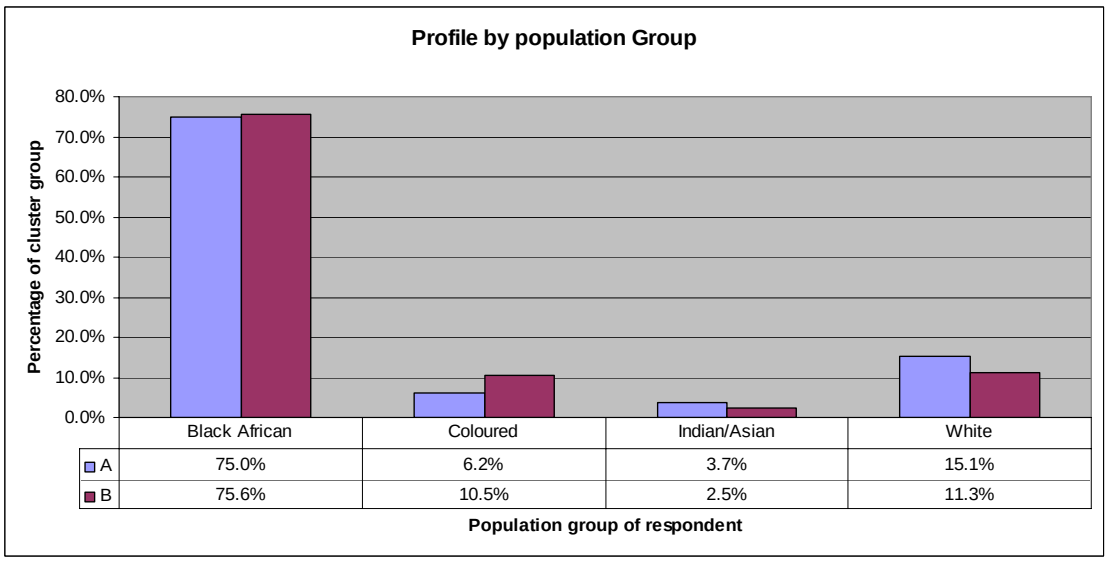
Cluster A1 shows a higher than average proportion of the LSM 1–3 type households and a lower than average proportion of the LSM 4–6 type households.

The next graph shows slightly higher proportions of LSM 1–3 and LSM 7+ type households for Cluster A relative to Cluster B.



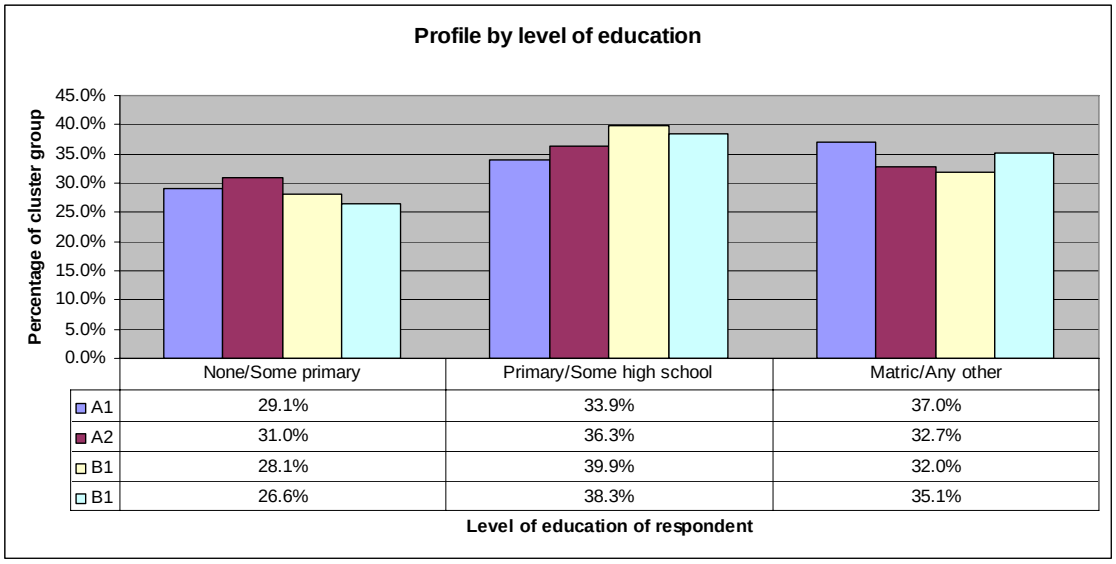
	1-3	4-6	7+
A	36.5%	43.8%	19.7%
B	34.6%	46.4%	19.0%



