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EXPLANATORY MEMORANDUM

Dear Phil

What follows is a brief guide to navigating the raw data you have commissioned from Victory Research.

There are two attached documents.

- The first is a “Frequency Questionnaire” – which essentially disaggregates the raw data into simple tables, allowing you to see the core findings by question.
- The second is the raw data itself, in the attached Excel Data File (EXD) – which you can use to generate any further insights or cross-tabulations helpful to you.

The EXD is designed to allow you easily to navigate all the relevant findings in a way that makes any one answer easy to locate, as well as the relevant cross-tabulations for that question.

Here are some simple steps to help you make sense of it.

1. The first sheet in the EXD is titled **Methodological Info**.

Here you will find all the details of the survey in question, should you need to explain or justify how it was undertaken. It includes: the sample size, the margin of error, the confidence level, a brief explanation of the survey design, and the dates during which the survey was in the field.

The key elements are as follows:

- **Sample Size:** 802
- The sample was fully representative and comprised only adults residing in the Western Cape, over the age of 18.
- **Margin of Error:** 3.5% at a confidence level of 95% [4% if you cater for the Survey Design Effect]
- A confidence level of 95% means we are confident 95% of the time the findings will never vary more than 3.5 percentage points up or down from reality.
- **In Field:** 22 July - 1 August 2020.
- **Survey Design:** The poll was conducted telephonically, using a single frame, random digit-dialling sampling design. Briefly: The sampling frame consists of every potential cell phone number in existence in South Africa, from which a probability sample is drawn. This approach ensures that every number stands an equal chance of being included in the study, which is the most basic condition that must be met for survey results to be generalizable to the population from which a sample is drawn.

2. The second sheet in the EXD is titled **“All”** and contains the raw data.

Down the left-hand side, you will find all the questions asked. The answers to these questions (in percentage terms) are contained in the very first yellow column (“Weighted Fraction”). This is where you will find the topline answers to all your questions, for all respondents. To the left of the yellow column, titled “N”, you will find the number of respondents for each answer.

Across the top, you will find all those questions that make for helpful cross-tabulations (of which the various demographic indicators are generally the most helpful and can be found towards the end).

In this way, for example, you can see (a) how the how whole sample answered a question (first column) and as you move along, (b) how that answer splits when cross-referenced against other questions.

So, for any one question you wish to cross-tabulate, simply find the question in the left-hand column, and align it with the relevant question you wish to cross-tabulate it with on the top.

Finally, those numbers highlighted in red, are numbers that fall a statistically significant amount below the average (i.e. the corresponding “total” number for all respondents); those numbers highlighted in green, are numbers that fall a statistically significant amount above the average (i.e. the corresponding “total” number for all respondents).

These highlights thus allow you to identify at a glance those numbers that differ significantly, and apply only for cross-tabulations.

If you have any questions about any of the above, or the data itself, please do not hesitate to contact me at any time, and we will be more than happy to help.

Sincerely,

Gareth van Onselen

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