



# Armed Forces Day 2020, Polokwane: A citizen-based evaluation



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## Acronyms

AFD	Armed Forces Day
AFDES	Armed Forces Day Event Survey
AFDHS	Armed Forces Day Household Survey
ANOVA	Analysis of Variance
CI	Confidence Interval
DCES	Developmental, Capable and Ethical State (DCES)
HSRC	Human Sciences Research Council
PSU	Primary Sampling Unit
RSA	Republic of South Africa
SAL	Small Area Layer
SANDF	South African National Defence Force
SASAS	South African Social Attitudes Survey
SE	Standard Error





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# Executive Summary

## BACKGROUND TO THE STUDY

The objective of the research study presented in this report was to ascertain the impact of the Armed Forces Day (AFD) 2020 event and associated activities, which was held in Polokwane in Limpopo province during mid- to late-February 2020. More specifically, the aims of the project were to determine whether the event achieved the following: (i) served to unite South Africans behind the SANDF; (ii) allowed the SANDF to interact with the host community; (iii) helped to expand the public's understanding of the military's role and its purpose in society; (iv) successfully showcased military equipment and technologies; and (v) left a positive impression on the host community. Similar impact studies were previously done during AFD 2018 (held in Kimberley), 2019 (held in Cape Town) and the results from this report will therefore also be compared to previous Armed Forces Days to determine relative impact.

From a methodological perspective, the study made use of a mixed-methods approach that combined various quantitative and qualitative techniques. The first component was the **Armed Forces Day Events Survey (AFDES)**, which comprised interviews with randomly selected individuals who participated in different events and activities during the course of Armed Forces Week. A total of 745 interviews were conducted during the course of the week by means of face-to-face interviewing with pre-designed questionnaires. The Events Survey was based on a purposive quota sample, rather than a random probability sample, and, as such, the results need to be considered indicative rather than definitive estimates of the views and preferences and participants.

The second research component was the **Armed Forces Day Household Survey (AFDHS)**, which entailed the conducting of a representative sample survey in Polokwane, Limpopo over the course of two weeks following the conclusion of Armed Forces Week. The sampling frame for the survey was based on Statistics South Africa's Census 2011 geography, with 80 Small Area Layers (SALs) being used as primary sampling units (PSUs). Within each of the sampled small areas, 10 visiting points were identified and a single respondent older than 15 years was randomly chosen from each household (irrespective of AFD attendance). The final realised sample from the household survey was 615 respondents. The data were subsequently weighted to be representative of the adult population in Polokwane, by benchmarking the results to the latest available mid-year population estimates released by Statistics South Africa. The survey allows for a representative view of Armed Forces Day to be gained and allows us to determine the scale variance in attitudes among attendees and non-attendees alike.

The final research component was qualitative in character and involved **youth focus groups** with Grades 9 to 12 learners from secondary schools that visited the Fan Park, as well as **stakeholder interviews**. Both the focus groups and stakeholder interviews were conducted with an interview schedule that contained a set of questions to guide the discussions and gain a more nuanced view of Armed Forces Day 2020 from the point of view of key stakeholders.

Taken together, this combination of research methodologies provides for an in-depth assessment of Armed Forces Day, as the basis for determining the relative impact of the expenditure invested in this annual commemorative event and identifying guidelines and areas for improvement that can inform operational planning for future such events.



## ARMED FORCES DAY EVALUATION

### Levels of awareness of Armed Forces Day

Based on responses to the post hoc Armed Forces Day household survey (AFDHS), it was found that a significant majority (70%) was fully aware and 17% somewhat aware of the various Armed Forces Week activities. Only a relatively small share (22%) of the local public said that they were not aware of the events under discussion. From a comparative perspective, the level of awareness of Armed Forces Week activities in Limpopo (2020) and Kimberley (2018) was appreciably higher than the level of awareness found in Cape Town during Armed Forces Week. In Limpopo and Kimberley 70% of people stated that they were fully aware of the Armed Forces Week activities whilst in Cape Town a third (34%) stated that they were 'fully aware' of the events. The notable lower awareness in Cape Town can in all likelihood be attributed to Cape Town being a larger geographical area. It is appreciably more difficult to brief residents of a large metropolitan municipality such as Cape Town than it is to brief residents in a local municipality such as Limpopo or Kimberley with less than a tenth of the population.

There was variation in awareness based on demographic variables such as gender, age and population group. There were certain traits that predisposed respondents in Limpopo to have greater levels of the awareness than others. Less educated respondents were found to have higher levels of unawareness than their more educated counterparts. Those with past exposure to the military (either through personal military training or indirectly through a family member or friend with a military background) were also more aware of the AFD than those without such exposure or contacts.

More than four fifths (84%) of the Polokwane public agreed that they received enough information about AFD shows and exhibitions and 8% said that they disagreed. The remainder either said that they didn't know (2%) or adopted a neutral position (6%). This result is more favourable for the SANDF than what was observed in Cape Town when only 56% of adult residents agreed with the statement and 31% stated that they disagreed. In Polokwane radio as the media and information source that provided the best information about the AFD (41%). It is interesting to contrast this result with what was observed in Cape Town AFD last year when only 12% of residents listed radio as the best information source. The second most popular informational source in Polokwane was word of mouth (22%). Interestingly, word of mouth was also a relatively prevalent source of intelligence on AFD in Cape Town in 2019. The third most popular source was in Limpopo was television. Interestingly, better educated people tended to use new media as well as posters and pamphlets more than the city average.

### Participation in Armed Forces Day events

**Participation in AFD 2020 activities.** Understanding patterns of participation and non-participation in Armed Forces Week activities is an essential dimension in determining the scale of impact of the event. By profiling the personal attributes associated with higher and lower turnout, it is also possible to identify factors that could contribute towards enhancing attendance at future events. Nearly a sixth (15%) of all Polokwane adults indicated that they went to the main Armed Forces Day commemoration on the 21 February, involving the military parade and handing over of medals by President Ramaphosa. This was similar to what was observed in Kimberley AFD and a much larger proportion than what was seen in Cape Town AFD. About a twentieth of the public attended the various musical events in AFD 2020 and this was a greater level of participation than what was discerned for this event type in other AFD rounds.



When comparing levels of turnout for Armed Forces Day events and activities across various socio-demographic attributes, it is evident that there is a greater tendency to attend Armed Forces Day events among persons who are better educated, non-poor, more aware of SANDF AFD events, more exposed to social media and who have direct or indirect exposure to the military. It is possible to identify a particularly strong awareness effect in the AFDHS. We found that those adults that were fully aware of AFD 2020 demonstrated a far greater likelihood of attending than those with more limited or no awareness of the event. About a fifth (22%) of those fully aware of the AFD 2020 attended the parade compared to 4% who were partially aware and a similar share who were not aware. A similar result was observed if we look at attendance at the Peter Mokaba Stadium Fan Park. This again testifies to the salience of a carefully considered and well-designed communications strategy to promote awareness among host communities in advance of AFD exhibitions. Information about the AFD was a key criterion here with those individuals who had inadequate information on AFD being less likely to attend.

**Reasons for non-participation in AFD 2020.** It is critically important from an operational perspective to determine the reasons why people from Polokwane did not attend any of the Armed Forces Day 2020 events and activities. This is particularly useful in determining whether there are any logistical arrangements that the SANDF could have put in place that would have further increased participation during Armed Forces Week, and for developing guidelines that would address these matters for future events of this type. The household survey asked respondents reporting non-attendance to explain the reasons for their decision not to partake in any of the scheduled activities. This was an open-ended question and interviewers were instructed to write down the responses verbatim, and these were subsequently reviewed and coded.

The dominant explanation provided by survey respondents for non-participation relates to **engagement in other activities** during the course of Armed Forces Week. More than a quarter (28%) mentioned work responsibilities as the main reason. Educational commitments, caregiving responsibilities for children and sick family members and domestic chores were also mentioned to a more nominal extent. A second key cluster of responses relates to **transportation** to AFD venues, which was raised as an issue by almost a sixth of the non-attende population (16%). Transportation as a factor was mostly mentioned by unemployed people. Lack of awareness and information about AFD activities was cited by 16% of non-attendees.

### Overall evaluation of Armed Forces Day 2020

All Events Survey participants as well as those Household Survey respondents who reported attending Armed Forces Day were asked to evaluate their overall experience. Responses were captured using an 11-point end-anchored scale, ranging from 0 to 10, where 0 represents 'extremely dissatisfied' and 10 'extremely satisfied'. The survey results indicate that AFD 2020 attendees were overwhelmingly positive in their appraisals, with a mean score of 8.98 in the case of the Events Survey and 9.32 for the Household Survey. The distribution of responses to this question was noticeably skewed towards the top end of the satisfaction scale. These findings show that those that attended various Armed Forces Week 2020 events and activities were enthusiastic about their experience. The evaluation in Polokwane is similar to the high scores received in Kimberly and higher than the evaluations that were given for AFD in Cape Town. AFD attendees in Polokwane was therefore favourable in their general assessment of the Armed Forces Day 2020 events, irrespective of their social background and other personal attributes. The Events Survey data enables us to examine more closely evaluations by type



of event, in order to determine whether there are distinct patterns of variation. The most favourably rated event was the AFD Parade (24%), followed by the music events (30%).

**Most enjoyed aspects of AFD.** Armed Forces Day attendees interviewed as part of the Events Survey and the Household Survey were all asked to describe what aspect(s) they most enjoyed. This was an open-ended question and the responses provided were recorded verbatim by interviewers, and subsequently coded and analysed. The most favourably rated item in Polokwane AFDES was the aerial displays by the South African Air Force. The same was true in the Cape Town and Kimberley rounds of the AFDES. It is interesting to note that aerial displays were more frequently mentioned by Polokwane attendees at parade (46%) than their peers at the Fan Park (34%) or other events (6%). The second most rated item was the military parade. When compared to the Cape Town 2019 attendees at the parade (17%), Polokwane (35%) and Kimberley (35%) parade attendees were far more likely to cite this aspect. Parade attendees in Polokwane (25%) and Kimberley (24%) were also quite positive about the musical bands. People interviewed at the Polokwane Fan Park were found to be more likely than average to reference the military vehicles (31%). A similar pattern was observed amongst the Kimberley (26%) and Cape Town (25%) Fan Park attendees.

**Most critically evaluated aspects of AFD.** Following on from the assessment of the most favourable aspects of their AFD experience, respondents were requested to state in their own words what they considered to be the aspects of the events that they least enjoyed. Again, an open-ended format was adopted, with respondents being encouraged to provide up to a maximum of three responses. These data were subsequently coded and analysed. Based on the Events Survey results, a sizeable share of attendees stated that there was nothing negative about the events and that they were generally happy with every aspect of their Armed Forces Day experience. This accounted for 46% of responses in Kimberley in 2018 and 41% of cases in Cape Town 2019 and 43% of cases in Limpopo. This is a truly encouraging message for the SANDF and provides further confirmatory evidence of the successful hosting of AFD 2018, 2019 and 2020.

If we look in more detail at the critical responses provided in the Events Survey, concerns mainly relate to venue-related issues, which is similar to Kimberley and Cape Town. Concerns about Fan Park venue include lack of shade for attendees, lengthy queues for entry, the deficiency of provided refreshments, overcrowding, and accessibility for special needs groups such as the elderly and disabled. At the Polokwane parade, the most common criticisms involved venue features and food provision. As regards the venue, common issues of concern were expressed about parking, an inability to see the parade and no seating provided to visitors.

### Evaluation of specific Armed Forces Day outcomes

Armed Forces Day (AFD) events are a means through which certain symbolic messages are conveyed to the public about the professionalism, integrity and diversity of the SANDF. Recognising this, respondents to both the Household and Events surveys were asked to express their views on the extent to which they believed that AFD served to achieve nine specific outcomes. A series of eight statements were posed to respondents and they were asked to rate their level of agreement using a standard 0-10 scale, with 0 representing 'completely disagree' and 10 'completely agree'. The set of AFD statements posed to respondents were phrased as follows: (i) *It has raised the profile of the SANDF*; (ii) *It has allowed the SANDF an opportunity to interact with communities*; (iii) *It has helped South Africans to feel proud of the country*; (iv) *It has united South Africans behind the SANDF*; (v) *It has given the SANDF an opportunity to showcase its latest military equipment and power*; (vi) *It has*



*showcased job opportunities within the SANDF; (vii) It has helped me gain knowledge of the SANDF; and (viii) It has demonstrated military combat readiness.*

The responses were overwhelmingly positive, and convincingly demonstrate that attendees were very positive in their evaluations of the event in terms of specific outcomes. Participants in the Polokwane AFDHS provided scores exceeding 9 out of 10. These findings convey the message that the public attending the AFD 2020 events generally believed that it was a success in achieving a range of outcomes. The item with the most positive evaluation by attendees was 'raised the profile of the SANDF' (M=9.32) and the lowest was 'showcased job opportunities in the SANDF' (M=9.19). AFD 2020 attendees rated all eight items higher than AFD 2019 attendees and somewhat similar to what was observed in AFD 2018. When results were disaggregated by the socio-demographic attributes of attendees, it was found that females were generally more positive than males, younger age groups more positive than older (40+) age group and less educated more positive than higher educated individuals.

### Success of AFD in promoting messages of diversity, effectiveness and career opportunities

Following on from the preceding analysis on outcomes evaluations, an integral aspect of AFD was to showcase the level of transformation, diversity and efficiency of the SANDF to the public. The event also represented a notable opportunity to demonstrate career opportunities in the different branches of the military. To understand how attendees rated the event in relation to these objectives, participants in the AFDES were asked four questions concerning how successful the SANDF AFD had been in promoting messages of representativeness, diversity and career opportunities.

Close to nine-tenths of attendees (84%) believed that AFDES 2020 had been very effective in showing that the SANDF is **representative of all South Africans**, while roughly a tenth (13%) indicated that the armed forces were only somewhat representative. This was a significant improvement over what was observed amongst attendees at the 2019 AFD. Approximately four-fifths (82%) believed that the AFD event was successful in conveying the message that the SANDF **offers good career opportunities for youth**. Attendees at the 2018 and 2019 AFDs gave the SANDF a lower rating on this indicator. An almost equivalent pattern of results can be observed in relation to the perceived effectiveness of AFD in demonstrating **career opportunities for women in the SANDF**. In this case, 60% of attendees believed that the event was highly effective in this regard, with 33% stating that AFD was somewhat effective with regard to this objective. This was similar to what was observed during the 2019 AFD.

In order to examine differences in attitudinal responses to these four measures based on select attendee attributes, we combined individual responses to the items into a single index. In terms of subgroups, it was interesting to observe that there was relatively little variation amongst the different subgroups with all groups giving the armed forces positive ratings on this issue. Mean differences by gender, age, educational attainment and work status were not found to be considerable. It was however found that Black African residents gave the SANDF a most positive ratings on representatively and job opportunities than other population groups.

### Perceived importance of Armed Forces Day events

**Perceived importance of AFD type outreach events.** Both the Events and Household Surveys included a question that asked respondents 'to what extent do you feel that it is important for the SANDF to showcase its operations through shows, exhibitions and Armed Forces Days?' Answers were captured using a six point scale, ranging from 'very important' to 'not at all important'. From the AFDES, it is



evident that there was robust support for such events, with 72% of attendees stating that such activities were ‘very important’, while a further 8% believed that such events are ‘fairly important’ and 14% indicated that it was simply ‘important’. Therefore, 94% of attendees believed in the importance of AFD type shows and exhibitions, compared to 2% saying that they are not a priority. This pattern of response is shared by attendees interviewed as part of the AFDHS. If we examine how perceived importance of AFD type outreach events differed by subgroups then we find broad consensus on this issue. The AFDHS further examined why residents of Cape Town and neighbouring areas might deem it important for the SANDF to hold such events. Limpopo residents generally agreed that such events made them feel proud of their country, raised the profile of the SANDF and increased their knowledge of the SANDF.

### Attitudes towards defence spending on Armed Forces Day type events

In considering individual views on public expenditure in relation to military shows and exhibitions such as AFD, we firstly examined the general preferences for military spending in general are profiled as contextual information, based on data from the AFDHS. This leads into an analysis of the perceived justifiability of expenditure of these type of outreach events, based on a comparison in responses between participants in both the Events and Household Surveys. The final aspect explored relates to preferences for the level of spending on future such events. This involves a comparison between responses to the AFDES and the AFDHS.

**Perceived justifiability of spending on AFD type events.** In order to gain a better understanding regarding views on whether the costs associated with events such as AFD are considered worthwhile, AFD Events and Household survey participants were all asked the following: ‘Taking into account all that you know about Armed Forces Day and thinking about your own experiences, would you say that the costs of these SANDF events are justifiable or not?’ Responses were captured using a four-point scale ranging from ‘definitely justifiable’ to ‘not at all justifiable’. Results show that residents in Polokwane were overwhelmingly positive in their assessment of the costs associated with AFD. In the AFDHS 2020, nearly two-thirds (64%) said that the costs were definitely justifiable, and roughly a fifth (22%) indicated that the costs were somewhat acceptable (86% in total believe AFD is justifiable). We can observe a noteworthy distinction between attendees and non-attendees in the AFDHS. Those attendees interviewed as part of the AFDHS 2020 being more positive than the non-attendee population. Compared to other surveys (2018 and 2019) higher proportions of Limpopo residents were positive in their opinions that military spend is justifiable.

**Preferences for level of spending on future AFD type events.** Following on from the perceived justifiability of costs, respondents to the Events and Household Surveys were both asked: ‘Please say whether you think the SANDF should spend more or less on shows and exhibitions?’, with responses recorded using a five-point scale ranging from ‘spend much more’ to ‘spend much less’. From the AFDES and AFDHS, it is apparent that more than two thirds were in favour of more spending on shows and exhibitions. About a fifth (15%) indicated that current spending levels should be maintained, while around a tenth indicated that they thought that the SANDF should spend less. These results confirm that preferences for military spending were more favourable among Limpopo residents during 2020 AFDHS than they were in other survey rounds.

### Perceived benefits of Armed Forces Day to the host community

In both the AFD Events and Household Surveys, respondents were asked to state the extent to which they agreed or disagreed that the SANDF AFD event brought socio-economic benefits to Polokwane.



The results of the AFDES demonstrated that 41% of attendees *strongly agreed* with the statement, with a further fifth (30%) saying that they generally agreed that AFD generated economic opportunity for the host city. This means that 71% of participants in total supported this perspective. There was therefore broad agreement that events and activities during Armed Forces week that the event was of benefit to Limpopo. Learning and knowledge, as well as economic benefits (job creation), were the most frequently mentioned reasons why the public regarded this event as a benefit (both mentioned by 23% of survey participants). Opportunities for business development was also cited as a benefit deriving from the hosting of Armed Forces Day in Polokwane.

### Interest in attending future SANDF events

As a final measure of the success of AFD 2020, the AFDES asked respondents whether they would be interested in attending future shows and exhibitions such as AFD that would showcase the SANDF. In response, 87% of those interviewed said that they would *definitely* be interested in future such events, 11% said they would *possibly* be interested. This suggests, in line with the previously described results, that attendees felt that the AFD experience was a positive and enjoyable one, to the extent that it instilled substantive interest in attending similar events in future. This finding demonstrates the positive impact that the 2020 AFD events have had on city residents. By contrast, 81% of those interviewed in Cape Town AFDES told fieldworkers that they would *definitely* be interested, 14% said they would *possibly* be interested while 4% responded that they would *not* be interested in the future. This demonstrates that although the Cape Town AFD received a positive evaluation, people who attended the Polokwane 2020 AFD had a somewhat more positive experience than those who attended the Cape Town 2019 AFD.

## GENERAL VIEWS OF THE SANDF

### Knowledge of the SANDF

The SANDF has been working towards educating the general population about the armed forces, the different branches of the military and the functions they perform. The SANDF is aware that such knowledge sharing benefits the general public and helps it gain a better understanding of the role and functions of the armed forces. Generally, about three-fifths of Polokwane residents claimed to be very well-informed about the military and 22% stated they were somewhat knowledgeable. Approximately a tenth (11%) reported being not very informed with the armed forces and 7% of the city population said that they were not knowledgeable at all. Approximately 4 out of 10 adult residents in Polokwane were able to correctly answer this question a question quiz question about the branches of the SANDF. This result was lower than what was observed in Cape Town AFDHS (50%); and Kimberley AFDHS (75%).

### Overall pride and trust in SANDF

The vast majority (86%) of Limpopo residents who attended AFD Events were very proud of the SANDF, with another 9% being somewhat proud. If we segregate levels of pride by attendance of Armed Forces events, we see that attendees at the military parade had higher levels of extreme pride compared to non-attendees (91% very proud; 6% somewhat proud and 84% very proud; 10% somewhat proud respectively). Of all the groups under review, population group was found to be significant determinant of pride. Only 89% of minority adults said that they were proud of the armed forces compared to 95% of the Black African majority. Male attendees had a lower level of pride (84% very proud; 11% somewhat proud) than women (91% very proud; 6% somewhat proud).