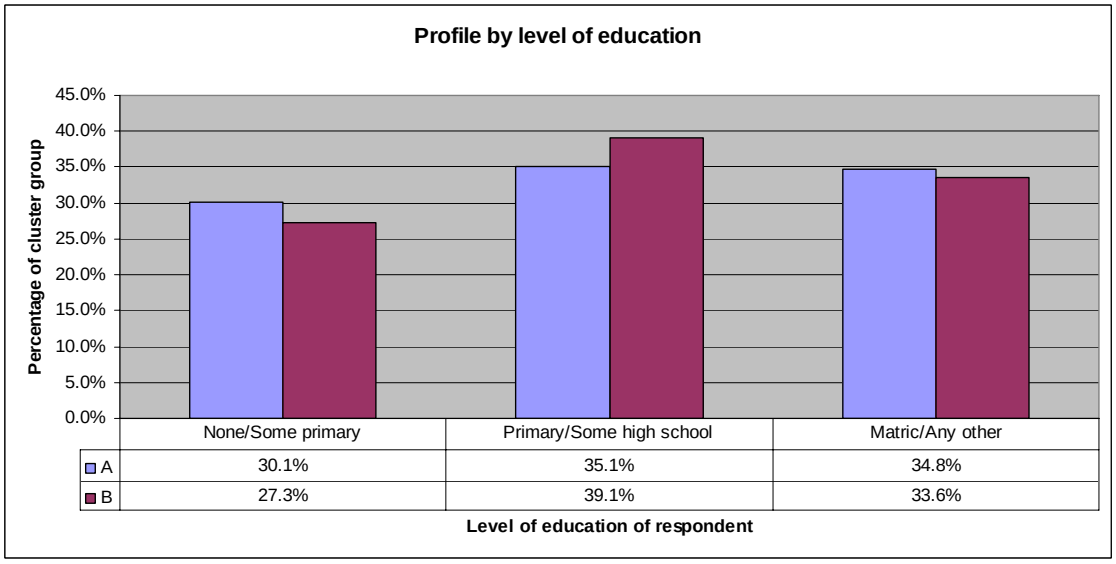


The previous graph shows that Group A has a higher proportion of white heads of households than Cluster B.

It can also be seen that Cluster A has higher proportions B of respondents with none or some primary education or who have obtained Matric or another post-school qualification than Cluster B. Cluster B has a higher proportion A of respondents with completed primary or some high school education than Cluster A.



	None/Some primary	Primary/Some high school	Matric/Any other
A1	29.1%	33.9%	37.0%
A2	31.0%	36.3%	32.7%
B1	28.1%	39.9%	32.0%
B1	26.6%	38.3%	35.1%



	None/Some primary	Primary/Some high school	Matric/Any other
A	30.1%	35.1%	34.8%
B	27.3%	39.1%	33.6%

None of the differences that have been noted in these profiles are of sufficient magnitude to justify messages aimed at changing perceptions in terms of Statistics South Africa to be specially targeted at particular LSM groups, population groups or respondents with a particular level of education.

3.5 Study of differences in relative risk

Methodology

Logistic regression is a special form of regression in which the dependent variable is a non-metric, dichotomous (binary) variable. The values of the discrete binary dependent variable are transformed into an S-shaped (logistic) curve representing the probability of an event. This probability is then used to estimate the odds ratio.

This technique is especially appropriate when it is of interest to describe the odds of an outcome, or the odds of success faced by one group relative to another.

In the following models the odds ratios listed should be interpreted as the odds of success faced by that group relative to the relevant listed reference group (which were not used as an independent variable in the model) while controlling for other independent variables.

All the models shown passed the goodness-of-fit test, had sensible classification tables and used data that was not weighted. Models were also run with weighted data and essentially the same results were obtained.

Model 1 – Sensitivity of income as a census topic

Question to the respondents:		Respondents may find certain topics that are covered in a census form sensitive. How sensitive do you personally rate the following topics? **Income**		
Definition of dichotomous variable:		Very sensitive or sensitive **➔1** Less sensitive or not sensitive **➔0**		
Respondent's background		**Odds ratio**	**95% Confidence interval**	
Age	35–54 years	0,8360597	0,7464031	0,9364857
	55+ years	0,7384514	0,6388877	0,853531
Sex	Female	0,9103813	0,8250753	1,004507
Population group	Coloured	1,285078	1,087464	1,518603
	Indian/Asian	1,406657	1,038584	1,905175
Level of education	White	1,308683	1,06878	1,602436
Living Standard	Primary/some high school	1,159737	1,013285	1,327357
Measure	Matric/Other	1,483782	1,265685	1,73946
	LSM 4–6	1,215468	1,079481	1,368586
	LSM 7+	1,343563	1,101969	1,638125
Reference groups:		16–34 years old Males Black African No education/some primary LSM 1–3		
Sample size		7469		

Higher relative risks to find this topic sensitive have been empirically demonstrated for:

- Coloureds, Indians/Asians and whites relative to black Africans;
- Respondents with Matric or some other post-school qualification relative to respondents with no education or some primary education; and
- Respondents in LSM 4–6 and LSM 7+ households relative to respondents in LSM 1–3 households.

