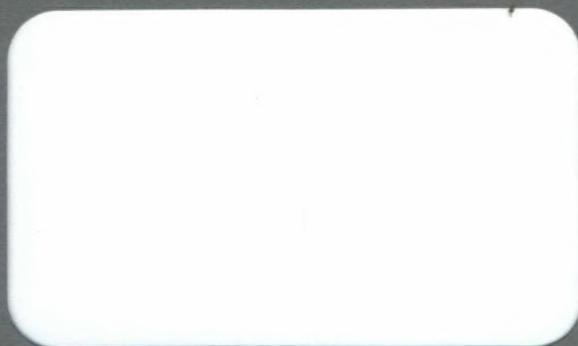


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PROPOSALS FOR AN  
ATTITUDE STUDY FOR  
ECC

PREPARED FOR : ECC

PREPARED BY : THE QUALITATIVE CONSULTANCY CC

PROJECT NO. : 8805

DATED : JANUARY 1988

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1. BACKGROUND

Since its formation in 1983, until the State of Emergency in June 1986, ECC made an important contribution to the anti-apartheid movement by expressing and building white opposition to conscription.

The State of Emergency shifted ECC away from its primary focus on conscription. It was forced to broaden its focus to more abstract issues of war and militarisation.

For this reason, ECC is no longer having a major political impact. To regain the initiative, ECC must return to the basis of its support and past success: opposition to conscription.

The White community has strongly endorsed the government's "national security" programme. There are, however, indications that opposition to conscription is growing. Conscripts and their families are increasingly concerned about the moral implications, economic costs and physical risks of military service.

The potential therefore remains for ECC to mobilise around this aspect of ending conscription.

The need exists to gauge consumer opinion of ECC and perceptions of ECC membership in order to have knowledge of where changes could and/or should be effected.

2. OBJECTIVES

ECC's image is very negative amongst soldiers because of army propaganda and a perception that the organisation is "studenty, cliquish and elitist". It is seen as out of touch with ordinary people.

The impression is also created that ECC is arrogant and "doesn't know what it's talking about".

ECC must set about changing it's image from an organisation of objectors to one that includes people who will go into the army and a broader cross section of the White community.

The objectives of this study are to:

- \* Explore feelings regarding military service.
- \* Gauge the degree of support given to ECC.
- \* Ascertain possible means of improving/changing the image of ECC.

3. METHOD AND SAMPLE

We suggest a two phase approach to this research:

- (i) 50 face-to-face interviews comprising open-ended questions.

In this phase the following sample would include:

- \* Young men who will start military service during the coming year.
  - \* Women who have sons who are eligible for military service during the coming year.
  - \* Young men currently doing military service. (We believe that the possibility exists to arrange interviews with servicemen to ask them about "How they feel about being in the army." An unstructured approach would elicit attitude and information of use to us.)
  - \* Women who have sons currently doing military service.
  - \* Businessmen.
- (ii) The inclusion of three questions in a syndicated survey conducted by Research Surveys.

In this case the sample would be:  
500 White males ) Aged 16 and  
800 White females ) upwards

Interviews are done in cities, towns and villages throughout the country.

The following questions would be put to respondents:

1. Have you ever heard of the End Conscription Campaign (ECC)?  
IF NO, CLOSE.
2. IF YES, SHOW CARD.  
Here is a list of statements\*. Please read them and indicate which, if any, best describes what you know about ECC.
3. SHOW CARD:  
Here is another list of statements\*. Which of these describes your opinion/feeling about people who belong to ECC?

\* Statements to be developed and agreed.

4. COST

The cost of the open-ended, unstructured interviews would be R200 per interview. Fifty interviews would therefore cost R10 000,00. If necessary, the number of interviews can be reduced to suit budget constraints.

The cost of the 1 300 syndicated study interviews would be R5 375,00.

Terms for marketing research studies are 60% on confirmation and the remainder on presentation of the report.

5. POINTS FOR DISCUSSION

1. What are your feelings about national security?
2. What do you think are the best ways to ensure national security?
3. How do you feel about the present methods of maintaining national security?
- 4a) What are your feelings about National Service?  
(b) Why do you say that?
5. How do you feel about the following aspects of military service?
  - (a) The cost. PROBE: to the country, to business, to the individual serviceman.
  - (b) Physical risks.
6. Some people feel that there are moral implications involved. How do you feel about that? PROBE.
- 7a) Do you think everyone is suited to military service?  
(b) Why do you say that?
8. Do you think some people may be psychologically unfit for military service? Why do you say that?
9. Other than religious beliefs, why do you think some people object to doing military service?
- 10a) Do you think there is an acceptable alternative to military service?  
(b) Why do you say that?
11. What type of service would be an acceptable alternative?



12. Are you aware of any movements/organisations who are against conscription?  
IF YES, ASK:  
Which are these?
13. What do you think the aims/objectives of these organisations are? What kind of people support them? Why do you say that?
14. Have you every heard of the End Conscription Campaign?
15. What, if anything, do you know about this movement?
16. How do you feel about this campaign?
17. Do you think there is any connection between ECC and any other organisation? IF YES: Which? Why do you say that?

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A division of VZ Marketing (Pty) Ltd Reg. No. 83/00125/07 PO Box 784965, Sandton 2146

**Collection Number: AG1977**

**END CONSCRIPTION CAMPAIGN (ECC)**

**PUBLISHER:**

*Publisher:- Historical Papers Research Archive*

*Location:- Johannesburg*

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