More than nine-tenths (61% strongly trust; 28% trust) of Polokwane residents stated that they had confidence in the SANDF. Only a small share (6%) reported that they neither trust nor distrust the SANDF and even less (4%) said that they distrust the armed forces. Observed levels of trust were similar regardless of whether an individual had attended the Polokwane AFD or not. This is not what was observed in the Cape Town AFD where attendees demonstrated greater levels of trust in the armed forces than non-attendees. AFD attendance was also a determinant of trust in the SANDF in the Kimberley AFDH.

### Need for Armed Forces

The response to the question on the need for the military even during peacetimes was very positive. Almost eight out of every ten adults in Polokwane agreed that the defence had a role during periods of peace. More than half (53%) of Polokwane respondents who attended AFD felt that the military was much needed and 25% felt that the defence force was simply needed. Similar, but somewhat less positive, results were observed in both Cape Town AFDHS (42% much needed, 44%, needed) and Kimberley AFDHS (47% much needed, 42% needed).

### Performance of SANDF

On average, almost two thirds of the adult population (61%) in Polokwane who visited AFD events felt that the SANDF was doing a very good job and 28% indicated that the armed forces were doing a good job. A small minority (4%) expressed the belief that the defence force was performing their job badly or very badly. The remainder were divided between those who expressed neutrality (3%) and those unsure of how to respond (4%). Weighted against what was observed in the Polokwane AFDHS, appraisals of the SANDF were more negative in Cape Town. In the 2019 Cape Town AFDHS a relatively smaller majority (25% strongly agree; 38% agree) stated that the military were performing their job well.

AFDHS data shows that attending AFD 2020 had an effect on residents' views on the SANDF and its performance. Attendees (70% strongly agree; 19% agree) were more prone to report that the SANDF was doing a good job when compared to non-attendees (59% strongly agree; 31% agree). This outcome is similar to what was observed in Cape Town AFDHS, but a weaker correlation was found in the Kimberley AFDHS. There was a moderate correlation between public pride in the SANDF and evaluation of military performance.

### Moral Alignment with Defence Force

The first attitude we considered as part of moral alignment was willingness to serve in the defence force at a time of need. The survey results suggest that city residents in the AFDHS datasets were prodigiously likely to say willingness to service was important. The mean score in Polokwane (M=6.28) was somewhat similar to Kimberley AFD (M=6.40) and higher than what was seen in Cape Town AFD (M= 5.10). Limpopo residents also generally agreed that they would be (i) I would be proud to be a member of the Defence Force; (ii) that the SANDF stands up for values that are important to them; (iii) support how the SANDF usually performs their functions; and (iv) is representative of all South Africans.

### Career opportunities

On average, about half (47%) of Limpopo residents agreed that the SANDF offers good career opportunities for people like them with a further quarter (26%) who simply agreed. When compared



to other survey rounds, it was found that a greater proportion (84%) of Kimberley residents agreed with the statement and a much lower share (54%) of Cape Town residents agreed. There was a difference between AFD attendees and non-attendees on the question of career opportunities with attendees being more positive. AFDHS respondents were also questioned about whether the armed forces provided decent work opportunities for youth and women. People in Polokwane said that the SANDF did offer worthwhile employment prospects for these two groups. Only a small minority believed that the military did not offer good career possibilities for women and young people.

### Diversity in the Armed Forces

An integral aspect of AFD is to showcase the level of transformation, diversity and representativeness of the SANDF to the public. The event represents one of the most notable occasions in the annual Defence calendar to publicise career opportunities in the different branches of the military. In order to understand how attendees rated the event in relation to these objectives, participants in the AFDES were asked four questions concerning how successful the SANDF AFD had been in promoting messages of representativeness, diversity and career opportunities. Results show that a vast majority of attendees thought that the SANDF had been successful in promoting messages of diversity and career opportunity.

The SANDF is committed to the formation and preservation of racial equality in the military and the suppression of all racial discrimination in the armed forces. In order to explore what the townspeople of Polokwane think about the issue of racial transformation in the defense force, a question was posed about how well transformation in the SANDF is progressing. More than half (52%) of adult residents believed that transformation within the military was progressing very well and 33% thought that transformation was progressing well. Just under a tenth (8%) felt it was progressing reasonably well with only 4% stating that it was progressing badly. Results on this question fared well when compared to what seen in Cape Town AFDHS where racial transformation was seen in more negative terms. A fifth of residents believed that transformation was going poorly in the metropolitan.

Having questioned respondents about their views of racial transformation in the SANDF, a specific question pertaining to racism and racial discrimination in the armed forces was asked. City residents were queried about the frequency with which racial discrimination occurred in the defence force. Encouragingly, views about the occurrence of prejudice of this type were largely positive with 80% of people in Limpopo believing that racial discrimination did not occur or occurred only to a minor extent. With respect to this discrimination question, a population group bias was *not* identified in Polokwane and Black African and minority residents shared similar views on this issue. This is in stark contrast to what was observed in the Cape Town AFHDS where two-fifths of minority residents told fieldworkers in that survey round that they thought racial discrimination occurred in the SANDF.

An overwhelming majority of Polokwane adult residents agreed that a special attempt should be made to recruit more women into the Defence Force. About half (51%) of city residents strongly agreed with the statement and roughly a third (36%) said that they just agreed. Nearly three-fifths (59%) of Polokwane residents strongly agreed and a third (30%) agreed that women were equal to men in the military and agreed women can perform as well as men in all areas of the military in the military. A gender bias was noted with regards to these questions with men somewhat more skeptical about these proposition when compared to women.



## QUALITATIVE RESEARCH FINDINGS

### Youth Focus Groups

Youth focus groups were held with learners from various schools to determine their experience of AFD events at the Polokwane Cricket Club. Similar to Kimberley and Cape Town, the responses were extremely positive with the youth groups acknowledging that they were fairly ignorant regarding the role of the SANDF prior to attending AFD. For most of them, this was the first interaction they have ever had with the SANDF and prior to attending AFD they viewed the SANDF as a masculine organisation that was just geared toward “war and fighting”. They were surprised to learn about the various careers in the SANDF and were pleasantly surprised about the level of discipline portrayed by members of the SANDF and the positive attitudes of SANDF personnel. The various activities seem to evoked a sense of pride from the learners. Many of the learners expressed a keen interest in pursuing a possibly career in the SANDF and was surprised to hear about all the careers that are provided by the SANDF. It is safe to assume that the Arms Forces Day events attended by the Limpopo youth created an information-sharing platform for this cohort, which helped them gain new knowledge about the South African military and enforced a sense of pride in the SANDF.

### Stakeholder interviews

Given the busy schedule of AFD 2020 it was difficult to secure interviews with a variety of stakeholders. The stakeholders that the team managed to interview included (a) teachers at the sports clinics, (b) potential recruits and (c) representatives of media houses. The teachers were extremely grateful for this event and mentioned that they gained knowledge by attending this event and also expanded their skills base. Some actually expressed the view that the SANDF should present these clinics more often and also at schools to teach children discipline. Representatives of media houses were slightly more critical of the arrangements and felt they should be given more information

## CONCLUSIONS AND RECOMMENDATIONS

In conclusion, this report finds that Armed Forces Day 2020 was a success and succeeded in uniting civilians behind the military, expanding the public’s knowledge of the SANDF and their understanding of the military’s role and its purpose to society. The magnitude of this event, as well as the disciplined conduct of SANDF personnel, seem to suggest an impressable event which will be lasting, positively impacting on the image of the SANDF. Despite the overwhelming success of the event, a few recommendations on how to improve this event was forthcoming from respondents and stakeholders and are cited in the recommendations section of this report. One of the key findings from this report suggest that the characteristics of a host city -especially if it is a metro as opposed to a smaller urban city-do pose unique challenges for an event such as Armed Forces Day. The spatial character of a host city specifically has an appreciable bearing on the nature of campaigns required to effectively inform the public and encourage turnout at AFD events.



## 1. Introduction

The Armed Forces Day (AFD) 2020 commemoration was held in Polokwane, the capital city of Limpopo province, and troops from all four branches of the SANDF attended. The annual Armed Forces Day celebrations commenced at the Polokwane Cricket Club on Friday the 14<sup>th</sup> February 2020, with over 600 students and local residents gathering to witness the grand opening of the Fan Park and related activities. The week-long series of events included static displays of military hardware, a wide-ranging programme of arena-based events, and the career exhibitions at the human resource village at the Fan Park. The line-up also included sports clinics, a fun walk and run, an inter-faith service, a gala music event, a military music concert, and a military capability demonstration.

Military parades (such as AFD) by the SANDF are designed to achieve several objectives, such as: (i) to unite all South Africans behind the SANDF; (ii) to allow the SANDF an opportunity to interact with communities; (iii) to expand public understanding of the military's role and its purpose to society; (iv) to showcase the latest military equipment and technologies used to protect the Republic and its citizens; and (v) to demonstrate the military combat readiness as well as to support government during peace time. Education constitutes an essential part of the AFD 2020, and special efforts were undertaken at the Fan Park at the Cricket stadium in Polokwane to inform the public about the armed forces. The events are also important opportunities for recruitment, encouraging people to consider the armed forces as a career option.

In his commemorative speech on 21 February 2020, President Ramaphosa (South African Government, 2020) mentioned that the event represents an occasion where the women and men in uniform are honoured for their outstanding service and dedication during various operations to defend the territorial integrity of South Africa, and role in protecting the government's sovereignty. The event also honours soldiers for their selfless contribution in international peace and security missions, mostly on the African continent. The President also referred to the broader range of roles that the SANDF plays in the lives of ordinary citizens: "Across our country, we have seen the SANDF render essential services through the deployment of health professionals at public health; ... men and women in uniform repairing sewage infrastructure; ...building bridges in rural areas to give isolated communities access to places and services they would not be able to reach otherwise; ... [and] active in fire-fighting as well as mountain and maritime search-and-rescue operations." (South African Government, 2020)

The role that the SANDF plays in job creation and small business development was further highlighted by President Ramaphosa, who indicated that South Africans should be proud that their military is providing opportunities to small businesses and contributing to the stimulation of local economies where bases are situated. Recognising this, the Commander-in-Chief declared that "...we have also launched the Defence Industry Fund Memorandum of Understanding with the Department of Small Business Development to raise the department's spend on small and medium enterprises from 30% to 50%, and create a lifeline for start-ups and budding entrepreneurs" (South African Government, 2020). He was also vocal in terms of the fact that the SANDF was pro-active in terms of appointing a Ministerial Task Team against Sexual Exploitation and Abuse in the military. The military was also involved with initiatives such as combatting climate change and environmental initiatives, by supporting an initiative of tree-planting and launching a campaign framed around the message "plant trees not bombs" (South



African Government, 2020).

Given all these functions and accomplishments of the SANDF, it is critical to also understand the view of the public regarding the SANDF. If the public is not aware of all these functions, progress, opportunities and accomplishments and maintains that the SANDF is a peripheral department that is only needed in times of war, it might influence their perceptions and evaluations of the SANDF.

Despite the positive role that the SANDF plays, it is important to consider criticisms around the SANDF and also the hosting of such events as the AFD. In February 2019, for instance, the (IFP) spokesperson Narend Singh criticised expenditure on the AFD 2019 and blamed the SANDF of damaging the natural environment in Cape Town. The AFD has previously also been criticised in Parliament by opposition parties who accuse the SANDF of wasteful expenditure. Considering the developmental demands of the country, such parades have been described as vanity projects with overly extravagant displays. However, defence analyst Heitman (2020) stated that AFDs are actually to show taxpayers what they are getting for their money and also partly a recruitment drive to attract young people to join the Defence Force.

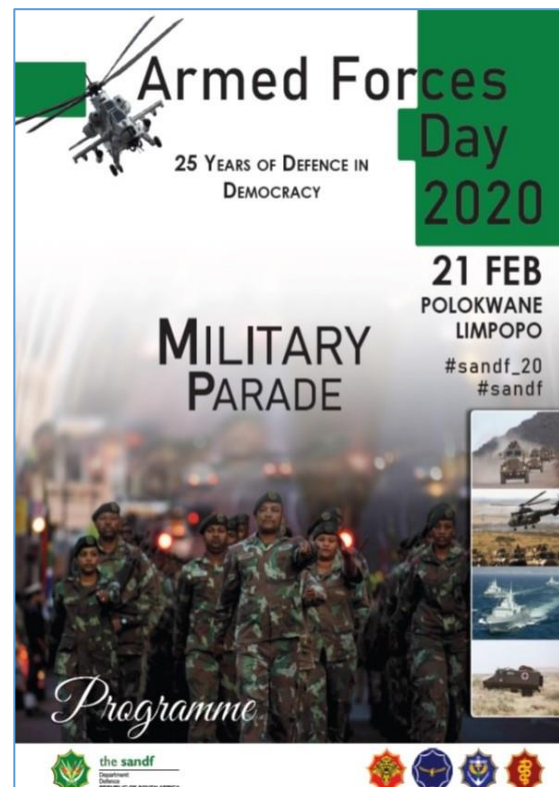
Given opposing views and vantage points, it is important to understand the public's perceptions of the AFD. Given the crucial role that the SANDF has played in response to the COVID-19 pandemic, and the potential for an increasing civic role that the SANDF might play, it is critical to measure public attitude going forward.

### 1.1. Objectives of this study

The primary objective of this study is to determine the impact of Armed Forces Day (AFD) 2020 on the host community in Polokwane. This project forms part of an ongoing study series aimed at evaluating the impact of AFD generally and specifically on host communities and surrounding areas. This project started in 2018, when the SANDF commissioned the HSRC to evaluate the impact of AFD in Kimberley. A repeat study was undertaken in 2019, when Cape Town hosted the AFD event. Results from both AFD 2018 and 2019 will be used in the quantitative part of this report, in providing a comparative analysis of impact of the AFD event in Polokwane.

More specifically, the current study sets out to determine whether the event:

- (i) Served to unite South Africans behind the SANDF;
- (ii) Allowed the SANDF to interact with the community;





- (iii) Helped to expand the public's understanding of the military's role and its purpose to society;
- (iv) Succeeded to showcase military equipment and technologies; and
- (v) Left an impression on the community.

Various research methodologies were employed to collect information for the evaluation, including: (i) interviews with key stakeholders (ii) focus groups with learners (considered key beneficiaries), (iii) face-to-face interviews with individuals attending the various events and shows and (iv) a household survey (drawing on a representative sample of households in Polokwane). This integrated, cross-sectoral approach was considered most effective in understanding the impact of AFD 2020.

## 2. Research Methodology

As previously mentioned, the survey approach involved a combination of research methodologies and included a variety of stakeholders. In this section, the methodological approach is outlined in more detail.

### 2.1. Phases of the study

#### 2.1.1. Event Survey (AFDES)

The Armed Forces Day Event Survey (AFDES) 2020 was a non-probability survey conducted during the AFD week in February 2020. In total 745 people were interviewed at various events using a non-probability selection technique known as convenience sampling. The research team interviewed respondents who were present at the following AFD 2020 events: (i) military parade; (ii) Fan Park; (iii) the C SANDF/CISM 5km and 10km Fun Run; and (iv) various music concerts hosted by the SANDF. The number of interviews conducted by type of event is shown in Table 1. The research team made a special effort to expand the number of individuals interviewed as part of the AFDES 2020 evaluation. In particular, a special effort was made to interview more AFD attendees in the Fan Park at the Polokwane Cricket Club. The Polokwane event also included live streaming of the music concert and the main AFD parade and capability demonstration event at the Fan Park, which was a recommendation from previous AFD evaluations. We therefore conducted some interviews with those who watched these streamed events at the Fan Park to gauge whether the experience was positively rated.

**Table 1: AFD Event Survey interviews conducted, by event type**

Event	Number of interviews	% of interviews
Fan Park at Polokwane Cricket Club	495	66
Fun Run/Walk	40	6
Music Concert	58	8
<i>Of which: Live streaming of the event at Fan park</i>	9	2
Armed Forces Day Parade and Capability Demonstration	131	18
<i>Of which: Live streaming of the event at Fan park</i>	17	1
Other	21	3
<b>Total</b>	<b>745</b>	<b>100</b>

Source: Armed Forces Day Event Survey (AFDES) 2020



A majority of those interviewed (79%) were first-time AFD attendees, while 4% had attended a SANDF show or exhibition more than five years ago. The remainder reported participating in such an event in the past year (11%) or the past five years (6%). Interviews were conducted face-to-face using pre-designed questionnaires and each interview lasted between ten and twenty minutes.

As mentioned earlier, visitors to the AFD 2020 shows and exhibitions were selected using a convenience method. Although the AFDES sample cannot claim to be random, some randomness was however built into the selection. Researchers were instructed to interview equal numbers of men and women. In addition, HSRC interviewers tried to select people from different age groups. Interviews were conducted face-to-face using pre-designed questionnaires, with each interview lasting between ten and twenty minutes. Interviews took place throughout the week-long schedule of AFD 2020 activities. All respondents were approached and asked if they would be willing to participate in the survey and written permission was sought from them prior to conducting the interview. Respondents signed a written consent form giving their permission to participate in the survey.

### 2.1.2. Armed Forces Day Household Survey (AFDHS)

In order to achieve results that can be considered representative of Polokwane residents, a separate Armed Forces Day Household Survey (AFDHS) was administered to a random selection of individuals resident in Polokwane in the weeks following the Armed Forces Day events. This phase of the study involved a statistician selecting a representative sample of households for interviewing in Polokwane and surrounding areas. These pre-selected household were visited by



HSRC researchers and interviewers after AFD, and interviews were done with a single, randomly selected member of each household. The selected household member was asked about their experiences of AFD (regardless of attendance at the event). This component of the study allows the SANDF to scientifically determine the impact of AFD on city residents, and to generalise findings to the population of Polokwane. More detail of the sample is provided below.

The sampling frame was based on the 2011 Census. Small Area Layers (SALs) were used as primary sampling units and an HSRC sampling statistician drew the sample and weighted it back to the total population of Polokwane. Once these SALs were drawn, maps of these areas were produced by the HSRC's GIS Centre. Geo-coordinates were also provided for all the sampled areas to ensure that the teams were easily able to navigate to the areas they were to conduct interviews in.



A total of 80 Small Area Layers were drawn proportional to size in Polokwane. A list of the SALS drawn in each area is listed in **Table 2** below. In each of these SALS, 10 households were randomly selected for interviewing. A total of 800 households was therefore selected for visiting in this study. At each visiting point, a single person aged 16 years and older was randomly selected as a potential survey respondent. People from Polokwane were keen to participate in this AFDHS, with 615 interviews being successfully interviewed, which represents a realisation rate of 77%.

**Table 2: Small Area Layers (SALS) sampled**

ID	SAL_CODE	Subplace (SP) NAME	Mainplace (MP) NAME	ID	SAL_CODE	Subplace (SP) NAME	Mainplace (MP) NAME
1	9740021	Seshego F	Seshego	41	9740840	Polokwane Central	Polokwane
2	9740056	Polokwane Central	Polokwane	42	9740854	Seshego A	Seshego
3	9740059	Flora Park	Polokwane	43	9740855	Fauna Park	Polokwane
4	9740129	Tweefontein SH	Tweefontein	44	9740857	Seshego D	Seshego
5	9740222	Seshego A	Seshego	45	9740873	Seshego A	Seshego
6	9740261	Bendor Park	Polokwane	46	9740886	Seshego A	Seshego
7	9740267	Madiba Park	Seshego	47	9740889	Nirvana	Polokwane
8	9740353	Eduanpark	Polokwane	48	9740893	Madiba Park	Seshego
9	9740363	Rainbow Park	Polokwane	49	9740896	Flora Park	Polokwane
10	9740373	Bendor Park	Polokwane	50	9740902	Seshego C	Seshego
11	9740383	Fauna Park	Polokwane	51	9740908	Seshego A	Seshego
12	9740398	Welgelegen	Polokwane	52	9740912	Nirvana	Polokwane
13	9740420	Polokwane SP1	Polokwane	53	9740914	Seshego C	Seshego
14	9740421	Seshego F	Seshego	54	9740916	Seshego B	Seshego
15	9740432	Bendor Park	Polokwane	55	9740929	Westenburg	Polokwane
16	9740457	Polokwane Ext 4	Polokwane	56	9740930	Seshego C	Seshego
17	9740507	Sterpark	Polokwane	57	9740931	Seshego A	Seshego
18	9740513	Seshego D	Seshego	58	9740935	Seshego B	Seshego
19	9740518	Welgelegen	Polokwane	59	9740937	Seshego C	Seshego
20	9740538	Bendor Park	Polokwane	60	9740940	Penina Park	Polokwane
21	9740549	Seshego C	Seshego	61	9740944	Westenburg	Polokwane
22	9740560	Seshego B	Seshego	62	9740948	Westenburg	Polokwane
23	9740561	Ivy Park	Polokwane	63	9740950	Polokwane SP1	Polokwane
24	9740568	Polokwane Central	Polokwane	64	9740957	Ivydale AH	Polokwane
25	9740570	Seshego H	Seshego	65	9740967	Ivydale AH	Polokwane
26	9740582	Ivydale AH	Polokwane	66	9740971	Seshego F	Seshego
27	9740589	Flora Park	Polokwane	67	9740973	Nirvana	Polokwane
28	9740612	Seshego B	Seshego	68	9740974	Polokwane Central	Polokwane
29	9740620	Bendor Park	Polokwane	69	9740978	Westenburg	Polokwane
30	9740656	Fauna Park	Polokwane	70	9740988	Polokwane SP1	Polokwane
31	9740660	Flora Park	Polokwane	71	9740990	Polokwane Ext 44	Polokwane
32	9740683	Seshego D	Seshego	72	9740995	Ivydale AH	Polokwane
33	9740689	Seshego H	Seshego	73	9741000	Polokwane Central	Polokwane
34	9740703	Polokwane Ext 61	Polokwane	74	9741001	Polokwane Ext 44	Polokwane
35	9740724	Seshego C	Seshego	75	9741003	Polokwane Ext 44	Polokwane
36	9740731	Seshego C	Seshego	76	9741006	Polokwane Ext 44	Polokwane
37	9740740	Seshego B	Seshego	77	9741007	Westenburg	Polokwane
38	9740761	Seshego A	Seshego	78	9741012	New Polokwane	Polokwane
39	9740771	Flora Park	Polokwane	79	9741019	Polokwane SP1	Polokwane
40	9740833	Madiba Park	Seshego	80	9741027	New Polokwane	Polokwane





### **2.1.3. Stakeholder interviews**

Key stakeholders play a critical role during the AFD events and are potentially also beneficiaries of AFD. One of the intentions of this study was to identify and interview key informants sampled on the basis of convenience and selected by the fact that they were present at the Cricket Stadium in Polokwane during the week of AFD. Once identified, face-to face, in-depth interviews were conducted with the selected key informants. These interviews were done in either English, Afrikaans or Sepedi and recorded for detailed analysis. The intention of these interviews was to get a deeper and more thorough understanding of AFD from a stakeholder and beneficiary perspective. These interviews were all conducted by HSRC researchers using the pre-designed stakeholder questionnaires. All the selected informants agreed to participate in the survey and signed consent was secured before interviewing. The key informants were assured confidentiality and voluntarily participated in this project. During AFD 2020, very few stakeholders were available for interviewing. Therefore, the only interviews that were able to be conducted during the AFD period were with members of the media covering the study, applicants that were planning to enrol in the SANDF, and teachers who accompanied school groups attending AFD events.