Lower relative risks to find this topic sensitive have been empirically demonstrated for:

- 35–54 year-old and 55+ year-old respondents relative to 16–34 year-old respondents.

Model 2 – Perceived importance of a particular basket of reasons for non-cooperation in the community

Question to the respondents:	Respondents may give many reasons for purposefully choosing not to participate in a population census. How important do you think the following reasons are in your community? ▪ Too busy / Not interested ▪ Respondent fatigue ▪ Anti-government attitudes ▪ Censuses not mandatory ▪ Privacy / confidentiality concerns ▪ Won't open door to strangers / Security concerns ▪ No one ever home ▪ Fear of negative consequences 1 = Very Important 2 = Important 3 = Less important 4 = Not important 5 = Don't know
Definition of dichotomous variable:	Score: Very Important: 2 Important: 1 Less important: -1 Not important: -2 Don't know: 0 Calculate average score. Average >= 1 ➔**1** Average <= -1 ➔**0**

Respondent's background		Odds ratio	95% Confidence interval	
Age	35–54 years	1,175078	0,990616	1,393888
	55+ years	1,051829	0,8489964	1,30312
Sex	Female	1,188243	1,025618	1,376655
Population group	Coloured	2,822453	2,175209	3,662287
	Indian/Asian	1,934917	1,18496	3,159519
Level of education	White	1,661756	1,218963	2,265396
Living Standard	Primary/some high school	1,16572	0,9576006	1,419071
Measure	Matric/Other	1,331379	1,049815	1,68846
	LSM 4–6	1,30477	1,095907	1,553438
	LSM 7+	1,34029	0,9886108	1,817071
Reference groups:		16–34 years old Males Black African No education/some primary LSM 1–3		
Sample size		3820		

Higher relative risks for this basket of reasons for non-cooperation to be perceived as being important in the community have been empirically demonstrated for:

- Coloureds, Indians/Asians and whites relative to black Africans; and
- Respondents with matric or some other post-school qualification relative to respondents with no education or some primary education.

Model 3 – Assessment of Statistics South Africa

Question to the respondents:		Total evaluation, calculated from a series of questions as discussed in Section 3.4.		
Definition of dichotomous variable:		Total evaluation >= 1.5 **➔1** Total evaluation <= -1 **➔0**		
Respondent's background		**Odds ratio**	**95% Confidence interval**	
Age	35–54 years	1,724394	1,110019	2,678813
	55+ years	2,093418	1,189003	3,685776
Sex	Female	0,9559037	0,6562839	1,392312
Population group	Coloured	1,473022	0,5848476	3,710017
	Indian/Asian	0,6061209	0,1671884	2,197416
Level of education	White	0,2473319	0,1170418	0,5226599
Living Standard	Primary/some high school	0,463383	0,8808928	2,431044
Measure	Matric/Other	2,03298	1,093811	3,77854
	LSM 4–6	1,04023	0,6666085	1,623261
	LSM 7+	0,6524646	0,304267	1,399133
Reference groups:		16–34 years old Males Black African No education/some primary LSM 1–3		
Sample size		671		

Higher relative risks for a positive assessment of Statistics South Africa have been empirically demonstrated for:

- 35–54 year-old and 55+ year old respondents relative to 16–34 year-old respondents.

A lower relative risk for a positive assessment of Statistics South Africa have been empirically demonstrated for:

- Whites relative to black Africans.

4. Conclusion

The qualitative as well as the quantitative study indicated a high level of lack of awareness of the importance of carrying out population censuses and what the utility of the collected data is amongst respondents. The research indicated a need for strong corporate publicity that would enable respondents to differentiate between Stats SA and Census.

Differences in relative risk were measured through logistic regression for specific groups with regard to non-cooperation, sensitivity of topics (income) and their evaluation of Statistics South Africa. These differences agree with field experience, which underscores the need to inform respondents of the type of information to be collected and the importance of the measurement.

The bona fide intentions of Statistics South Africa as well as the importance of its mandate were identified as the most important elements of census publicity. This publicity should have a broad focus.