

Do different race groups generally respect each other in South Africa?

Issued by Kantar 2 Aug 2010

This was the question posed to 2 000 adults from the seven major metropolitan areas of South Africa in a survey conducted in late May and early June 2010 and who were asked to agree or disagree with the statement, "Different race groups generally respect each other in South Africa".

People were somewhat more in favour of this statement than against, with 48% agreeing, 41% disagreeing and 12% giving a "don't know" response. This is according to a survey released today by TNS Research Surveys, South Africa's leading marketing and social insights company.

The survey was conducted by interviewing people face-to-face in their homes, and has a margin of error of under 2.5% for the overall results.

Key differences occur for different demographics

It is impossible not to look at these results by race group but differences are not as great as might have been expected:

- Agree 48%
 - Blacks 50%; whites 39%; coloureds 48%; Asians/Indians 45%
- Disagree 41%
 - Blacks 37%; whites 49%; coloureds 43%; Asians/Indians 48%
- Don't know 12%
 - Blacks 13%; whites 12%; coloureds 10%; Asians/Indians 8%

Across all races, females are less positive than are males, with the highest level of agreement being found for black males at 52% and the lowest for white females at 34%. Encouragingly, younger people are more likely to agree with the statement with 52% of those aged 24 years and under agreeing, this dropping to 41% for those aged 60 years and older.

When one looks at the data by income, a trend that has becoming increasingly pronounced over the last year was evident: the more wealthy and the poorest people are less positive (43% of the poorest agree, 46% of the most wealthy agree) but a higher 53% of the middle income groups agree.

Differences by level of education are not evident. However, Muslims are less likely to agree at 33%. When one looks at home language, those whose home language is Zulu (55%) and Xhosa (54%) are more likely to be positive whilst those whose home language is Afrikaans are the least likely to agree (39%).

The results by city

There are some notable differences by city, linked probably to race and wealth profiles of the different regions:

			%		
			Respect - agree	Respect - disagree	
Gauteng			47	44	
	Johannesburg and environs		49	41	
	**	Johannesburg excl Soweto	54	40	
		East Rand	47	39	
		West Rand	42	47	
		Soweto	55	44	
		Vaal Triangle/South Rand	38	43	
		Pretoria	39	55	
Cape Town			46	43	
Durban			54	28	
Eastern Cape			48	35	
	Port Elizabeth		46	37	
	East London		53	31	
Bloemfontein			25	58	

Soweto, Johannesburg, Durban and East London are the most positive but Pretoria, the South Rand/Vaal Triangle and, especially, Bloemfontein, are the most negative

Our take-out

Whilst race has always been a contentious issue in South Africa, there is not the universal distrust that many people seem often to want to find (such as, for example, post the Eugene Terblanche murder). This study, run before the 2010 FIFA Soccer World Cup, shows that there is a strong current of goodwill in the country. It is likely to be even stronger now after the World Cup. Also, that younger people are more likely to feel positive about this issue is encouraging.

But one also cannot hide the fact that many people also feel otherwise. Given the very advanced nature of our Constitution, which has a strong human rights philosophy, it also seems that there is much work to be done to garner respect for people from all backgrounds. The respect for a person's human dignity is a cornerstone of a healthy democracy, no matter who that person is.

Whilst race will be a factor of South African life for some time yet, respect for others needs to be a constant refrain amongst leaders from all spheres of society: Government, business, religion, sport and recreation, the media and civil society in general.

Technical note

The study was conducted amongst 2 000 adults (1260 blacks, 385 whites, 240 coloureds and 115 Indians/Asians) in the seven major metropolitan areas: it has a margin of error of under 2.5% for the results found for the total sample. The study was conducted by TNS Research Surveys (Pty) Ltd as part of their ongoing research into current social and political issues and was funded by TNS Research Surveys. For more details, please contact Neil Higgs on 011-778-7500 or 082-376-6312. Website: www.tnsresearchsurveys.co.za.

About TNS

TNS is the world's largest custom research agency delivering actionable insights and research-based business advice to its clients so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specialising in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 70 countries, TNS is part of Kantar, the world's largest research, insight and consultancy network. Please visit www.tnsglobal.com for more information.

About Kantar

Kantar is one of the world's largest insight, information and consultancy networks. By uniting the diverse talents of its 13 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the

global business community. Its 26,500 employees work across 95 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies. For further information, please visit us at www.kantar.com.

- South Africa shines in the global 2024 Kantar Creative Effectiveness Awards 25 Apr 2024
- "Creative trends 2024: Crafting effective digital ads 1 Feb 2024
- "Navigating media trends in 2024: adapting strategies for consumer engagement 25 Jan 2024
- 10 marketing trends for 2024 5 Dec 2023
- * Kantar's Media and Trends Predictions for 2024: the advertising-based video on demand revolution 20 Nov

Kantar



Kantar is the world's leading evidence-based insights and consulting company. We have a complete, KANTAR unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology we help our clients understand people and inspire growth. Profile | News | Contact | Twitter | Facebook | RSS Feed

For more, visit: https://www.bizcommunity.com