### **2.1.4. Focus groups**

One of the key objectives of AFD is to interact with schools and learners, and to use the opportunity to exhibit military careers and embark on recruitment drives. Grade 9 to Grade 12 learners are specifically encouraged to attend, since significant subject and career choices need to be made during this secondary school phase. The intention of the SANDF was therefore to invite schools to AFD events as an outreach activity to give learners a better understanding of what the SANDF does and encourage them to consider the armed services as a career choice.

To establish whether learners benefitted from the AFD, gained knowledge of the military, and considered the military as a viable career, focus groups were held with learners who visited AFD as part of an organised excursion. Through the SANDF, the HSRC liaised with the Department of Education to ensure these focus groups were successfully organised and undertaken.

A focus group is essentially a group of people with similar backgrounds or experiences that is brought together to discuss a specific topic of interest to the researcher. In the case of the AFD focus groups, the common characteristic was that all the participants were learners who had experienced a range of AFD activities. A pre-designed focus group interview schedule was used consistently across all focus groups, based on a semi-structured interview format. The group of participants was guided by a moderator, who introduced the topics for discussion and assisted the group to participate in a lively and natural discussion. To ensure that the groups could identify with the moderators, young HSRC researchers were used to conduct the interviews. The discussion “focused” on particular areas of interest, in this case their views of AFD. The intention of these focus groups was to examine a few topics in greater detail.

These focus groups were done in one of the SANDF tents at the Fan Park, with each consisting of a group of approximately 5-10 learners. The Department of Education facilitated the process and accompanied the learners. These focus groups were conducted as part of the Armed Forces Day school excursion and therefore no separate parental consent was needed. All the learners agreed to participate in the survey and were required to sign a consent form. The learners were



assured of confidentiality and participated willingly in the interviews. The focus groups were audio recorded for analytical purposes. No incentives were provided to the learners.

## **2.2. Design of the questionnaires**

For each of the different phases of the project, a questionnaire or guiding schedule was developed. In close partnership with the SANDF, senior HSRC researchers developed the following research instruments: (i) the AFD Event Survey (AFDES) (ii) the AFD Household Survey (AFDHS) (iii) the stakeholder interview questionnaire (iv) the focus group interview questionnaire (see Appendices A-D). Quantitative data on demographic characteristics of the respondents were also collected. For triangulation purposes, some of the questions asked in the AFDES and AFDHS were similar to questions asked in the following previous survey rounds: (i) AFD Kimberley 2018; and (ii) AFD Cape Town 2019. These questions were deliberately replicated to enable the researchers to compare AFD 2020 to AFD 2018 and 2019. The AFDES and AFDHS questionnaires were translated into Afrikaans and Sepedi. This ensured that all interviewers understood the questionnaire, and specifically the intent and meaning of each question in a similar way. This guaranteed that the meaning was retained and consistent across all languages. Interviews were conducted in the interviewees' language of choice.

## **2.3. Piloting**

Prior to AFD 2018 in Kimberley, extensive piloting of all the research instruments were done. These instruments worked well in Kimberley and therefore only minor adjustments were made to the research instruments. Paper-based interviews were conducted in 2018, but the mode of interviewing changed for the 2019 and 2020 AFD surveys in Cape Town and Polokwane, with interviews electronically captured using tablets. In 2020, the piloting focused less on the content, and concentrated more on testing the mode of interviewing. Mock interviews were done by all the researchers involved in the project to ensure that the electronic capturing process went smoothly. Debriefing sessions were held with the researchers and interns to iron out any problems or issues that arose during the piloting.

## **2.4. Training**

To appoint suitable data collectors, the HSRC's Limpopo provincial fieldwork coordinator was approached. The fieldwork coordinator and supervisor in this province has been involved with HSRC surveys for the past 15 years and has a local footprint in Limpopo. The supervisor provided the HSRC with suitably experienced interviewers with a good familiarity with data collection methodologies. The candidates had to be resident in Limpopo, needed to be experienced in research, and had to be able to speak the local languages. Upon recruitment, a training session took place where two HSRC staff trained the interviewers by systematically going through the study methodology and research questionnaires. This was done to ensure that the data collectors understood the intended meaning of all the questions. These recruits practised through role-playing and conducted interviews with each other. After the HSRC trainers were satisfied that all the recruits were sufficiently skilled, they were deployed to do interviews. The data collection was done on tablets which were all prepared prior to the training session and had the necessary software (Mobenzi Mobile Researcher) installed.



## 2.5. Ethics

Prior to commencement, the project design, protocols and instruments were reviewed and approved by the HSRC's Research Ethics Committee (REC). All respondents participating in this survey signed a consent form agreeing to voluntarily participate in the survey. All confidentiality protocols were observed.

## 2.6. Quality control

During the whole period of the survey research, HSRC personnel as well as an appointed provincial supervisor accompanied the data collection team. This ensured that the data collectors conducted the interviews in a professional and correct manner, upheld protocols, and collected reliable data.

## 2.7. Data capturing, cleaning and weighting

The AFDES and AFDHS data was electronically captured, and extensive data cleaning was performed once the data collection process was complete. Data were checked and edited for logical consistency, permitted ranges, reliability on derived variables, and filter instructions. After cleaning the datasets, the AFD Household Survey was sent to the statistician for weighting. The benchmark weights were designed so that the household survey results would be representative of the Polokwane population. The AFD Events Survey was not weighted, since it is a non-probability sample.

# 3. Armed Forces Day Evaluation: Results from the Event and Household Surveys

## 3.1. Level of public awareness of SANDF Armed Forces Day

A communication strategy forms an integral part of the preparations for each annual Armed Forces Day commemoration. It is unrealistic for this SANDF strategy to achieve a universal reach among the adult residents of host cities or towns. Nonetheless, there may be areas of possible improvement that can be identified and implemented to increase public awareness in the lead-up to the event and promote attendance. This section considers levels of awareness among host city residents, reported satisfaction with the level of information provided, and sources of information about AFD activities. The section ends by profiling levels of knowledge of the SANDF using a combination of subjective and objective measures.

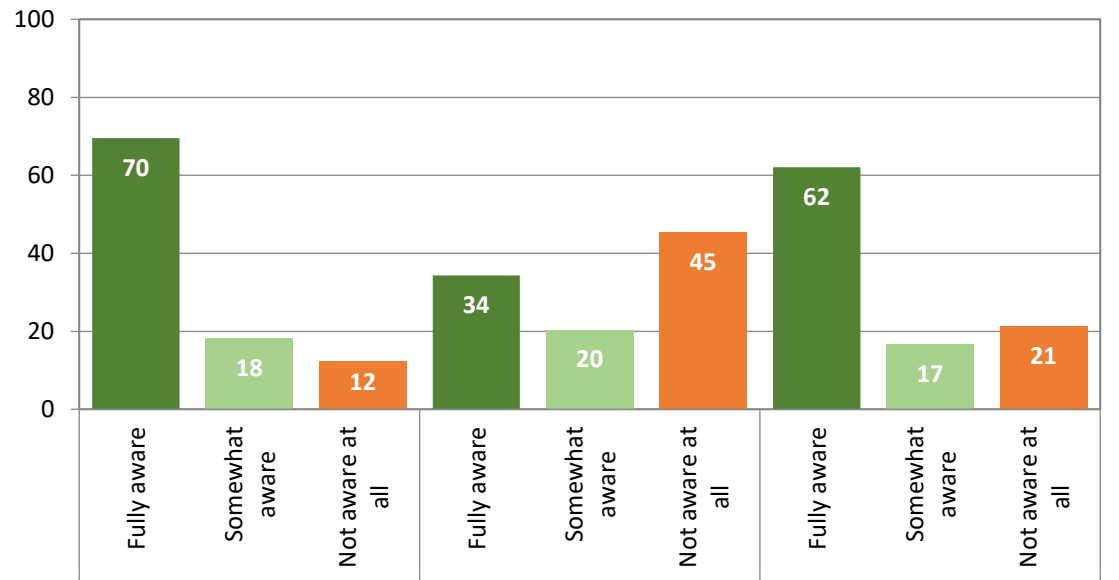
### 3.1.1. Level of awareness of SANDF Armed Forces Day

To begin with, we examine the extent to which the general public in Polokwane and its environs were aware of the activities associated with AFD 2020. To assess this, use is made of a specific measure included in the AFDHS, namely: 'The SANDF recently hosted Armed Forces Day 2020 in Polokwane. Please tell me the extent to which you were aware of this event?' The three coded options that respondents had to choose from in answering this retrospective question were 'fully aware', 'somewhat aware' and 'not aware at all'. Nearly two-thirds (62%) of Polokwane residents reported that they were fully aware of AFD 2020, with a further 17% stating that they



were somewhat aware of the events (**Figure 1**). Approximately a fifth (21%) said that they were not aware of the event.

**Figure 1: Awareness of Armed Forces Day activities, AFD 2018 Kimberley, AFD 2019 Cape Town and AFD 2020 Polokwane (%)**



Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020

From a comparative perspective, the level of awareness in Polokwane was appreciably higher than what was observed in the case of the Cape Town AFD (34%). In that round of the AFDHS, nearly half of metropolitan residents surveyed (45%) stated that they were unaware of the AFD 2019. The level of awareness of AFD 2020 was much closer to what was recorded in Kimberley in 2018. This suggests that Armed Forces Day events have a greater chance of reaching the public when they are hosted in smaller cities relative to larger metropolitan areas. This is a recurring theme throughout the report.

To gain deeper insight into how evenly levels of awareness were distributed within the Polokwane area, **Table 3** examines patterns of variation across a select set of socio-demographic attributes of the residents participating in the survey. We find that there is no statistically significant difference in awareness based on gender, age, population group, marital status, employment status, or subjective poverty status. There are nonetheless certain traits that predispose respondents to greater levels of the awareness. Firstly, those having attended the Armed Forces Day events reported considerably higher awareness levels on average than those that did not participate in any of the activities (88% vs. 54% 'fully aware'). This is a notable finding, for it means that receiving word of events through various informational channels will predispose individuals towards attending, and speaks to the importance of sensitising host communities about the programme of activities taking place during Armed Forces Week through a well-designed communications strategy. Yet, even with the latter in place, the choice of location is going to matter instrumentally for the degree of effectiveness of any AFD communications campaign.



**Table 3: Awareness of Armed Forces Day 2020 activities, by subgroup (row %)**

	Fully aware	Somewhat aware	Not aware	Total	N	Chi-2 (p-value)
All	62	17	21	100	619	...
<b>Gender (n.s.)</b>						
Male	66	13	21	100	284	0.2293
Female	59	19	22	100	335	
<b>Age (n.s.)</b>						
16-24 years	57	22	21	100	101	0.5079
25-39 years	64	12	24	100	262	
40+ years	63	17	20	100	255	
<b>Population group (n.s.)</b>						
Black African	62	17	21	100	515	0.9195
Other	65	15	20	100	94	
<b>Marital status (n.s.)</b>						
Married	68	16	17	100	201	0.5415
Previously married	61	13	27	100	78	
Unmarried	60	18	22	100	301	
<b>Military exposure (***)</b>						
No military exposure	57	19	25	100	444	0.0009
Military exposure	77	12	12	100	173	
<b>Employment status (n.s.)</b>						
Employed	71	12	17	100	277	0.0639
Unemployed	58	21	21	100	183	
Labour inactive	55	18	26	100	137	
<b>Educational attainment (**)</b>						
Incomplete secondary or lower	48	21	32	100	162	0.0023
Matric or equivalent	66	19	15	100	215	
Tertiary	69	11	20	100	231	
<b>Subjective poverty status (n.s.)</b>						
Poor or vulnerable	61	15	23	100	375	0.4795
Non-poor	63	19	18	100	232	
<b>Personal monthly income (*)</b>						
R1000 or less	64	18	18	100	168	0.0340
R1001-R10000	66	14	21	100	190	
More than R10000	89	6	5	100	48	
<b>Internet access (*)</b>						
No internet access	52	17	31	100	140	0.0468
Internet access	65	16	18	100	475	
<b>Attended AFD events (***)</b>						
Did not attend	54	20	27	100	457	0.0000
Attended	88	7	6	100	151	
Range of values [low-high]	[48-89]	[6-22]	[5-32]	...	...	...

Note: Based on Chi-2 analysis, the observed differences between subgroups have been classified as follows: n.s.=not statistically significant, \*=significant at 95% confidence level; \*\*= significant at 99% confidence level; and \*\*\*=significant at 99.9% confidence level.

Source: Armed Forces Day Household Survey (AFDHS) 2020

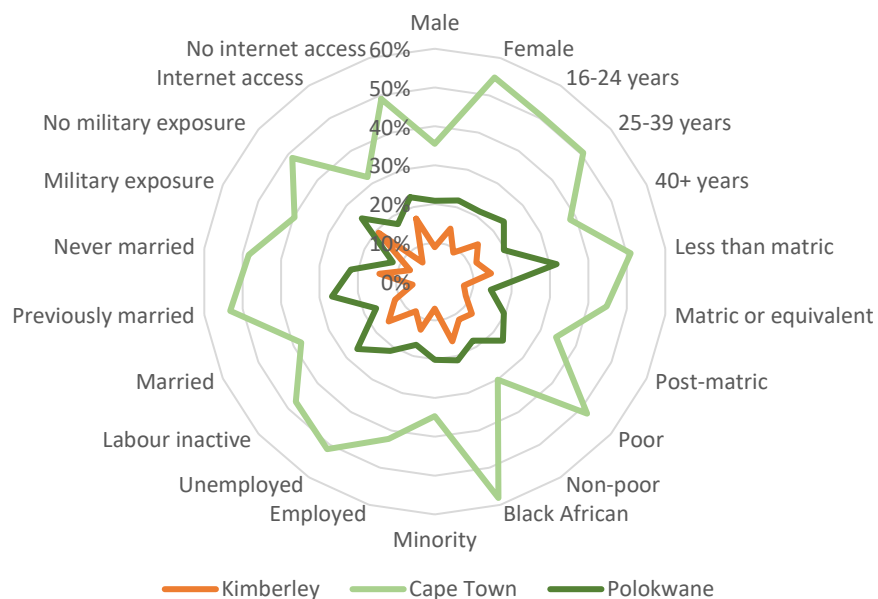
Having had some form of military exposure, either by personally serving in the SANDF or having a relative or close friend that served, also had a bearing on awareness of the Armed Forces Day event in Polokwane. Those with military exposure were significantly more likely to report being fully aware of the event than those with no military exposure (77% vs. 57%). This suggests future communications efforts will have to focus on messaging that appeals to those without any direct



or indirect exposure to the SANDF, especially by emphasising the ways in which the event would be of interest to them.

There was an educational attainment effect underlying awareness of AFD 2020, with those with a tertiary or matric-level education displaying greater awareness than those with less than matric-level education. Reaching the less educated through community radio would be most effective in trying to enhance awareness, and AFD participation by extension. Weaker statistical associations were found in the case of personal income level and internet access. Those with a personal income of R10,000 per month were more likely to display awareness of the event than those with lower income levels, while those with access to the internet reported slightly higher levels of awareness than those without access (65% vs. 52% fully aware). This suggests that further efforts to promote future Armed Forces Day commemorations will need to try and find ways of reaching poorer citizens in host city areas, while also indicating that internet and social media campaigns will need to feature as an integral part of a diversified communications approach.

**Figure 2: Lack of awareness of Armed Forces Day activities, by socio-demographic attributes and survey round (%)**



Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020

To provide a comparative understanding of AFD awareness, **Figure 2** presents the percentages reporting a lack of awareness across a range of socio-demographic attributes of surveyed residents in Kimberley, Cape Town and Polokwane. The first observation of note when examining the graph is that lack of awareness is substantially lower in Polokwane and Kimberley compared with Cape Town across all the attributes examined. This again flags the importance of locational choice regarding the host city for Armed Forces Day events. There was limited variation in lack of awareness based on socio-demographic variables such as gender, age and employment status. There were nonetheless certain traits that predisposed respondents to have greater levels of the awareness than others. From an education perspective, the lower levels of



awareness present among Polokwane residents with lower levels of education was a finding that was also common to Capetonians in AFD 2019 – and to a stronger degree. This reaffirms the need to try and ensure AFD communications reaches less educated residents in host cities. The effect on military exposure was present in all three AFD surveys and was strongest in the case of AFD 2020 relative to the 2018 and 2019 events. While large population group differences in awareness levels were observed in both AFD 2018 and 2019, such a distinction was not evident in AFD 2020. The internet effect was much more muted in the Polokwane AFDHS than the other AFDHS rounds. There was only a four-percentage point difference in lack of awareness between internet and non-internet users in AFD 2020, compared with a 17-point difference in AFD 2019 and an 11-point difference in AFD 2018. In all three AFD evaluations, those who attended AFD activities were more likely to exhibit higher awareness levels than those who did not attend. This speaks to the importance of sensitising host communities about the various activities taking place during AFD. Carefully planned communication strategies are ultimately essential to the success of any SANDF show and exhibition.

### 3.1.2. Access to information on Armed Forces Day

Survey participants in the AFDHS were asked to state the extent to which they agreed or disagreed that they had received enough information about the AFD shows and exhibitions. The results presented in **Table 4** reveals that 84% of Polokwane residents agreed with the statement, while a mere 8% disagreed. The remainder either said that they didn't know (2%) or adopted a neutral position (6%). The Polokwane figures are appreciably more favourable for the SANDF than what was observed in Cape Town in 2019, when only 56% of adult residents agreed with the statement and 30% stated that they disagreed.

