

A77.5.2

Proposal for the opinion survey arising out of discussion at the
Cape Town ECC weekend away on 5th & 6th March 1988.

The opinion survey presented at National Conference was referred to regions for discussion. The following points emerged from the weekend away:

1. There is a real need for objective information about attitudes to conscription and alternative service in our constituency. Our analysis of the "conscripted community" is based largely on conjecture and erratic individual reports. We have never made a scientific attempt to document the full range of viewpoints w.r.t. conscription, or to gauge the kind of support we could expect for our call for alternative national service.
2. This latter point is particularly important with regard to lobbying support for the campaign amongst business and other groups, as well as being an integral input into the consultative conference at the end of the year. The opinion survey could thus become an integral part of our campaign for alternative national service.
3. We considered the possibility of using the survey as an internal organising tool, involving our activists in door-to-door constituency work. However we felt that our need was for objective and reproducible data that would be accepted by the wider community. This would favour the survey being run by our independent agency. In addition work pressure would limit the ability of our activists to do a proper survey.
4. An additional area of information we could gain from a survey would be public knowledge of ECC, attitudes to ECC, and suggestions for changes to the organisation. We felt that while this would be useful, it was of secondary importance to the info. mentioned above, and should only be included in the survey if it would not 'contaminate' this information.

We have approached market research companies and have received a number of proposals for an attitude survey. These are:

1. Qualitative Consultancy - group and individual surveys R17 000
2. Research survey - individual surveys R 8 000
3. Omnicheck / Teencheck (part of a larger general survey) R 900 per question

See copies of the research proposals.

These have been assessed to be very reasonable proposals that would give increasing depth of information according to the amount we would be prepared to spend.

Process and funding: If the approach to an attitude survey as outlined above is endorsed, we suggest that the proposals we have received from the Qualitative Consultancy and Research Surveys be taken to business representatives as part of our lobbying process for the campaign. Their involvement in the campaign could include funding such a survey; our aim should be to have the survey funded separately from ECC. Depending on the extent of financial support for the survey, we would be able to decide on the appropriate survey to implement. These tasks should be assigned to one of the regions or else to ECC national workers. Some interest has been expressed in the survey by Cape Town activists, but Johannesburg may well be a better location to raise funds.

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