**Table 4: Views on adequacy of AFD information provided in 2019 and 2020 (col %)**

Enough information was provided about AFD events	Cape Town 2019	Polokwane 2020	Percentage point difference
Agree	56	84	+28
Neutral	11	6	-5
Disagree	30	8	-22
(Do not know)	3	2	-1
Total	100	100	0

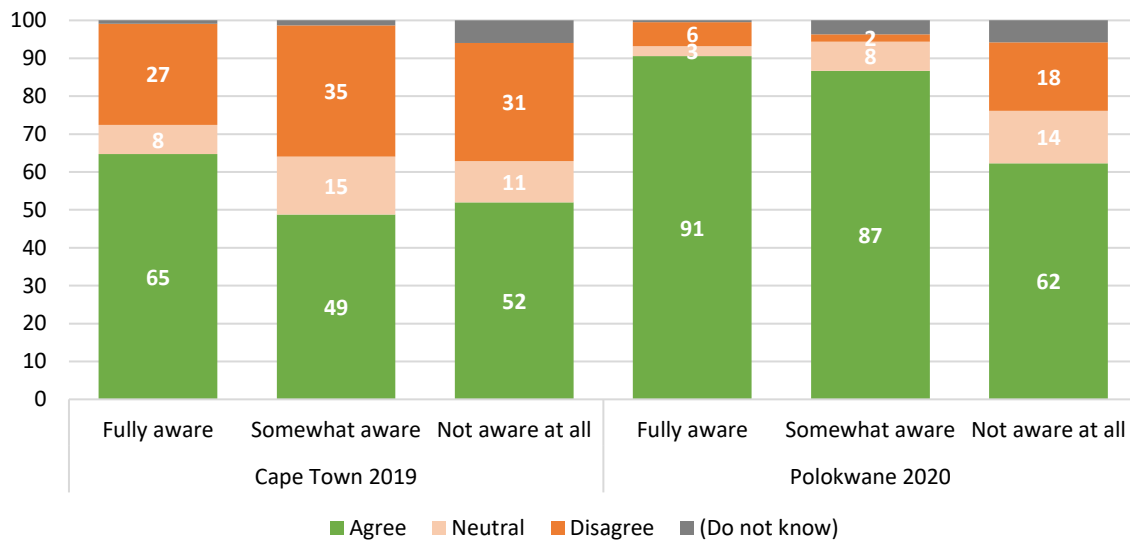
Source: Armed Forces Day Household Survey (AFDHS) 2019 and 2020

Agreement with this question was differentiated by level of AFD awareness (**Figure 3**). As can be observed from the bar chart, those who were unaware of AFD reported low levels of information. This effect of awareness on perceived adequacy of AFD information was far greater in the 2020 AFDHS than the 2019 AFDHS.<sup>1</sup> In the former case, the variation in perceived adequacy of information varied 13 percentage points between the fully aware and those completely unaware of AFD 2019 (65% vs. 52%), whereas this increases to 29 percentage points in the case of AFD 2020 (91% vs. 62%).

<sup>1</sup> This was demonstrated by means of one-way ANOVA tests (2020= $F(2, 369) = 23.96$ ,  $p = 0.000$  versus 2019= $F(2, 740) = 4.82$ ,  $p = 0.021$ ). In addition, the adjusted- $R^2$  result for AFD 2020 was 0.07 while the adjusted- $R^2$  result for AFD 2019 was only 0.001.



Figure 3: Views on adequacy of AFD information provided in 2019 and 2020, by level of awareness (%)



Note: Agreement or disagreement with the statement: “Enough information was provided about the Armed Forces Day events that took place”

Sources: Armed Forces Day Household Survey (AFDHS) 2019-2020

How similar were views on the adequacy of AFD information among Polokwane residents? **Table 5** displays the percentages who agreed and disagreed with the statement on information adequacy across select socio-demographic attributes to establish whether there were any significant differences in attitudes towards information provision. From the Polokwane AFDHS data, only minor socio-economic differences are evident. Individuals describing themselves as poor reported higher levels of disagreement (21%) than the non-poor (7%) and those just getting by (3%). Statistical tests confirm that these group differences were statistically significant. However, based on regression analysis, the adjusted-R<sup>2</sup> results show that the variance explained by subjective poverty status is quite small. Employment status was also a statistically significant determinant of attitudes towards information adequacy, although the degree of difference was quite minor. Employed adults (92%) were more likely to agree with the statement than the unemployed (81%) or the labour market inactive (82%). No significant difference in responses were evident based on gender, population group, marital status, personal income, internet access, or military exposure.

Table 5: Agreement on the statement “there was enough information provided on Armed Forces Day” by socio-demographic attributes in Polokwane 2020 (row %)

	Agree	Neutral	Disagree	Chi-2	OLS regression
<b>Age group</b>					
16-24 years	82%	6%	11%	F(2, 601) = 2.34 Prob>F 0.098 (n.s.)	R2 = 0.008 Adj R2 = 0.004
25-39 years	90%	4%	6%		
40+ years	84%	7%	9%		
<b>Employment status</b>					
Employed	92%	6%	2%	F(2, 581) = 7.91 Prob>F 0.000 (***)	R2 = 0.027 Adj R2 = -0.023
Unemployed	81%	7%	13%		
Labour inactive	82%	6%	12%		





<b>Educational attainment</b>					
Less than matric	83%	7%	10%	F(2, 584) = 2.60 Prob>F 0.075 (n.s.)	R2 = 0.009 Adj R2 = 0.005
Matric or equivalent	84%	5%	11%		
Post-matric	90%	6%	5%		
<b>Subjective poverty</b>					
Poor	75%	4%	21%	F(2, 590) = 12.44 Prob>F 0.000 (***)	R2 = 0.041 Adj R2 = 0.037
Just getting by	86%	7%	7%		
Non-poor	91%	6%	3%		
<b>Language</b>					
Sepedi	84%	6%	10%	F(2, 590) = 2.88 Prob>F 0.057 (n.s.)	R2 = 0.010 Adj R2 = 0.006
Other African	88%	7%	4%		
English or Afrikaans	92%	6%	2%		
Range of values (low-high)	[75-92]	[4-7]	[2-21]		

Note: 'Don't know' responses have been omitted from analysis.

Source: Armed Forces Day Household Survey (AFDHS) 2020

Comparing these subgroup differences in AFDHS 2020 to those from AFDHS 2019, we find that employment status disparities were much larger in the Cape Town survey round. Employment status was a much more important driver of opinion in this instance, with employed adults (62%) more inclined to report that the information provided was sufficient than either the unemployed (56%) or labour market inactive (49%) in that round. In addition, a more substantial educational attainment difference was observed in AFDHS 2019. Tertiary educated individuals in Cape Town reported lower levels of agreement (46%) than those with a matric-level education (64%) or those with an incomplete high school education (54%). Standard statistical tests confirm that these educational differences were statistically significant.

### 3.1.3. Information sources that informed public attendance at Armed Forces Day

In the AFDHS, respondents were asked where they received information about Armed Forces Day and then were read a list of different sources. A list of different options was provided to respondents and they were able to choose one or more options that they felt applied. The aggregate pattern of responses from both surveys is presented in **Table 6**, with the results ranked from highest to lowest based on the AFDHS data. A large segment of Polokwane residents (41%) specified radio as the media and information source that provided the best information about the AFD. It is interesting to contrast this result with what was observed in Cape Town AFD when 12% of residents listed radio as the best information source. Of all the sources depicted in the figure, the disparity between AFDHS 2019 and 2020 on radio was the largest. The second most popular informational source in Polokwane was word of mouth (22%). Interestingly, word of mouth was also a relatively prevalent source of intelligence on AFD in Cape Town in AFDHS 2019.

As for the other sources depicted in **Table 6**, slightly over a tenth (12%) of the public in Polokwane made mention of social media, newspapers, pamphlets and television. Relatively small shares of residents stated that civil society organisations or the SANDF website were important sources for information. Similar results were observed in Cape Town AFD although we can note that television was somewhat more popular in AFDHS 2019 and newspapers were less prevalent. It is useful to consider which sources those who were fully aware of AFD 2020 selected and then compare these results with the sources selected by individuals who were only partially aware. Disparities were noted between these two groups with major differences observed on posters (20% vs. 7%) and then radio (55% vs. 44%). This seems to suggest that the



media campaigns utilized through these two platforms were the most successful in providing information to people about SANDF shows and exhibitions in Polokwane.

**Table 6: Media and informational sources that most influenced attendance at Armed Forces Week (multiple response table, ranked cell % from highest to lowest based on 2020 Events Survey responses)**

(multiple response table)	Polokwane 2020		Cape Town 2019		Kimberley 2018	
	Events Survey	HH Survey	Events Survey	HH Survey	Events Survey	HH Survey
	Cell %	Cell %	Cell %	Cell %	Cell %	Cell %
Word of mouth	33 (1)	29 (2)	44 (1)	35 (3)	36 (2)	48 (1)
Radio	32 (2)	53 (1)	11 (5)	34 (4)	15 (7)	17 (6)
Social media, i.e. twitter and Facebook	21 (3)	15 (5)	30 (2)	30 (5)	21 (4)	13 (7)
Posters/billboards	18 (4)	17 (4)	16 (4)	21 (6)	30 (3)	30 (4)
Television	11 (5)	26 (3)	8 (6)	38 (2)	20 (6)	22 (5)
Newspapers	10 (6)	11 (6)	19 (3)	43 (1)	43 (1)	42 (2)
Pamphlets	7 (7)	7 (7)	5 (7)	8 (7)	20 (5)	36 (3)
Civil society organizations	5 (8)	1 (9)	4 (8)	2 (8)	7 (8)	3 (9)
SANDF website or another website	5 (9)	3 (8)	3 (9)	0 (9)	3 (9)	5 (8)
Other (SPECIFY)	0	1	5	1	5	1
(Don't know)	2	2	0	2	1	0
Total	143	164	147	214	203	216
N	745	461	377	94	318	125

Notes: Figures in brackets represent the rank order of informational sources (1=most common source; 9=least common source).

Sources: Armed Forces Day Events Survey and Household Survey (AFDES, AFDHS), 2019-2020

Based on the social and demographic attributes of Polokwane, it remains to be seen whether there is broad consistency in which sources residents in the city selected. This is addressed in **Table 7**, which presents percentage selection of the four most popular sources across a limited set of subgroups. It can be observed from the table that there is fair group-based variation in responses to this question. Compared to women, for instance, men are less likely to select broadcast sources (44% vs 53%) and more likely to select posters and pamphlets (23% vs 13%). An interesting age differential was also noted with younger people less liable to identify broadcast sources than their older counterparts. Interestingly, age did not seem to be a determinant of whether an individual selected new media.



**Table 7: Media and informational sources utilized for Armed Forces information (multiple response) by selected subgroup (% mentioning source)**

	Broadcast	Word of Mouth	New Media	Posters/ Pamphlets
<b>Gender</b>				
Male	44	23	12	23
Female	53	22	14	13
<b>Age group</b>				
16-24 years	35	29	16	18
25-39 years	46	25	15	24
40+ years	59	17	10	12
<b>Educational attainment</b>				
Less than matric	46	17	4	5
Matric or equivalent	52	29	14	13
Post-matric	49	21	20	33
<b>Subjective wealth</b>				
Vulnerable	46	23	11	13
Poor	54	21	17	27
<b>Population group</b>				
Black African	51	23	12	14
Minority	37	17	19	35
<b>Language</b>				
Sepedi	53	25	12	16
Other African	49	16	10	10
English or Afrikaans	35	22	24	32

Note: 1. Figures shaded in green are above the survey average.

Source: Armed Forces Day Household Survey (AFDHS) 2020

Substantial educational attainment differences were observed in **Table 7**, with better-educated people more apt to use new media as well as posters and pamphlets than the city average. Only 5% and 4% of those who hadn't finished high school identified these two sources. This can be compared to 33% and 20% of tertiary-educated residents. Interesting population group differentials were noted with the Black African majority (51%) more reliant on broadcast platforms when compared to minority groups (37%). Posters and pamphlets were employed much more by minority residents (35%) when compared to Black African communities (14%). Interesting language group differentials were apparent with Sepedi speakers more likely to utilize word of mouth (25%) as well as posters and pamphlets (16%) than other language groups. The Sepedi outcomes can be compared to 16% and 10% of residents speaking another African language.

It is beneficial to reflect on which sources those who reported having enough information about AFD 2020 selected and then judge these results against Polokwane residents who said that they didn't have sufficient information. Noticeable discrepancies were discovered between these two groups with the most sizeable variance observed on word of mouth. About two-fifths (44%) of those without adequate information identified this source compared to 28% of those who reported a satisfactory level of information. This seems to suggest that word of mouth does not provide residents with the required understanding of AFD and its related shows and exhibitions. Sizeable variances between information groups were also noted on television and social media and these findings imply that the campaigns on these two platforms were efficacious in delivering information to the adult public.



### 3.2. Armed Forces Day 2020 attendance patterns

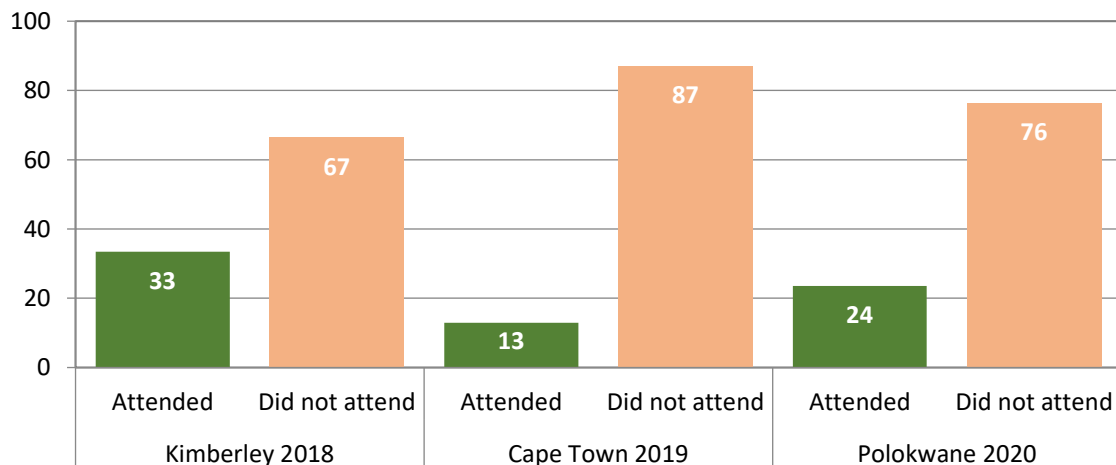
Understanding patterns of participation and non-participation in AFD activities is an important element in determining the scale of impact of the AFD. It also enables the identification of factors associated with higher and lower turnout, which is crucial information that could be used to try and improve attendance at future SANDF events. This section examines participation levels in AFD and suggests ways that these might be improved.

#### 3.2.1. Participation in SANDF Armed Forces Day events

The representative household survey that was conducted in Polokwane over a two-week period following the conclusion of AFD serves as an important means for assessing the level and nature of public turnout at the various AFDs (and related activities). Understanding the patterns of participation and non-participation in these activities is an important dimension in determining the scale of impact. But in profiling personal traits associated with higher and lower turnout, this data also has the potential to identify factors that could assist in improving attendance at future such events.

The survey results presented in **Figure 4** reveal that an estimated quarter of adult residents in the Polokwane area (24%, with a 95% confidence interval ranging between 19% and 29%) attended at least one event associated with AFD 2020. This is demonstrably higher than what was observed in Cape Town in 2019 (13%, with a 95% confidence interval of 10-16%), but still lower than the AFD 2018 commemorations in Kimberley (33%, 95% confidence interval of 28-40%). These patterns of turnout reflect the extent of public interest in the event, the SANDF's management of the operational logistics, as well as locational factors. Of particular note, attendance appears higher in instances where smaller city and municipal locations are chosen to host Armed Forces Day. That fact that between a quarter and a third of city residents participated in AFD activities in such instances is an impressive accomplishment.

**Figure 4: Level of attendance at Armed Forces Day, 2018, 2019 and 2020 compared (%)**



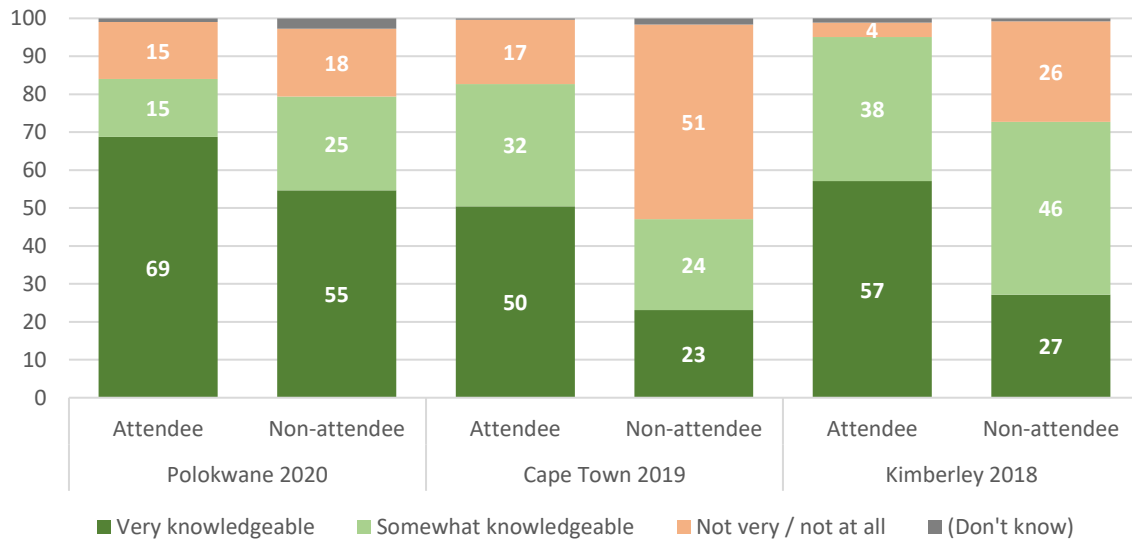
Note: 95% confidence intervals based on the point estimates are represented by the vertical lines superimposed on the bars in the chart.

Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020



It could be argued that knowledge of the SANDF was a significant driver of attendance, with knowledgeable individuals more likely to attend. The analysis proves this to be the case. In **Figure 5**, attendance was examined by level of self-reported knowledge, and we are indeed able to discern a positive relationship. Attendees at AFD 2020 claimed greater levels of understanding (69% very knowledgeable; 15% somewhat knowledgeable) of the armed forces compared with non-attendees (55% very knowledgeable; 25% somewhat knowledgeable). The observed difference between attendees and non-attendees on this issue was far greater in the Cape Town AFDHS than in Polokwane AFDHS. When asked about the armed forces, there was a 34-percentage point disparity between those attendees and non-attendees who said that they were ‘not very’ or ‘not at all’ knowledgeable about the SANDF (17% vs. 51%). By contrast, there was only a 3-percentage point difference in the Polokwane AFDHS (15% vs 18%). But, of course, it must be considered that attending the AFD may have had a significant impact on knowledge, and it is difficult to determine the directionality of the relationship here.

**Figure 5: Armed Forces Day Attendance, by self-rated knowledge of the SANDF and survey round, 2018-2020 (%)**

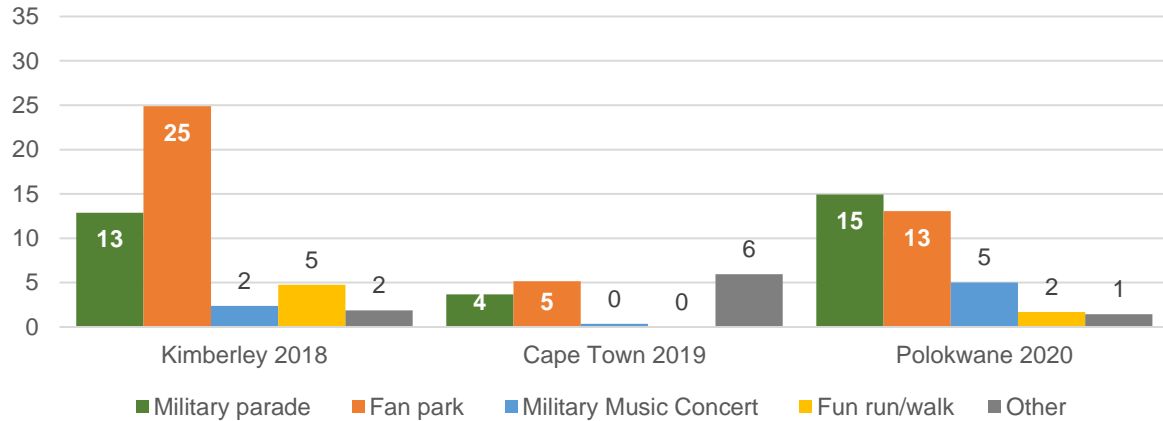


Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020

Let us now turn to patterns of attendance at specific types of AFD events and activities in the host cities in the three AFDHS rounds between 2018 and 2020 (**Figure 6**). Around a tenth (13%) of adult residents in Polokwane claimed to have visited the Fan Park, career village or watched the display of military hardware. Given that the Fan Park at the Peter Mokaba Stadium was in operation for the full duration of AFD 2020 and served as the focal point for many of the activities and demonstrations of military capabilities, it is perhaps unsurprising that attendance is one of most mentioned activities attended. In comparison to AFD 2020 in Polokwane, a larger proportion (25%) of residents in Kimberley attended the Fan Park at the AB Abass Stadium during AFD 2018. Fan Park attendance was nonetheless appreciably higher than the 5% recorded in Cape Town in 2019.



**Figure 6: Participation of host city residents in specific Armed Forces Day activities (multiple response, %), by survey round**



Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020

Nearly a sixth (15%) of all Polokwane adults indicated that they went to the main Armed Forces Day commemoration on the 21 February, involving the military parade and handing over of medals by President Ramaphosa. This was similar to what was observed in Kimberley, and again represents a much larger proportion than what was seen in the Cape Town AFD.

While only 5% of the public in Polokwane attended the various musical events in AFD 2020, this was a greater level of participation than what was evident for this event type in other AFD rounds.

When comparing levels of turnout for AFD events and activities across various socio-demographic attributes in Polokwane (**Table 8**), it is evident that participation differs to a sizeable degree among certain segments of the adult population. There appears to be a greater tendency to attend AFD events among persons that are better educated and wealthier. A similar outcome was observed in the Kimberley AFD. The socio-economic disparity is particularly evident for parade attendees. For instance, approximately a third (31%) of Polokwane residents with a post-matric qualification attended the parade. Only 7% of adults with a matric (or equivalent) attended this event as did a similar share of individuals who had not finished secondary schooling. Apart from these class-based differences, a notable population group difference was evident. Compared to black African adults, other adults were twice as likely to attend the parade or the Fan Park. This pattern was not observed for other events (like the music concerts), and here we see the inverse of the previous result. The observed race effect helps explain the striking language group difference that is also apparent from the table.



**Table 8: Attendance at one or more Armed Forces Day 2020 events and activities, by socio-demographic attributes (% attended)**

	Military Parade	Fan Park	Other
Gender			
Male	16	14	8
Female	14	13	7
Age group			
16-24 years	10	17	7
25-39 years	19	13	10
40+ years	15	11	5
Educational attainment			
Less than matric	7	5	4
Matric or equivalent	7	12	7
Post-matric	31	22	10
Subjective poverty			
Vulnerable	13	11	7%
Non-poor	19	18	8
Population group			
Black African	12	12	8
Minority	30	22	2
Language			
Sepedi	12	13	8
Other African	13	11	9
European	32	17	4

Sources: Armed Forces Day Household Survey (AFDHS) 2020.

Notes: Figures shaded in green represent above-average levels of attendance.

It is possible to identify a particularly strong awareness effect in the AFDHS. We found that those adults that were fully aware of AFD 2020 demonstrated a far greater likelihood of attending than those with more limited or no awareness of the event. About a fifth (22%) of those fully aware of the AFD 2020 attended the parade, compared to 4% who were partially aware, and a similar share who were not aware. These variations were confirmed as statistically significant by a one-way ANOVA test ( $F(2, 612) = 18.47, p = 0.000$ ). A similar result was observed if we look at attendance at the Peter Mokaba Stadium Fan Park. This again testifies to the salience of a carefully considered and well-designed communications strategy to promote awareness among host communities in advance of AFD exhibitions. Information about the AFD was a key factor here, with those individuals who had inadequate information about AFD being less likely to attend. Approximately a quarter (26%) of those who had received adequate communication on this issue reported having participated in AFD 2020, while a mere 1% of those who claimed to have inadequate information said that they had attended.

### 3.2.2. Media and other informational sources that informed attendance

For AFD 2020, posters and billboards were strategically and visibly located around the City of Polokwane in the weeks leading up to the shows and exhibitions, while local newspapers and radio gave prominent coverage to the SANDF event. The military's communication office also reached out to local government and civil society to spread word about Armed Forces Day. It was hoped that these outreach efforts would inform people about the event and encourage them to attend. To gauge the effectiveness of this information campaign, the AFDHS asked attendees to specify which media and information sources they felt most influenced their decision to attend the AFD activities. A list of different sources was provided to respondents, and they were able to choose one or more options that they felt applied. The aggregate pattern



of responses from the different AFDHS rounds is presented in **Table 9**. Using this AFDHS data, we can determine which information platforms were the most successful in encouraging people to attend the AFD in Polokwane.

**Table 9: Media and informational sources that most influenced attendance at Armed Forces Day, by survey round 2018-2020 (multiple response table, ranked from highest to lowest based on 2020 data)**

	Kimberley 2018	Cape Town 2019	Polokwane 2020
Radio	17 (6)	21 (5)	53 (1)
Word of mouth	48 (1)	38 (1)	29 (2)
Television	22 (5)	25 (4)	26 (3)
Posters/billboards	30 (4)	16 (6)	17 (4)
Social media	13 (7)	29 (3)	15 (5)
Newspapers	42 (2)	30 (2)	11 (6)
Pamphlets	36 (3)	9 (7)	7 (7)
SANDF website or another website	5 (8)	0 (9)	3 (8)
Civil society organizations	3 (9)	1 (8)	1 (9)
Other	1	1	1

*Notes:* Figures shaded in green are the top three most popular informational sources. Numbers in brackets represent rank order, where (1) is the most frequently mentioned source and (9) the least.

*Sources:* Armed Forces Day Household Survey (AFDHS) 2018-2020.

By a large margin, radio was the most popular option among Polokwane attendees, with 53% of respondents citing this source. This outcome contrasts with what was observed in the context of both the Cape Town AFD and Kimberley AFD, where only 21% and 17% of attendees respectively listed radio as an influential informational source. In the latter two cases, the dominant informational source that influenced attendance was word of mouth. Approximately half (48%) of attendees of the Kimberley AFD and 38% of Cape Town attendees mentioned word of mouth. Only 29% of Polokwane attendees mentioned word of mouth, which while lower than in the 2018 and 2019 AFD contexts, was still the second-highest ranked information source. Newspapers were ranked the second most common source in the Kimberley and Cape Town AFDHS, with about two-fifths of residents mentioning this option. This declined in the Polokwane AFDHS, with newspapers ranked sixth out of all sources in the survey round. Social media was a popular option amongst only a minority (15%) of Polokwane attendees and this can be contrasted with the Cape Town AFD when 29% of attendees said that this type of media influenced their decision to attend.

**Table 10: Media and informational sources that most influenced attendance at Armed Forces Week 2020, by event type (multiple response, cell %)**

	Military Parade	Fan Park	Other event
Newspapers	14	9	9
Television	18	8	13
Radio	41	31	29
Posters/billboards	24	16	18
Pamphlets	10	6	8
SANDF website	7	5	1
Social media	27	19	24
Word of mouth	31	33	33
Civil society organizations	7	4	5
Other	0	0	0
(Don't know)	0	2	4

*Notes:* Figures shaded in green are the top three most popular informational sources.

*Sources:* Armed Forces Day Events Survey (AFDES) 2020.





The influence of information sources for different types of AFD 2020 events is examined in **Table 10**, using data from the AFD Events Survey. The dominant informational source that influenced attendance at the main AFD military parade was radio, mentioned by about four-fifths (41%) of attendees. The importance of radio was higher than what was observed for attendees for the Fan Park (31%) or attendees at other activities (29%). Word of mouth was one of the most popular options amongst all attendees, regardless of the type of event under review (31-33%). While social media was ranked in the top three informational sources for the different events, it was less popular amongst Polokwane Fan Park attendees than anticipated. Only a fifth (19%) of respondents attending this event said that social media (such as Facebook, Twitter or Instagram) influenced them to attend. A greater proportion (18%) of AFDES respondents interviewed at the parade mentioned television than in the cases of those attending the Fan Park (8%) and other AFD activities (13%). Few respondents reported pamphlets, civil society organisations and the SANDF website as influential sources.

**Table 11: Media and informational sources that most influenced attendance at Armed Forces Week 2020, by socio-demographic attributes (multiple response, cell %)**

	Radio	Social media	Word of mouth	Posters/billboards
<b>All</b>	32	21	33	18
<b>Gender</b>				
Male	35	18	29	21
Female	29	23	37	14
<b>Age group</b>				
16-24 years	27	24	36	17
25-39 years	32	22	32	23
40+ years	42	13	27	13
<b>Military exposure</b>				
Exposure Before 1994	37	22	22	21
Exposure After 1994	27	22	37	19
No Exposure	33	19	32	16
<b>Subjective poverty status</b>				
Vulnerable	34	19	34	17
Non-poor	29	24	32	19
<b>Educational attainment</b>				
Less than matric	31	13	34	10
Matric or equivalent	33	22	32	15
Post-matric	31	23	33	24
<b>Employment status</b>				
Employed	30	19	34	18
Unemployed	38	22	32	16
Labour inactive	28	21	31	19

Note: Figures shaded in green represent higher than average values.

Source: Armed Forces Day Event Survey (AFDES) 2020

In **Table 11**, we present the share of AFDES respondents who selected each of the four most popular information options and examine the degree to which differences are evident based on a select set of socio-demographic attributes. It is interesting to observe that radio was mentioned most frequently by older attendees (42%) relative to those aged 25-39 years (32%) and 16-24 years (27%). Radio was also found to be more popular amongst unemployed attendees (38%) than the employed (30%) and the labour market inactive (28%). A greater than



expected gender differential was observed on the influence of word of mouth. Male attendees (37%) were less likely to mention this informal source than female attendees (29%). Younger respondents were also far more likely than other attendees to mention this source. A large age differential was observed on social media, with this kind of platform being more popular amongst young attendees. As regards posters and billboards, better educated respondents were more inclined to report being influenced by this information source. Only 10% of attendees who had not completed secondary schooling said posters influenced them. In contrast, 15% of those with a matric-level education and 24% of those with a tertiary education made referred to posters and billboards as decisive influences.

### 3.2.3. Reasons for non-participation

It is critically important from an operational perspective that we gain insight into the motivations people living in and around Polokwane provided for not attending any of the AFD 2020 events and activities. This is especially useful in determining whether there are any logistical arrangements that the SANDF could have put in place that would have further enhanced participation during Armed Forces Week, and for developing guidelines that would address these matters for future events of this type. Recognising this need, the household survey asked those respondents reporting non-attendance to explain the reasons for their decision not to partake in any of the scheduled activities. This was an open-ended question and interviewers were instructed to write down the responses verbatim. No limit was given to the number of possible reasons, though a large majority provided a single response. There were 457 responses in all, and each response contained six words on average. These responses were subsequently reviewed and categorised into eight thematic codes.

The dominant explanation provided by most non-attendees was that they were busy with other activities (**Table 12**). Of these activities, work was cited most frequently. Just over a quarter of non-attendees (28%) said that work responsibilities kept them from attending. Educational responsibilities were cited by 8% of non-attendees, and 10% said that they were busy with other undertakings. These other activities included caregiving responsibilities, domestic chores, and other personal commitments. A second key cluster of responses related to difficulties associated with transportation to AFD venues, which was raised as an issue by 16% of the non-attending population. Lack of awareness and information about AFD activities was also cited by 16% of non-attendees. Other subsidiary but nonetheless noteworthy themes emerged from the data that could also help inform strategic planning. Health is one such theme, mentioned by 9% of non-attendees. Disinterest is another theme, with 7% of the non-attending group stating that they were indifferent to AFD.

As noted in this subsection, we observed that employment status was a determinant of AFD attendance. It is unsurprising to note then that work status was the most important determinant of which reason for non-attendance was given. Three-fifths of those non-attendees who were employed reported that job responsibilities prevented them from attending (**Table 12**). People who are not employed in Polokwane often struggle to make ends meet and pay for public transport. It is perhaps unsurprising to note, therefore, that unemployed non-attendees (6%) were much more likely to say that they could not partake in any of the AFD activities because of transport problems when compared to employed non-attendees (22%). When measured against the non-employed (2%), employed non-attendees (11%) were less prone to report that health issues were the justification why they could not partake in the AFD.

**Table 12: Reasons for not attending any Armed Forces Day 2020 activities, by employment status (cell %)**

	Employed	Not employed	Percentage point difference	Total
Work	60	12	+48	28
School	1	13	-12	8
Busy in general	5	13	-8	10
Transport	6	22	-16	16
Health Issues	2	11	-9	9
Lack of information	14	18	-4	16
Disinterest	5	7	-2	7
Other	7	6	+1	6

Source: Armed Forces Day Household Survey (AFDHS) 2020

Other variables apart from employment status were identified as important determinants of non-attendance rationales. Predictably, health reasons were much more likely amongst non-attendees 60 years of age and older (33%) than was observed for those younger than 60 (4%). Awareness of the AFD, perhaps unsurprisingly, had a robust correlation with the reason for non-attendance. Many non-attendees (37%) who were unaware of AFD said that a lack of information was the cause of why they did not visit the AFD shows and exhibitions. A similar result was seen if we look at the relationship between access to information on the AFD and justifications for non-attendance. Remarkably, an equivalent outcome was not seen if we look at how self-reported knowledge of the SANDF influenced non-attendance rationales.

#### 3.2.4. Indirect exposure to Armed Forces Day

The following question was included in the AFDHS 2020: “Did any of your family members or friends attend any of the Armed Forces Day events in Polokwane?”. About half (46%) of city residents said that they had family or friends who attended the AFD 2020. A sizeable personal attendance effect underlies this reporting of indirect exposure. Almost nine-tenths (86%) of those who attended the AFD reported having family and friends who also attended, compared to only about one-third (35%) among the non-attendee population. This difference was statistically significant based on the results of a one-way ANOVA test ( $F(1, 597) = 131.68, p = 0.000$ ). In addition, there is a striking difference in levels of indirect exposure to AFD 2020 depending on whether an individual was aware of the event. Around four-fifths (83%) of those who lacked prior knowledge of the AFD did not have family and friends who went to AFD shows and exhibitions. Standard statistical tests show that the adjusted- $R^2$  result for this relationship was 0.104. This value was lower than the adjusted- $R^2$  outcome (0.180) for the association between personal attendance and indirect exposure.

We now turn to differences in indirect exposure to AFD 2020 based on socio-demographic attributes, with **Table 13** displaying distributions based on a derived three-way classification of attendance: (i) no form of attendance, whether personal or indirect; (ii) indirect exposure exclusively; (iii) personal attendance (with and without indirect exposure). Of the traits examined, relatively small differences were found for gender, marital status, and age group. Interestingly, comparatively large educational attainment variances were observed. Individuals who did not complete matric (59% none; 29% indirect; 12% direct) were found to have lower participation than those who did finish secondary education (47% none; 27% indirect; 27% personal). Chi-square tests of independence ( $\chi^2(2) = 16.00; F(2, 572) = 4.67; P = 0.01$ ) seem to



confirm that formal schooling was a statistically significant driver of these kinds of participation. If we look at an expanded educational categorical variable, then we found that these differences were quite interesting. Educational attainment groups had very similar indirect attendance levels but very different personal participation levels.

**Table 13: Personal and indirect attendance at the Armed Forces Week, by selected socio-demographic attributes (row %)**

	No attendance (direct or indirect)	Indirect exposure only (family and friends)	Personally attended (with/without indirect exposure)	Total	Chi-2 (p-value)
<b>All</b>	50	27	22	100	
<b>Gender (n.s.)</b>					chi <sup>2</sup> (2) = 0.35
Male	49	27	23	100	F(2, 597) = 0.09
Female	51	27	21	100	P = 0.90
<b>Age group (n.s.)</b>					chi <sup>2</sup> (2) = 0.59
16-34 years	51	27	22	100	F(2, 596) = 0.98
35+ years	50	28	23	100	P = 0.87
<b>Population group (n.s.)</b>					chi <sup>2</sup> (2) = 3.72
Black African	50	29	21	100	F(2, 588) = 1.26
Minority	53	19	28	100	P = 0.28
<b>Marital status (n.s.)</b>					chi <sup>2</sup> (2) = 1.88
Not married	52	26	23	100	F(2, 561) = 0.48
Married	47	30	23	100	P = 0.61
<b>Employment status (n.s.)</b>					chi <sup>2</sup> (2) = 7.02
Not employed	52	29	19	100	F(2, 574) = 1.95
Employed	46	26	29	100	P = 0.14
<b>Educational attainment (**)</b>					chi <sup>2</sup> (2) = 16.00
Less than matric	59	29	12	100	F(2, 585) = 4.81
Matric or tertiary	47	26	27	100	P = 0.009
<b>Subjective poverty status (**)</b>					chi <sup>2</sup> (2) = 24.17
Poor	69	19	13	100	F(2, 584) = 3.72
Vulnerable	47	31	22	100	P = 0.006
Non-poor	44	29	28	100	

Source: Armed Forces Day Household Survey (AFDHS) 2020

We discovered a striking population group difference in the **Table 13**. Black African adults had more indirect participation than minority adults. There was also an unanticipated subjective wealth differential found on this issue in the AFDHS dataset. We found stark variances based on subjective poverty status. Non-attendance was much higher amongst the poor (69% none; 19% indirect; 13% personal) when compared to the vulnerable (47% none; 31% indirect; 22% personal) or the non-poor (44% none; 29% indirect; 28% personal). Chi-square tests of independence (chi<sup>2</sup>(2) = 24.17; F(2, 584) = 3.72; P = 0.01) verify that was a statistically significant determinant. In addition, we found that access to the internet was a noteworthy correlate with participation. Those with access (47% none; 22% indirect; 31% direct) had lower levels of attendance than individuals with internet (52% none; 29% indirect; 19% direct).

### 3.2.5. Past attendance at SANDF events

Event Survey and Household Survey participants were asked: “Apart from Armed Forces Day (2020), have you personally ever attended any other event that showcases the SANDF?”. Firstly, it can be observed that a tenth of the adult public in the Polokwane AFD reported that they had



previously attended a similar event or activity intended to showcase the SANDF in the past year (Table 14). Around a tenth of the public said that they had attended a similar military event in the more distant past. Past attendance was higher amongst those who had participated in AFD 2020. However, for most attendees, AFD 2020 represented their first exposure to a defence-related exhibition. This contrasts somewhat with what we see for Cape Town AFD, where only 45% of AFD 2019 attendees had never been to a military show or exhibition before. Past attendance among AFD attendees in the Kimberley AFDHS was much lower than what was observed among attendees at the Polokwane AFD, though there was little difference among non-attendees.

**Table 14: Past attendance at other events showcasing the SANDF, 2018, 2019 and 2020 compared, event and household surveys (col %)**

	AFD Event survey	AFD Household survey			SASAS	
	AFD attendees	All	AFD non-attendees	AFD attendees	Host province (WC/NC/LP)	South Africa
<b>POLOKWANE 2020</b>						
<b>Attended previously</b>	<b>21 (18-24)</b>	<b>20 (15-26)</b>	<b>15 (10-22)</b>	<b>31 (21-42)</b>	<b>6 (3-11)</b>	<b>18 (15-20)</b>
Attended in past year	11	11	8	16	3	4
Attended in past 5 yrs	6	5	5	5	1	7
Attended longer ago	4	4	2	10	2	7
<b>Never attended</b>	<b>79</b>	<b>79 (74-85)</b>	<b>82 (75-88)</b>	<b>68 (57-78)</b>	<b>72 (64-79)</b>	<b>73 (70-75)</b>
Never attended- but want to	...	54	57	46	32	32
Never attended –don't want to	...	25	25	23	41	40
<b>(Do not know)</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>22</b>	<b>10</b>
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
N	745	614	457	151	279	2843
<b>CAPE TOWN 2019</b>						
Attended previously	37 (32-42)	22 (18-26)	17 (14-21)	55 (43-66)	19 (14-24)	11 (9-12)
Never attended	63 (58-68)	78 (74-82)	83 (79-86)	45 (34-57)	81 (76-86)	85 (83-86)
(Do not know)	0	2	2	1	2	4
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
N	378	768	674	94	413	3067
<b>KIMBERLEY 2018</b>						
Attended previously	26 (21-31)	11 (8-15)	10 (6-14)	14 (9-23)	17 (11-25)	11 (9-12)
Never attended	73 (68-78)	89 (85-92)	90 (86-94)	86 (77-91)	69 (61-77)	85 (83-86)
(Do not know)	1	0	0	0	14	4
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
N	318	373	247	126	224	3067

Note: Figures in brackets represent 95% confidence intervals based on the point estimates.

Sources: Armed Forces Day Event and Household Surveys (AFDES, AFDHS) 2018-2020; HSRC SASAS 2017, 2020.

The data enable us to further differentiate those who had not attended a SANDF show or exhibition before AFD 2020 according to their level of interest in such events. The response codes on the question allows respondents to indicate whether they would be interested in attending future events. Nearly three-fifths (57%) of the Polokwane public had not attended before AFDHS 2020 but would be interested in attending such events in future. This is consistent with what was found in AFDHS 2018 and AFDHS 2019 (both 54%). A quarter of Polokwane residents (25%) said that they had not attended before and would not be interested in attending in future. This level of disinterest was evident regardless of whether you were talking about AFD attendees or non-attendees. Perhaps surprisingly, the proportion expressing non-past



attendance and disinterest was highest in AFDHS 2018 where 35% of Kimberley residents held this position.

To what degree does past attendance in other SANDF shows and exhibitions vary based on individual social and demographic traits? The results in **Table 15** show that there were no substantial differences based on employment status, or language group. There was nonetheless some sign of gender-based variation. Men were twice as likely as women to be past attendees, although non-attending women were more prone to express interest in future military events. An age differential was observed, with younger adults less likely to report past participation, which is expected given the well-known association between age and experience. Socio-economic disparities in answers to this question were noted although these discrepancies were quite small.

**Table 15: Past attendance at other shows and exhibitions showcasing the SANDF, by selected socio-demographic subgroups (row %)**

	Past attendance	Non-attendee Interested	Non-attendee uninterested	Total	
<b>All</b>	20	55	25	100	
<b>Gender</b>					
Male	27	46	27	100	R <sup>2</sup> = 0.035
Female	14	62	24	100	Adj R <sup>2</sup> = 0.031
<b>Age group</b>					
16-34 years	14	60	26	100	R <sup>2</sup> = 0.021
35+ years	25	50	25	100	Adj R <sup>2</sup> = 0.018
<b>Population group</b>					
Black African	19	58	23	100	R <sup>2</sup> = 0.015
Minority	23	42	35	100	Adj R <sup>2</sup> = 0.011
<b>Employment status</b>					
Employed	21	54	25	100	R <sup>2</sup> = 0.002
Unemployed	20	54	26	100	Adj R <sup>2</sup> = 0.002
Labour inactive	17	56	27	100	
<b>Educational attainment</b>					
Less than matric	13	55	32	100	R <sup>2</sup> = 0.016
Matric or tertiary	23	54	23	100	Adj R <sup>2</sup> = 0.012
<b>Subjective poverty status</b>					
Poor or vulnerable	17	54	29	100	R <sup>2</sup> = 0.018
Non-poor	25	56	19	100	Adj R <sup>2</sup> = 0.015
<b>Language</b>					
Sepedi	21	54	25	100	R <sup>2</sup> = 0.003
Other African	20	54	26	100	Adj R <sup>2</sup> = 0.000
European	17	56	27	100	

Source: Armed Forces Day Household Survey (AFDHS) 2020



### 3.3. Overall evaluation of SANDF Armed Forces Day Event

#### 3.3.1. General Assessments of the experience

All AFDHS respondents who reported attending Armed Forces Day were asked to evaluate how satisfied they were with their overall experience. Responses were captured using an 11-point end-anchored scale, ranging from 0 to 10, where 0 represents ‘extremely dissatisfied’ and 10 ‘extremely satisfied’.

**Table 16: Satisfaction with the overall SANDF Armed Forces Day experience among AFDHS attendees, by year (mean scores based on a 0-10 scale)**

	Kimberley		Cape Town		Polokwane	
	Mean	[95% CI]	Mean	[95% CI]	Mean	[95% CI]
	9.40 (1.073)	9.19 9.62	8.47 (2.126)	8.03 8.92	8.92 (2.054)	8.40 9.44
Scheffe Sig.	ref.		-0.930	**	-0.488	
Root MSE	2.001					F
R <sup>2</sup>	0.026					4.82
Adj R <sup>2</sup>	0.020					Prob>F
Obs.	369					0.009

Note: Standard deviations in parenthesis

Source: Armed Forces Day Household Survey (AFDHS) 2018-2020

The survey results presented in **Table 16** indicate that AFD 2020 attendees were overwhelmingly positive in their appraisals, with a mean score of 8.92 (95% CI=8.40-9.44). This outcome was similar to what was observed in the Cape Town AFD (M=8.47; 95% CI=8.03-8.92) and lower than what was witnessed in the Kimberley AFD (M=9.40; 95% CI=9.19-9.62). A one-way ANOVA test ( $F(1, 369) = 4.82, p = 0.009$ ) confirms that (although small) these group differences are statistically significant. The adjusted-R<sup>2</sup> result was only 0.020, this value indicates that only 2% of the variance in satisfaction can be predicted from the AFDHS round.

**Table 17: Satisfaction with the overall SANDF Armed Forces Day experience, 2018-2020, by select socio-demographic attributes (mean scores based on a 0-10 scale)**

	Kimberley		Cape Town		Polokwane	
	Mean	N	Mean	N	Mean	N
<b>Gender</b>						
Male	8.69	139	8.31	189	8.86	364
Female	9.03	169	8.49	184	8.94	363
<b>Age group</b>						
16-24 years	8.63	99	8.90	88	8.77	318
25-39 years	8.88	108	8.18	146	8.84	252
40+ years	9.15	101	8.26	133	9.26	156
<b>Military exposure</b>						
Exposure Before 1994	8.88	74	8.13	99	8.78	79
Exposure After 1994	8.85	131	8.50	122	8.99	222
No Exposure	8.91	104	8.51	154	8.87	426
<b>Subjective poverty status</b>						
Poor or vulnerable	9.09	97	8.33	171	8.88	411
Non-poor	8.78	211	8.46	202	8.92	316
<b>Educational attainment</b>						
Less than matric	9.00	104	8.62	73	9.18	120
Matric or equivalent	9.03	97	8.33	171	8.83	321
Post-matric	8.64	105	8.41	126	8.87	282
<b>Employment status</b>						
Employed	8.90	149	8.16	205	9.14	285
Unemployed	9.02	58	8.56	70	8.62	199
Labour inactive	8.77	102	8.80	100	8.84	243

Note: Figures shaded in green represent above-average satisfaction scores

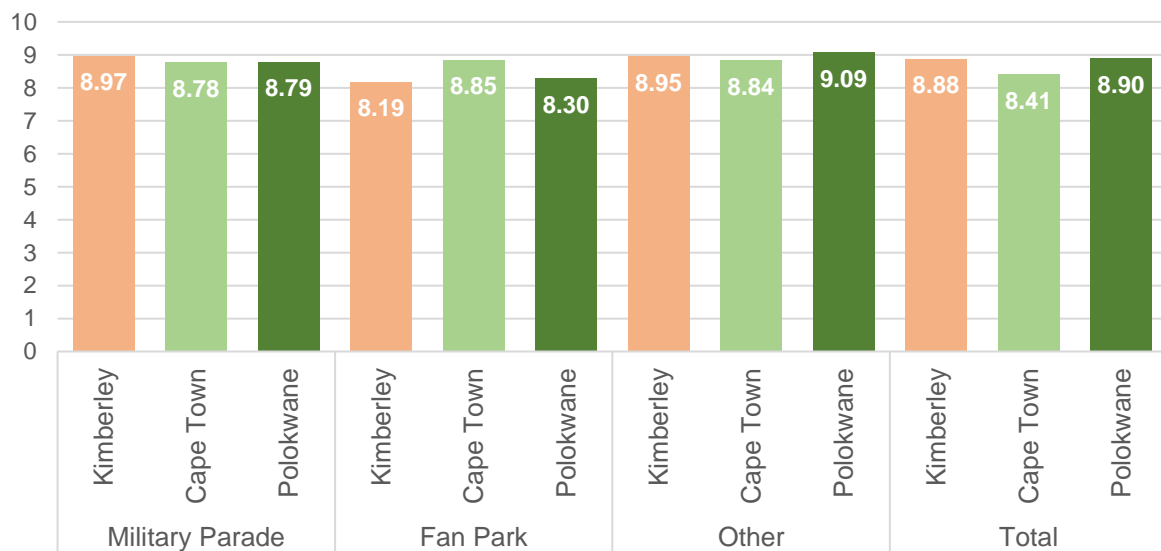
Source: Armed Forces Day Event Survey (AFDES) 2018-2020



The survey results in **Table 17** are comparable to what was observed in the AFDES (**Figure 7**). In all AFDES rounds, it can be clearly seen that the distribution of responses to this question was noticeably skewed towards the top end of the satisfaction scale. In the Polokwane AFDES, only about a twentieth (6%) of the sample provided a value of less than six (the scalar midpoint) while around half (54%) expressed extreme satisfaction (the maximum score of 10). This outcome demonstrates the reliability of the AFDES dataset and showcases how AFD 2020 attendees were prodigiously contented with their experiences of the events that they were present at. The AFDES data enables us to examine more closely evaluations by type of event, in order to determine whether there are distinct patterns of variation in overall satisfaction. The results are presented in the bar graph in **Figure 7** by AFDES round.

As can be observed from the figure, the general level of satisfaction for each of the different main events at which interviewing was conducted remains mostly positive. Although there are notable differences, results ranged, on average, between 8 and 9 on the evaluation scale. The most favourably rated event in AFD 2020 was other activities (e.g. the music concerts) with a satisfaction rate of 9.09 while the least favoured event was the Fan Park (M=8.84). On the other hand, the mean differences observed here were quite small. It is instructive to consider how attendees rated the Polokwane AFD parade in comparison to other AFD parades. The Polokwane parade (M= 8.95) was appraised somewhat more positively than the Cape Town parade (M= 8.19). A one-way ANOVA test verified that (while minor) these group variances are statistically significant.

**Figure 7: Overall evaluation of Armed Forces Day experience among attendees on aggregate and by type of event or activity, and survey round (mean score, 0-10 scale)**



Sources: Armed Forces Day Event Survey (AFDES) 2018-2020

Participants who went to the AFD 2020 tended to express high levels of satisfaction with their experiences. AFDES 2020 respondents who had visited previous SANDF shows and exhibitions were found to have a similar evaluation score (M=8.50) as those who had attended for the first time (M=8.57). As confirmed by a one-way ANOVA test, there was not a statistically significant difference between these groups in AFDES 2020. This can be differentiated from what was seen





in AFDES 2019, when first-time attendees (M=8.60) had a higher score than those who had attended before (M=8.07). It would seem that all AFDES respondents in 2020 voiced a robust level of satisfaction with their time at the AFD. However, it remains to be seen whether there is broad consistency in overall satisfaction ratings based on the social and demographic attributes of attendees.

Mean AFD satisfaction scores based on select personal characteristics of AFDES respondents are presented in **Table 17**. It can be observed from the table that there is fairly little group-based variation in responses to the evaluation question. All subgroups viewed AFD 2020 very favourably. It is, however, possible to discern certain groups that were less satisfied with the events than others. As shown in **Table 17**, the lowest mean scores were reported by younger respondents. Attendees in the 16-24 age cohort (M= 8.77) had a much lower score than older respondents. An inverse relationship was observed in the Cape Town AFD where this age cohort (M= 8.90) reported one of the highest levels of approval with the AFD in the table. Interestingly, less educated attendees tended to be more satisfied with the AFD than their more educated peers. This result was observed in all three rounds of the AFDES.

### 3.3.2. Most positively evaluated aspects of the Armed Forces Day events

AFD attendees interviewed as part of the AFDHS were all asked to describe what aspect(s) of their experience that they most enjoyed. This was an open-ended question and the responses provided were recorded verbatim by interviewers, and subsequently coded and analysed. At the outset, it is important to acknowledge attendees tended to highlight a wide range of different aspects, and while certain views were more commonly cited than others, the spread of responses is quite striking. There were 154 unique answers to this question in the AFDHS 2020, and, on average, each response was six words long. These answers were coded into nine thematic codes and can be compared to what was seen in other survey rounds. Mean percentages on these codes are portrayed for the different AFDHS rounds in **Table 18** and the results show that the military parade was the most enjoyed part of AFD 2020. This was followed by the music concerts (and related events) which was cited by 30% of the Polokwane attendee population.

**Table 18: Most appreciated aspects of Armed Forces Day, by survey round 2018-2020 (multiple response, % mentioning each aspect, ranked highest to lowest based on Polokwane results)**

	Kimberley 2018	Cape Town 2019	Polokwane 2020	Chi <sup>2</sup> tests
AFD Parade	36	8	34	chi <sup>2</sup> (2) = 39.63 P = 0.00
Music events	4	0	30	chi <sup>2</sup> (2) = 72.94 P = 0.00
Aircraft	54	28	18	chi <sup>2</sup> (2) = 21.33 P = 0.00
Sport events	8	0	12	chi <sup>2</sup> (2) = 2.17 P= 0.12
Military hardware	18	39	14	chi <sup>2</sup> (2) = 25.80 P = 0.00
Armed Forces displays	23	14	8	chi <sup>2</sup> (2) = 6.60 P= 0.07
Soldier professionalism	6	7	8	chi <sup>2</sup> (2) = 0.18 P=0.90
Navy	8	12	5	chi <sup>2</sup> (2) = 4.11 P = 0.12
Career Village	7	3	1	chi <sup>2</sup> (2) = 4.32 P = 0.22

Source: Armed Forces Day Household Survey (AFDHS) 2018-2020

The popularity of the music concerts identified in the Polokwane AFDHS dataset is striking given the results of previous AFDHS rounds. In the Cape Town round less than 1% of attendees identified this aspect while only 4% of attendees in Kimberley did so. In comparison to the



Polokwane AFDHS, we can observe that the performances of SANDF aircraft were mentioned by a higher share of attendees in other survey rounds. Less than a fifth of the Polokwane population in attendance put forward this aspect and this can be compared to 28% of attendees in Cape Town and 54% in Kimberley. A similar disparity was seen for those who listed military hardware as a most enjoyed aspect. Chi-square tests of independence confirm that these survey round differences were statistically distinct. By contrast, smaller inequalities were observed on the following aspects: (i) soldier professionalism, (ii) the navy; (iii) sport events; and (iv) career village.

It would be instructive to consider how attitudes towards the most well-liked aspects of the AFD 2020 differed by the type of event that people had attended. Of course, given that AFDES respondents were interviewed while they were present at specific events and activities, this is likely to have influenced the pattern of responses. In addition, using the AFDES data we can look more closely at how attitudes towards most enjoyed aspects differed by socio-demographic subgroup. Obviously, the demography of event attendance will have a bearing on the pattern of responses. Some AFD events involved only small numbers of civilians due to the nature of the event and, therefore, some groups are underrepresented in the AFDES datasets. These observations need to be considered when reviewing the survey evidence. The frequency by which AFDES respondent cited positive aspects of their AFD experience is provided in **Table 19**.

**Table 19: Most positively rated aspects of Armed Forces Day by event survey round and event type 2018-2020 (multiple response, % mentioning each aspect)**

	Kimberley 2018			Cape Town 2019			Polokwane 2020		
	Parade	Fan Park	Other	Parade	Fan Park	Other	Parade	Fan Park	Other
Airforce	37	40	8	37	24	10	46	34	6
Military parade	35	3	5	17	2	0	35	8	8
Army display	5	22	0	2	20	3	5	15	2
Military vehicles/ hardware	25	26	8	13	25	13	21	31	4
Music/military band	22	9	32	4	2	8	24	11	48
SANDF discipline	23	17	14	6	23	12	10	15	12
Boats / Navy	8	20	3	4	7	32	3	14	2
Career / Education	3	23	19	1	24	7	6	17	8
March	25	7	0	11	2	2	24	11	4
Sports	1	2	22	0	0	12	0	1	10
General	10	9	11	13	14	8	6	7	11
Other	1	3	5	11	13	15	7	7	9

Note: Figures shaded in green represent above-average values.

Source: Armed Forces Day Event Survey (AFDES) 2018-2020

The most favourably rated item in Polokwane AFDES was the aerial displays by the South African Air Force. The same was true in the Cape Town and Kimberley rounds of the AFDES. It is interesting to note that areal displays were more frequently mentioned by Polokwane attendees at parade (46%; N=60) than their peers at the Fan Park (34%; N=169) or other events (6%; N=7). The second most valued item was the military parade. When compared to the Cape Town 2019 attendees at the parade (17%; N=27), Polokwane (35%; N=46) and Kimberley (35%; N=55) parade attendees were far more likely to cite this aspect. Parade attendees in Polokwane (25%; N=38) and Kimberley (24%; N=32) were also discovered to be quite positive about the musical bands. People interviewed at the Polokwane Fan Park were found to be more likely than



average to reference the military vehicles (31%; N=151). A similar pattern was observed amongst the Kimberley (26%; N=30) and Cape Town (25%; N=26) Fan Park attendees.

AFDES 2020 participants who had gone to previous SANDF shows and exhibitions were discovered to have different views on this issue than those who had attended such events before. It would seem that first-timers were much more likely to mention the military parade (8%; N=12) than previous attendees (14%; N=83). A similar result was seen on the music/band aspect with first-time attendees more liable to reference this feature (14%; N=22) than their more experienced peers (21%; N=121). However, overall differences between first timers and former participants on this issue in the AFDES 2020 were small. Remarkably, larger variances were observed between first and past attendees in AFDES 2018 and 2019. In both rounds, substantial dissimilarities between these groups were noted on the air force aspect. First-timers were more likely to cite the areal displays than past participants in AFDES 2018 and 2019.

It is instructive to consider responses to the most positive aspect question by overall assessment of the AFD experience. For this purpose, we created three evaluation subgroups: Low (0-6); (ii) Medium (7-8); and (iii) High (9-10) overall evaluation scores. In **Table 20** we consider this correlation by AFDES round and we can observe that how respondents answered the open-ended question on most enjoyed aspect differed by their general appraisal of the AFD. Amongst the high group the most frequently mentioned aspects were: (i) air force (32%; N=165); (ii) military vehicles (24%; N=123) and music (21%; N=107). Interestingly, the low category was the least likely to mention music (8%; N=5) of all the Polokwane evaluation groups. Professionalism and discipline were found to be cited much more frequently by the high evaluation group (15%; N=77) than the low (8%; N=5). A comparable configuration was not observed in the Cape Town AFDES. In Kimberley we can observe a similar pattern with the high group (23%; N=49) far more liable to remark on military competence and drill than the low group (0%; N=0). This showcases how important discipline is when trying to create a good impression in the minds of small-town attendees.

**Table 20: Most enjoyed aspects of Armed Forces Day by evaluation subgroup and event type (multiple response, % mentioning each aspect)**

	Kimberley 2018			Cape Town 2019			Polokwane 2020		
	Low (0-6)	Medium (7-8)	High (9-10)	Low (0-6)	Medium (7-8)	High (9-10)	Low (0-6)	Medium (7-8)	High (9-10)
Airforce	45	37	33	32	25	24	30	30	32
Military parade	14	20	20	9	9	7	13	13	12
Army display	5	14	11	4	8	7	7	6	14
Military vehicles/ hardware	27	18	24	6	16	19	21	29	24
Music/military band	0	20	20	2	4	5	8	16	21
SANDF discipline	0	15	23	9	14	13	8	10	15
Boats / Navy	14	6	14	19	15	12	13	8	10
Career / Education	23	14	11	4	8	11	3	18	14
March	0	11	18	2	4	7	8	10	13
Sports	9	3	4	0	4	4	2	3	2
General	14	10	9	6	9	14	13	9	7
Other	5	1	2	21	11	11	20	6	6

Note: Figures shaded in green represent above-average values.

Source: Armed Forces Day Event Survey (AFDES) 2018-2020



### 3.3.3. Most critically evaluated aspects of the Armed Forces Day events

Following on from the assessment of the most favourable aspects of their AFD experience, AFDHS respondents who attended the AFD were requested to state in their own words what they considered to be the aspects of the events that they least enjoyed. An open-ended format was adopted, with respondents being encouraged to provide up to a maximum of three responses. About two-fifths (43%) of the attendee population said that there was nothing that they did not like. Of the remaining responses given, a number of people talk about noise, lack of water and poor toilets. Given the small number of respondent attendees in AFDHS 2020, we turn to the AFDES data. The question on least-liked aspects in the AFDHS was repeated in the AFDES. The open-ended data from this dataset were subsequently coded and analysed. The first observation of note is that a sizeable share of the responses indicated that there was nothing negative about the events and attendees were generally happy with every aspect of their experience. This category accounted for 51% (N=379) of responses in AFDES 2020, 47% (N=143) in AFDES 2018 and 40% (N=151) in AFDES 2019. This is similar to what was observed in the AFDHS.

The data presented above is a really encouraging message for the SANDF, although it represents further confirmatory evidence that respondents attending AFD 2020 in Polokwane were more positive than those attending AFD 2019 in Cape Town. If we look in more detail at the responses provided in the AFDES on the least enjoyed aspects, general venue-related concerns were dominated by respondents. This item accounted for 21% (N=79) of responses in AFDES 2019, 16% (N=48) in AFDES 2018 and 11% (N=81) in AFDES 2020. Concerns about venue include lack of shade for attendees, lengthy queues for entry, the deficiency of provided refreshments, overcrowding, and accessibility for special needs groups such as the elderly and disabled. It was interesting to note that time management was mentioned much more frequently by respondents in AFDES 2018 (7%; N=21) and 2019 (5%; N=20) when compared to AFDES 2020 (1%; N=10). Military hardware was cited by a tenth (N=73) of the AFDES 2020 which can be contrasted to what was observed in AFDES 2018 (7%; N=28) and 2019 (5%; N=14). A number of respondents (9%; N=66) also complained that the SANDF did not provide adequate water and food in AFDES 2020. This kind of complaint was much less common in the other AFDES rounds.

Let us look at the responses of AFDES participants at the different AFD events and exhibitions. **Table 21** shows the percentage of all responses provided by respondents mentioning specific aggregated categories. For Fan Park attendees at the Polokwane Fan Park, the most frequent complaints concerned the military vehicles/hardware (12%, N=60) and venue characteristics (8%, N=39). It is interesting to note that inadequate communication (3%, N=13) was not a prominent issue at the Polokwane Fan Park. Communication emerged as a relatively significant issue at the Cape Town Fan Park (12%, N=13). At the Polokwane parade, the most common criticisms involved venue features (21%, N=27) and food provision (11%, N=14). As regards the venue, common issues of concern were expressed about parking, an inability to see the parade and no seating provided to visitors. It is noteworthy to observe that parade attendees in the Kimberley (3%, N=5) and Cape Town (1%, N=2) AFDES rounds were, by contrast, much less likely to register complaints about the food.



A large age differential was noted on this issue. Remarkably, older Polokwane respondents were more likely to talk about venue characteristics and food provision when questioned about the aspects they enjoyed the least than younger participants. Age cohort 40 and above participants were discovered to be far more prone to mention these two aspects (25%; N=40) than the 25-39 (18%; N=47) and 16-24 (13%; N=42) cohorts. AFDES 2020 respondents who had rated the 2020 ADF shows and exhibitions relatively poorly were found to have enjoyed certain issues less than others. Let us look at the low overall evaluation group described in the previous subsection. It would seem that this group was more likely than others to cite noise (12%; N=7), the parade (5%; N=3) and weather (7%; N=4) as aspects that they enjoyed the least. This can be compared with what was observed in AFDES 2019 when this group was found to be more likely to name different aspects: (i) venue characteristics (28%; N=13); (ii) military vehicles/equipment (15%; N=7); and (iii) the parade (13%; N=6).

**Table 21: Least enjoyed aspects of Armed Forces Day 2018-2020, by survey round and event type (% mentioning each aspect, multiple response)**

	Kimberley 2018			Cape Town 2019			Polokwane 2020		
	Parade	Fan Park	Other	Parade	Fan Park	Other	Parade	Fan Park	Other
Nothing	41%	53%	56%	32%	57%	36%	47%	52%	53%
Venue characteristics	17%	15%	14%	26%	2%	32%	21%	8%	13%
Inadequate communication	9%	5%	8%	1%	12%	12%	2%	3%	6%
Time management	9%	2%	14%	3%	6%	8%	2%	1%	2%
Military vehicles/ equipment	3%	9%	0%	9%	6%	7%	5%	12%	5%
President/Parade	9%	1%	0%	12%	1%	2%	5%	2%	2%
Food provision	3%	4%	0%	1%	8%	3%	11%	8%	10%
Weather	14%	12%	0%	0%	0%	4%	5%	4%	2%
Noise	2%	2%	0%	4%	0%	2%	7%	6%	9%
Other	5%	10%	14%	13%	15%	8%	8%	14%	7%

Note: 1. Number of observations in parenthesis; and 2. Figures shaded in green are above the Total score.

Source: Armed Forces Day Event Survey (AFDES) 2018-2020

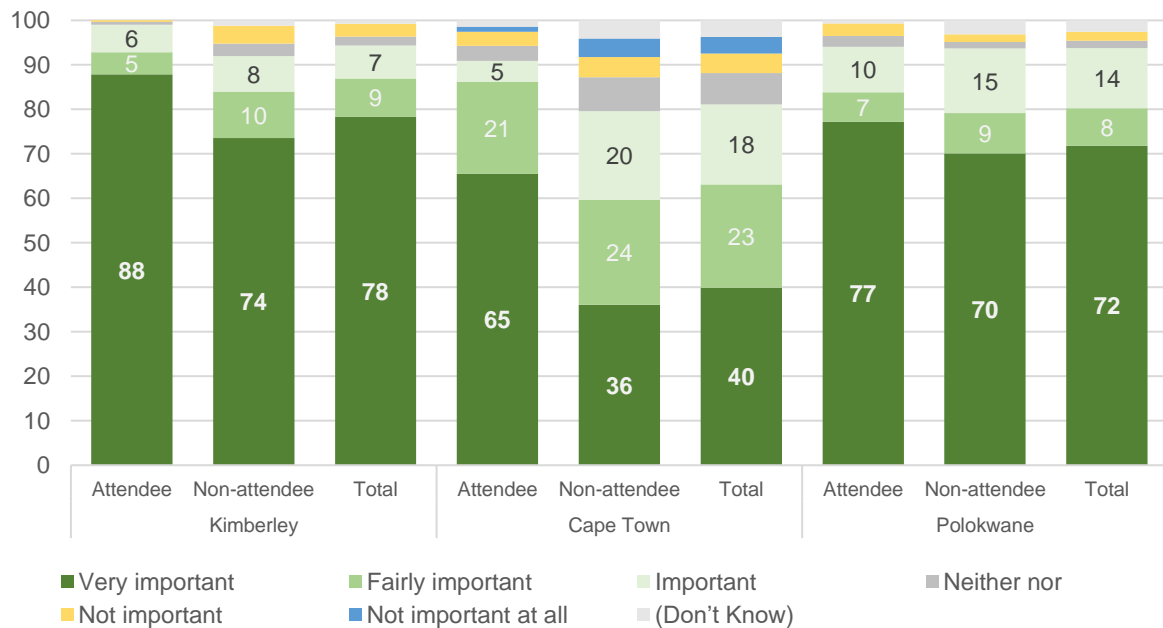
### 3.3.4. Importance of AFD type events

In this section we look at how attendees felt about the importance of SANDF shows and exhibitions. First, we appraise respondents' attitudes on this subject in a *general* sense. The AFDHS included the following question: 'To what extent do you feel that it is important for the SANDF to showcase its operations through shows, exhibitions and Armed Forces Days?' Answers were captured using a six point scale, ranging from 'very important' to 'not at all important'.<sup>2</sup> The comparative results from the different surveys are presented in Figure 8 by attendance. From the Polokwane AFDES, it is evident that there was robust support for such events, with 72% of city residents stating that such activities were 'very important', while a further 8% believed that such events are 'fairly important' and 14% indicated that they were simply 'important'. Overall, 94% of host city residents believed that shows and exhibitions like the AFD were important and only 2% said that they are not a priority. These outcomes are similar to what was observed in the Kimberley AFDHS. The adult population in Cape Town were far more negative on this question than city host residents in other survey rounds.

<sup>2</sup> Three importance categories were included in the scale (very important, fairly important, and important) in order to adequately tease out the depth of sentiment.



**Figure 8: Importance of Armed Forces Day type events showcasing the SANDF by year and attendance**

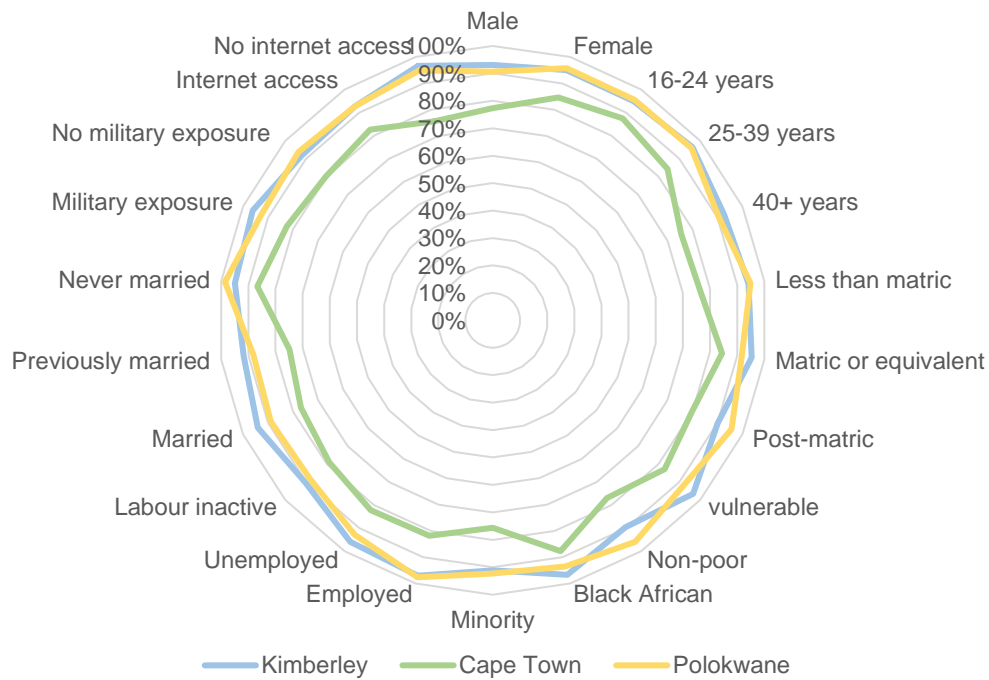


Sources: Armed Forces Day Household Surveys (AFDHS) 2020.

Attendees in AFDHS 2020 were somewhat more positive when answering the importance question than non-attendees. More than three-quarters (77%) of attendees stated that military shows and exhibitions were 'very important' compared to 70% of non-attendees. While a disparity was noted here, it is apparent that the overwhelming majority of the Polokwane adults felt that these events were valuable and worthwhile. Interestingly, a much greater discrepancy was noted between attendees and non-attendee groups in the Cape Town AFDHS. In that round, there were a thirty-percentage point group difference on this question. In order to better understand the depth of public opinion on whether SANDF shows and exhibitions are valuable, the proportion who thought that such activities were important is considered across selected subgroups. The results (depicted in **Figure 9**) show that there were no substantial differences between dissimilar subgroups with only minor intergroup variances observed.



Figure 9: Proportion believing that Armed Forces Day Activities showcasing the SANDF are important 2018-2020, by select socio-demographic traits (%)



Sources: Armed Forces Day Household Surveys (AFDHS) 2020.

Even though there were only minor variations in the results portrayed in the figure, we can still identify a few important subgroup differences. Of all the different groups under review, those Polokwane residents who were not married were discovered to be the most likely of all marital groups to think that SANDF exhibitions were important. Approximately three-quarters (74%) of this group thought that it was ‘very important’, 7% believed that they were ‘fairly important’ and 8% stated that these events were merely ‘important’. Interestingly, a comparable outcome was observed in the Cape Town AFDHS. A notable labour market disparity was identified in **Figure 9**. When compared to those inside the labour market, the labour market inactive were less liable to think that these events were important. About four-fifths (80%) of the employed alleged they were ‘very important’, 4% believed that they were ‘fairly important’ and 12% said they were just ‘important’. About two-thirds (68%) of those outside the labour market thought such exhibitions were ‘very important’, 8% assumed they were ‘fairly important’ and 12% held that they were important.

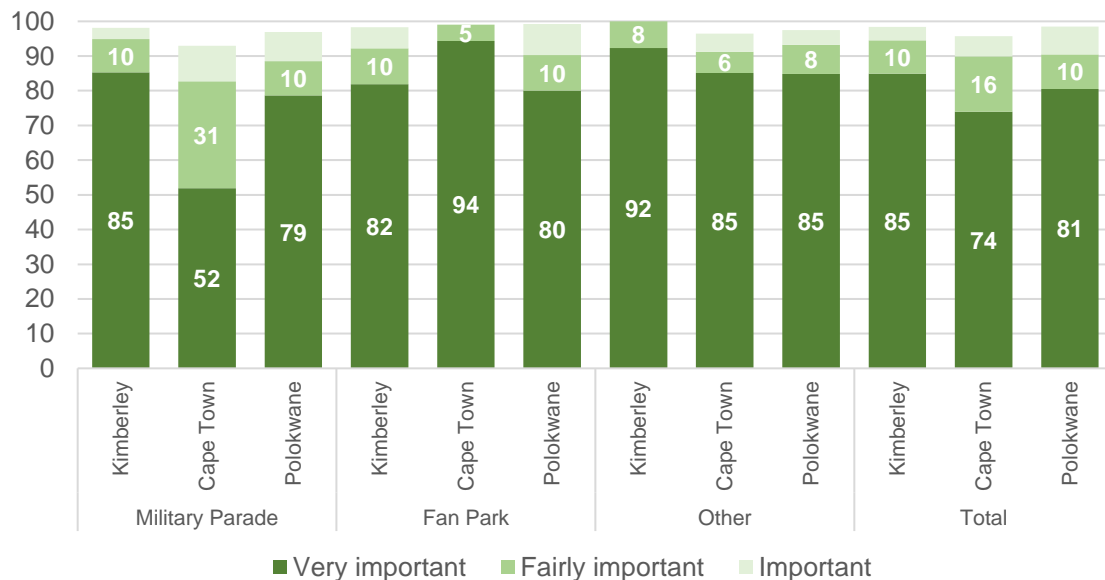
We can responses to importance question amongst attendees by the event type by utilizing the AFDES dataset. Outcomes were portrayed in **Figure 10** and we can see that attendees at the military parade had very similar opinions on this issue when compared with attendees at the Fan Park and other activities. Observed levels of importance reported amongst the Cape Town AFDES respondents were lower than what was observed in the Polokwane AFDES. Only about half (52%) of parade attendees in Cape Town stated that such activities were ‘very important’ when compared to 79% of their counterparts in Polokwane. A similar disparity was not observed if we compare parade attendees in Kimberley and Polokwane or attendees at any of the three Fan Parks established by the SANDF. The proportion of those who thought that AFD type events



were important is portrayed across selected subgroups in **Figure 11**. There were no substantial differences between dissimilar subgroups with only minor intergroup variances observed.

Though there was little variation in the outcomes of the figure, it was possible to discern some noteworthy discrepancies. Of all the subgroups in the figure, those AFDES respondents without a matric were found to be the least likely to think that such exhibitions were important. More than two-thirds (70%) of this group said that such activities were ‘very important’, 17% stated that they were ‘fairly important’ and 10% replied that these events were merely ‘important’. Interestingly, we found that those with military exposure were more likely to view such events as valuable. A noteworthy age differential was detected in the figure. Those who were young were found to be less likely to ascribe importance to events of this type. About four-fifths (78%) of the 16-24 age cohort answered that they were ‘very important’, 12% thought that they were ‘fairly important’ and 9% claimed that such exhibitions were only ‘important’.

**Figure 10: Perceived importance of Armed Forces Day type events showcasing the SANDF, by survey round and event type (%)**

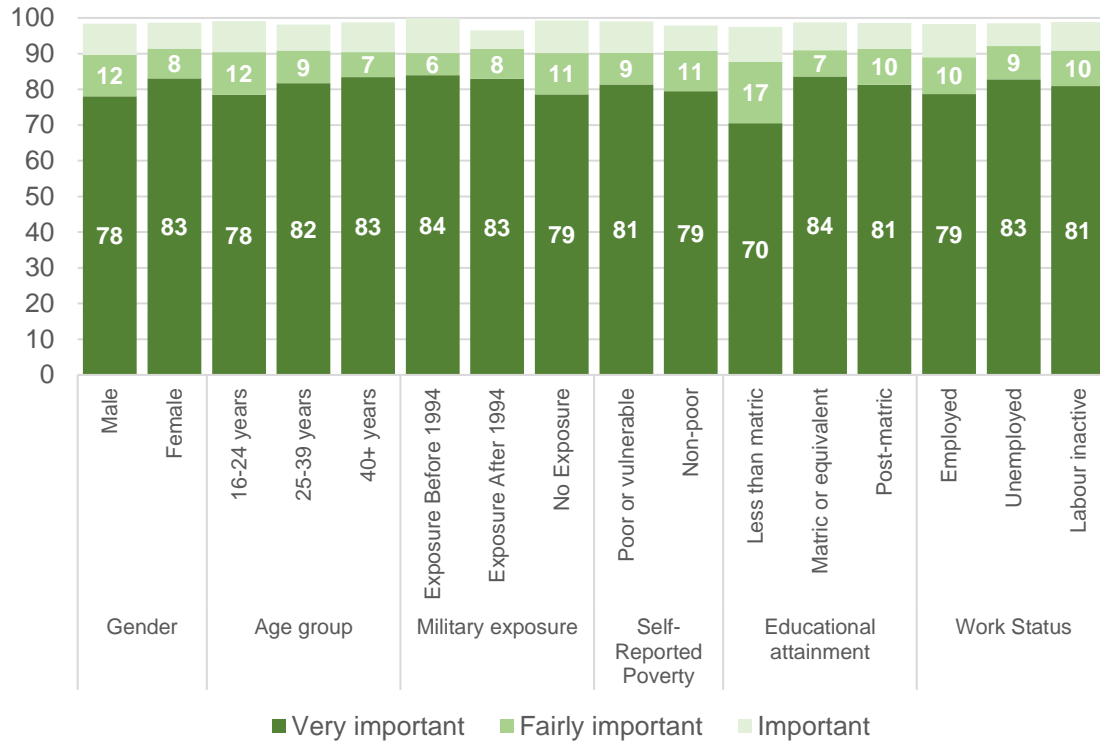


Sources: Sources: Armed Forces Day Event Survey (AFDES) 2018-2020





**Figure 11: Perceived importance of Armed Forces Day type events showcasing the SANDF in 2020, by select personal characteristics (%)**



Sources: Armed Forces Day Event Surveys (AFDES) 2020

### 3.4. Evaluation of SANDF Armed Forces Day in promoting the Armed Forces

AFD shows and exhibitions are a means through which certain symbolic messages are conveyed to the public about the professionalism, integrity and diversity of the SANDF. Recognising this, respondents to both the AFHDS and AFDES included questions on the extent to which respondents believed that Armed Forces Day served to achieve specific messaging outcomes. Subsection 0 looks at how respondents rated a set of specific messaging objectives that form part of the intended operational outcomes for the AFD. Following on from the preceding analysis on outcomes evaluations, an integral aspect of AFD was to showcase the level of transformation, diversity and efficiency of the SANDF to the public. Subsection 3.4.2 examines how host city residents think the AFD exhibited diversity and career opportunities in the different branches of the military. Subsection 3.4.3 assesses how successful AFD had been in showcasing how disciplined and professional the Defence Force was.



### 3.4.1. SANDF objectives on the Armed Forces Day Messaging

To move beyond general evaluations of the AFD experience, and to focus more on the public rating of specific outcomes, AFDHS respondents who attended the events were presented with a series of eight statements and asked to rate their level of satisfaction. Responses were captured using a standard 0-10 scale, with 0 representing ‘completely disagree’ and 10 ‘completely agree’. The set of AFD statements posed to respondents were phrased as follows:

*It has raised the profile of the SANDF*

*It has allowed the SANDF an opportunity to interact with communities*

*It has helped South Africans to feel proud of the country*

*It has united South Africans behind the SANDF*

*It has given the SANDF an opportunity to showcase its latest military equipment and power*

*It has showcased job opportunities within the SANDF*

*It has helped me gain knowledge of the SANDF*

*It has demonstrated military combat readiness*

**Table 22: Views on Armed Forces Day outcomes among AFDHS attendees (mean agreement ratings based on a 0-10 scale) by survey round**

		Kimberley 2018	Cape Town 2019	Polokwane 2020	
Raised the profile of the SANDF	Mean	9.19	8.52	9.32	F
	Std. Dev.	(1.665)	(1.813)	(1.252)	10.16
	N	126	93	161	Prob>F
	Scheffe Sig.		**	ref.	0.000
Allowed the SANDF an opportunity to interact with communities	Mean	9.20	7.95	9.18	F
	Std. Dev.	(1.293)	(2.169)	(1.446)	20.05
	N	126	93	160	Prob>F
	Scheffe Sig.		***	ref.	0.000
Helped South Africans feel proud of country	Mean	9.35	8.48	9.37	F
	Std. Dev.	(0.981)	(1.940)	(1.127)	13.99
	N	126	92	161	Prob>F
	Scheffe Sig.		***	ref.	0.000
United South Africans behind the SANDF	Mean	9.23	8.25	9.13	F
	Std. Dev.	(1.275)	(1.943)	(1.700)	11.78
	N	125	93	156	Prob>F
	Scheffe Sig.		**	ref.	0.000
Given SANDF an opportunity to showcase its latest military equipment and power	Mean	9.34	8.10	9.31	F
	Std. Dev.	(1.135)	(2.541)	(1.203)	16.21
	N	126	93	158	Prob>F
	Scheffe Sig.		***	ref.	0.000
Showcased job opportunities in the SANDF	Mean	9.31	7.85	9.11	F
	Std. Dev.	(1.269)	(2.305)	(1.619)	19.52
	N	124	92	148	Prob>F
	Scheffe Sig.		***	ref.	0.000
Helped me gain knowledge of the SANDF	Mean	9.32	8.35	9.16	F
	Std. Dev.	(1.226)	(2.107)	(1.665)	9.55
	N	125	94	153	Prob>F
	Scheffe Sig.		**	ref.	0.000
Demonstrated military combat readiness	Mean	9.30	8.46	9.15	F
	Std. Dev.	(1.348)	(1.970)	(1.482)	8.14
	N	125	93	152	Prob>F
	Scheffe Sig.		*	ref.	0.000

Note: Reported levels of statistically significant are based on ANOVA testing. The signs \*, \*\*, \*\*\* indicate that the differences in mean scores are significantly different at the 5 percent ( $p < 0.05$ ), 1 percent ( $p < 0.01$ ) and 0.5 percent ( $p < 0.001$ ) level respectively from what was observed in Polokwane 2020.

Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020.



The average evaluative scores provided by AFDHS participants are presented in **Table 22**. The results convincingly demonstrate that attendees were very positive in their appraisals of the event in terms of specific outcomes. Participants in the Polokwane AFDHS provided scores exceeding 9 out of 10. These findings convey the message that the public attending the AFD 2020 events generally believed that it was a success in achieving a range of outcomes. The item with the most positive evaluation by attendees was 'raised the profile of the SANDF' (M=9.32; SD=1.252) and the lowest was 'showcased job opportunities in the SANDF' (M=9.19; SD=1.619). AFD 2020 attendees rated all eight items displayed in **Table 22** higher than AFD 2019 attendees and somewhat similar to what was observed in AFD 2018. A series of one-way ANOVA tests verified that these survey round differences were statistically significant. This outcome is unsurprisingly given what was observed in subsection 3.3.1.

A similar set of questions on the specific AFD messaging outcomes were incorporated in the AFDES. The one exception here is the 'reminded me of the past' indicator which was included in the AFDES but not in the AFDHS. The survey outcomes represented in **Table 22**, are analogous to what was detected in the AFDES. The item 'reminded me of the past' should be of interest to us here, the outcomes on this item was comparatively low amongst attendees in the 2020 AFDES (M= 5.69). This is similar to what was observed in the Cape Town AFDES (M= 5.75) but below what was found in the Kimberley AFDES (M= 7.14). The 'reminded me of the past' item is difficult to interpret, as it could have positive or negative connotations depending on the experiences and perspective of the respondent.

**Table 23: Support for different views on Armed Forces Day outcomes among attendees (mean agreement ratings based on a 0-10 scale) by survey round**

	Kimberley 2018	Cape Town 2019	Polokwane 2020
Raised the profile of the SANDF	8.97	8.45	8.98
Allowed the SANDF an opportunity to interact with communities	9.05	8.49	9.03
Helped South Africans feel proud of country	9.32	8.81	9.22
United South Africans behind the SANDF	9.05	8.49	8.81
Gave SANDF an opportunity to showcase its latest military equipment and power	9.31	8.62	9.09
Showcased job opportunities in the SANDF	9.01	7.96	8.92
Helped me gain knowledge of the SANDF	9.19	8.29	9.03
Demonstrated military combat readiness	8.95	8.15	8.70
Reminded me of the past	7.14	5.75	5.69
Outcomes Index	8.90	8.05	8.61

*Note:* The composite Outcomes Index is based by averaging together the scores from all items.

*Source:* Armed Forces Day Events Survey (AFDES) 2018-2020

The set of evaluation items showcased above was combined into a single Outcomes Index by averaging the item scores together. Reliability testing showed that the eight items in AFDES datasets combined well together into a reliable index. The results presented in the bottom row of the table show that the all-item mean average was 8.90 for attendees in the Kimberley AFDES, 8.05 in Cape Town AFDES and 8.61 in the Polokwane AFDES. This reinforces the message that the Polokwane public believed that the AFD event achieved, on the whole, its messaging objectives. It is important to note that this is, on average, one unit above what was witnessed in the Cape Town AFDES dataset. In order to profile how uniform or variant these views are in relation to different events in the Polokwane AFD 2020. This was done for each individual indicator as well as the overall outcomes index (Table 24).

**Table 24: Support for different views on Armed Forces Day 2020 outcomes among attendees (mean agreement ratings based on a 0-10 scale) by event type**

	Military Parade	Fan Park	Other Events
Raised the profile of the SANDF	9.20	8.96	8.82
Allowed the SANDF an opportunity to interact with communities	9.18	9.03	8.86
Helped South Africans feel proud of country	9.40	9.23	8.99
United South Africans behind the SANDF	9.22	8.80	8.42
Gave SANDF an opportunity to showcase its latest military equipment	9.44	9.14	8.49
Showcased job opportunities in the SANDF	8.87	9.11	8.18
Helped me gain knowledge of the SANDF	9.30	9.17	8.12
Demonstrated military combat readiness	9.08	8.71	8.22
Reminded me of the past	5.90	5.56	5.99
Outcomes Index	8.84	8.64	8.23

*Note:* The composite Outcomes Index is based by averaging together the scores from all items.

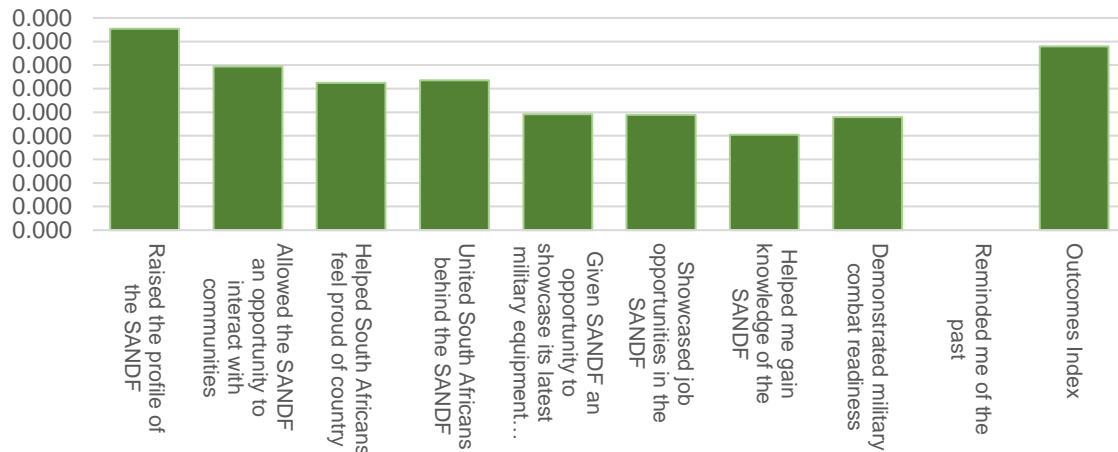
*Source:* Armed Forces Day Events Survey (AFDES) 2018-2020

If we look at evaluations of the AFD parade and the Fan Park, then we can note that rarely does the range in outcome mean scores fall below a value of 8 on the scale (see bottom row of the table for these value ranges). The only exception, unsurprisingly, is the 'reminded me of the past' indicator. For attendees of the parade, the indicators with the highest positive appraisals were: (i) 'military equipment and power' (M=9.44); (ii) 'help South Africans feel proud' (M=9.40); as well as (iii) 'gain knowledge' (M=9.30). Amongst the respondents interviewed at the Fan Park, the items with the most positive appraisals were similar. Amongst Fan Park attendees, relative to event attendees, the 'showcasing job opportunities' item was found to be rated quite highly (M=9.11). In summation, the results depicted in Table 24 demonstrate the high degree of success of the different AFD events in Polokwane and confirm the findings of the previous section.

In order to understand how attendee assessments of the SANDF AFD 2020 outcomes shape individual satisfaction with experiences of the event, we used a pairwise correlation matrix. **Figure 12** displays the correlations between overall evaluations of the AFD with outcome appraisals. As can be observed eight of the nine indicators had a positive statistically significant correlation with overall satisfaction. The outcome with the strongest correlation was 'raised profile' ( $r(724) = 0.427, p < 0.0001$ ) while the weakest correlation was 'gain knowledge' ( $r(722) = 0.202, p < 0.0001$ ). The only outcome that did not seem to influence individual enjoyment of the AFD events was 'reminded me of the past' ( $r(693) = 0.109, p \neq 0.0001$ ). This implies that, although most attendees rated this outcome poorly, these negative evaluations did not influence their overall approval of AFD 2020.



**Figure 12: Pairwise correlation matrix between satisfaction with AFD 2020 and different views on Armed Forces Day outcomes (mean satisfaction ratings, 0-10s scale)**



Source: Armed Forces Day Event Survey (AFDES) 2020

Notes: 1. Used Bonferroni-adjusted significance level; and 2. All pairwise correlation coefficients displayed are at the 0.01% level of significance.

Let us now try to profile how uniform or variant outcome evaluations are for Polokwane AFD 2020 attendees, the AFDES results were disaggregated by the following socio-demographic attributes: (i) gender; (ii) age cohort; and (iii) educational attainment. This was done for each individual indicator and are displayed in **Table 25**. Regardless of which indicators we looked at, we found that female attendees were more positive in their appraisals of SANDF AFD outcomes. The indicator with the highest gender difference was 'feel proud of the country' and on this item men (M=8.97) had lower scores than women (M=9.23). The outcome with the lowest difference was 'help gain knowledge' and, on this indicator, women (M=8.87) had slightly higher scores than men (M=8.81).

We observed several large age group differentials in **Table 25**. The indicator which had the largest age differential was 'reminded me of the past'. Young people were more likely to rate this outcome positively (M=6.26) than the 25-39 (5.96) and 40 and older (M=5.92) age cohorts. Interestingly the 'job opportunities' outcome also had a noteworthy age group disparity. The 25-39 (M=8.78) and the 25-39 (M=8.80) age cohorts had, on average, a better evaluation score than the 40 and older (M=8.40) cohort. Less educated attendees were, on average, more positive in their appraisals of SANDF AFD outcomes than the general average. There were two exceptions to this trend: (i) 'raised profile of SANDF' (M=8.71); and (ii) 'opportunity to interact with communities' (M=8.78).



**Table 25: Support for different views on Armed Forces Day outcomes (mean satisfaction ratings, 0-10s scale), by selected socio-demographic attributes**

	Gender		Age group			Educational attainment		
	Male	Female	16-24 years	25-39 years	40+ years	Less than matric	Matric or equivalent	Post-matric
Raised the profile of the SANDF	8.71	8.90	8.70	8.78	8.99	8.71	8.82	8.87
	(0.06)	(0.06)	(0.08)	(0.08)	(0.08)	(0.10)	(0.07)	(0.07)
	[0.19]	[0.19]	[0.20]	[0.21]	[0.17]	[0.20]	[0.19]	[0.19]
Allowed the SANDF an opportunity to interact with communities	8.78	8.96	8.92	8.82	8.89	8.78	8.92	8.87
	(0.07)	(0.06)	(0.08)	(0.08)	(0.09)	(0.11)	(0.07)	(0.08)
	[0.21]	[0.19]	[0.19]	[0.22]	[0.19]	[0.21]	[0.19]	[0.21]
Helped South Africans feel proud of country	8.97	9.23	9.17	9.01	9.14	9.15	9.16	9.01
	(0.06)	(0.05)	(0.07)	(0.08)	(0.07)	(0.09)	(0.06)	(0.08)
	[0.19]	[0.16]	[0.17]	[0.19]	[0.16]	[0.18]	[0.16]	[0.19]
United South Africans behind the SANDF	8.66	8.82	8.74	8.70	8.80	8.80	8.77	8.68
	(0.07)	(0.07)	(0.08)	(0.09)	(0.09)	(0.11)	(0.07)	(0.08)
	[0.22]	[0.21]	[0.22]	[0.22]	[0.19]	[0.21]	[0.21]	[0.22]
Given SANDF an opportunity to showcase its latest military equipment and power	8.90	9.12	9.11	8.95	8.97	9.14	9.05	8.90
	(0.06)	(0.06)	(0.07)	(0.08)	(0.08)	(0.09)	(0.07)	(0.08)
	[0.19]	[0.18]	[0.18]	[0.19]	[0.18]	[0.16]	[0.18]	[0.20]
Showcased job opportunities in the SANDF	8.59	8.69	8.94	8.45	8.52	8.78	8.80	8.40
	(0.08)	(0.09)	(0.08)	(0.11)	(0.12)	(0.12)	(0.08)	(0.11)
	[0.26]	[0.26]	[0.21]	[0.29]	[0.28]	[0.23]	[0.23]	[0.30]
Helped me gain knowledge of the SANDF	8.81	8.87	8.98	8.75	8.79	8.91	8.97	8.67
	(0.07)	(0.08)	(0.08)	(0.09)	(0.10)	(0.12)	(0.07)	(0.10)
	[0.22]	[0.23]	[0.20]	[0.24]	[0.23]	[0.22]	[0.19]	[0.25]
Demonstrated military combat readiness	8.45	8.68	8.61	8.51	8.58	8.78	8.54	8.48
	(0.08)	(0.08)	(0.08)	(0.10)	(0.11)	(0.11)	(0.08)	(0.09)
	[0.24]	[0.23]	[0.22]	[0.25]	[0.25]	[0.22]	[0.24]	[0.25]
Reminded me of the past	5.88	6.12	5.48	6.10	6.53	6.26	5.96	5.92
	(0.14)	(0.14)	(0.17)	(0.16)	(0.19)	(0.22)	(0.15)	(0.16)
	[0.62]	[0.61]	[0.68]	[0.60]	[0.56]	[0.59]	[0.62]	[0.62]

Notes: 1. Standard errors in parenthesis; 2. Coefficient of variation in square brackets; and 3. Figures shaded in green are above the Total score.

Source: Armed Forces Day Event Survey (AFDES) 2020

From the above we have discovered that people who went to the AFD 2020 are inclined to say that they were very satisfied with eight of the nine items under review. We now consider whether there is wide-ranging consistency in evaluations between different socio-demographic attendee subgroups. Mean Outcome Index scores are displayed in **Table 26** and it is apparent from the table that all categorizes view the Polokwane AFD as successful. It is possible to observe only modest levels of group-based variation on this composite indicator. The lowest mean scores (M=8.40) were reported by attendees who had not finished matric. This finding is not surprising given the results of **Table 25**. A similar result was observed in the Cape Town AFD (M=8.49) but not in the Kimberley AFD (M=8.90). A large age differential was noted with attendees in the 40 and older age cohort (M=8.95) having higher scores than their younger peers. This trend was not observed in both the Cape Town and Kimberley AFDES datasets.



Comparatively minor variances were discovered for labour market status, self-reported poverty and gender.

**Table 26: Mean Outcome Index score (mean satisfaction ratings, 0-10s scale) by socio-demographic attributes and survey round**

	Kimberley			Cape Town			Polokwane		
	Mean	Std. Err.	N	Mean	Std. Err.	N	Mean	Std. Err.	N
Gender									
Male	8.73	0.10	140	7.99	0.11	190	8.54	0.07	372
Female	9.04	0.08	169	8.11	0.12	185	8.64	0.07	371
Age group									
16-24 years	8.78	0.11	100	8.24	0.16	89	8.54	0.06	325
25-39 years	9.08	0.09	108	7.97	0.15	147	8.45	0.09	260
40+ years	8.84	0.12	101	7.96	0.14	133	8.95	0.09	157
Military exposure									
Exposure Before 1994	8.96	0.12	74	8.03	0.14	99	8.69	0.18	81
Exposure After 1994	8.90	0.10	132	8.13	0.16	123	8.52	0.08	228
No Exposure	8.87	0.11	104	8.00	0.13	155	8.61	0.06	434
Self-Reported Poverty									
Vulnerable	8.93	0.11	98	8.13	0.12	172	8.62	0.06	419
Non-poor	8.89	0.07	211	7.97	0.12	203	8.56	0.08	324
Educational attainment									
Less than matric	8.90	0.11	104	8.49	0.18	73	8.40	0.12	122
Matric or equivalent	8.97	0.11	97	8.00	0.11	172	8.74	0.06	330
Post-matric	8.88	0.10	106	7.88	0.16	127	8.50	0.09	287
Work Status									
Employed	8.89	0.09	150	7.89	0.12	207	8.60	0.09	290
Unemployed	9.19	0.11	58	8.41	0.21	70	8.51	0.08	203
Labour inactive	8.77	0.12	102	8.12	0.14	100	8.64	0.07	250

Note: Figures shaded in green are above the total Mean Outcomes Index score.

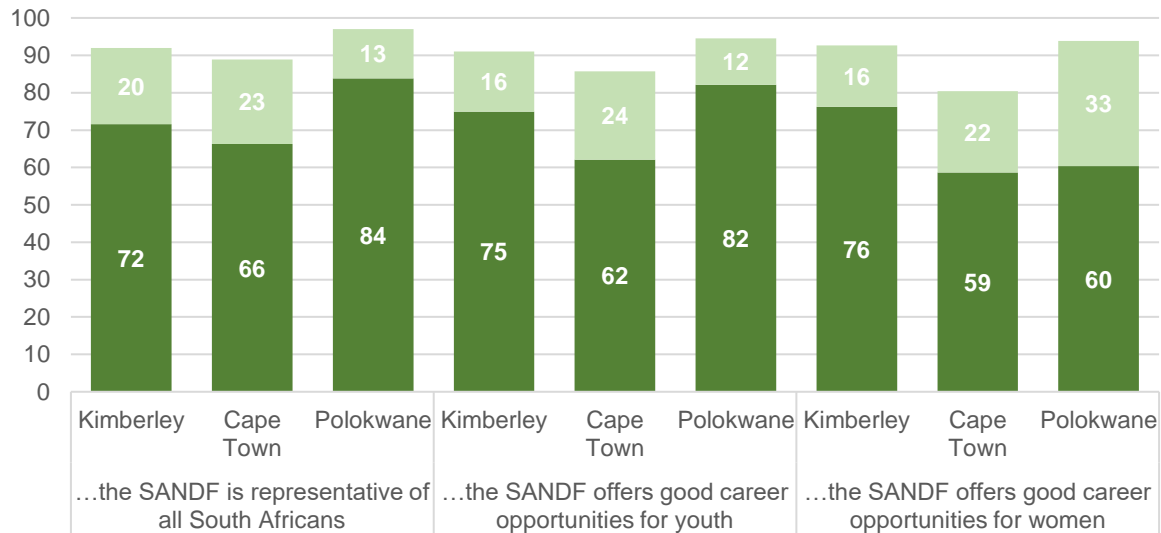
Source: Armed Forces Day Event Survey (AFDES) 2020

### 3.4.2. Messages of diversity and opportunities

Following on from the preceding subsection on messaging outcomes, an integral aspect of AFD is to showcase the level of transformation, diversity and representativeness of the SANDF to the public. The event also represents one of the most notable occasions in the annual Defence calendar to publicise career opportunities in the different branches of the military. In order to understand how attendees rated the event in relation to these objectives, participants in the AFDES were asked four questions concerning how successful the SANDF AFD had been in promoting messages of representativeness, diversity and career opportunities. Responses to these questions are displayed in **Figure 13** and show that a vast majority of attendees thought that the SANDF had been successful in promoting messages of diversity and career opportunity.



**Figure 13: Attitudes towards diversity and career opportunities in the SANDF across event attendance and survey round**



Source: Armed Forces Day Event Survey (AFDES) 2018-2020.

Close to nine-tenths of attendees (84%) believed that AFDES 2020 had been very effective in showing that the SANDF is representative of all South Africans, while roughly a tenth (13%) indicated that the armed forces were only somewhat representative. This was a significant improvement over what was observed amongst attendees at the 2019 AFD. Approximately four-fifths (82%) believed that the AFD event was very successful in conveying the message that the SANDF offers good career opportunities for youth. Approximately a quarter (24%) stated that the Defence Force had been somewhat successful in this respect. Attendees at the 2018 and 2019 AFDs gave the SANDF a lower rating on this indicator. An almost equivalent pattern of results can be observed in relation to the perceived effectiveness of AFD in demonstrating career opportunities for women in the SANDF. In this case, 60% of attendees believed that the event was highly effective in this regard, with 33% stating that AFD was somewhat effective with regard to this objective. This was similar to what was observed during the 2019 AFD.

In order to examine differences in attitudinal responses to these four measures based on select attendee attributes, we combined individual responses to the items presented in **Figure 13** into a single index. This was done by reversing the scales, then averaging them together, and finally transforming the resultant indicator into a 0 to 10 scale. Higher values on the scale indicated a more positive assessment of SANDF messaging on diversity, effectiveness and career opportunities.<sup>3</sup> This index has, for analytical purposes been termed the Diversity Messaging (DM) Index. The overall DM Index mean score was 9.21 for the Polokwane AFDES which was similar to what was observed in the Kimberley AFDES (M=9.09) and below what was observed in the Cape Town AFDES (M=8.45).

<sup>3</sup> The Cronbach alpha coefficient for the four items is 0.779, indicating that the four items can be combined into an index of acceptable reliability. Further item testing reveals that removing any of the four items would reduce the index reliability. In constructing the index, 'do not know' values were omitted.





Of the different events AFDES 2020 respondents attended, attendees at the military parade had the highest AFDM Index mean scores (M=9.28). This can be contrasted with their AFDES 2019 peers who had a lower score (M=8.15) but was similar to what was observed in the 2018 AFDES (M=9.21). Even though index mean scores were generally high across all three AFDES rounds, it was important to determine whether levels of mean scores varied among the different socio-demographic subgroups. Independent group t-tests were performed to compare means between important subgroups. **Table 27** presents mean index score values across selected subgroups as the basis for determining whether there exist any distinctive cleavages in respondent views of the effectiveness of AFD.

Let us review which subgroup gave the SANDF the highest score on diversity and opportunities messaging. It was interesting to observe that there was relatively little variation amongst the different subgroups in the table with all groups giving the armed forces positive ratings on this issue. Mean differences by gender, age, educational attainment and work status were not found to be considerable. However, it was possible to discern a noteworthy subgroup difference on SANDF messaging. Of all AFD 2020 subgroups in **Table 27**, minority attendees were found to give more negative ratings (M=8.24) than Black African attendees (M=9.29). The t-statistic is 6.57 with 741 degrees of freedom while the corresponding two-tailed p-value suggests the statistical significance of this difference. A similar (if somewhat more robust) group difference is seen in the Cape Town AFDHS but not in the Kimberley AFDHS. This is constituent with what was seen in subsection 4.6.1 which showed that Black African residents gave the SANDF a most positive ratings on representativity and job opportunities than other population groups.

**Table 27: Mean on Armed Forces Day Messaging Index by Selected Subgroups for the 2018 and 2019 Rounds of the Armed Forces Day Events Survey (mean satisfaction ratings, 0-10s scale)**

	Kimberley			Cape Town			Polokwane		
			T-Stat.			T-Stat.			T-Stat.
Gender									
Male	9.05	(0.127)	-0.52	8.46	(0.137)	-0.18	9.14	(0.066)	-1.59
Female	9.14	(0.119)	df=307	8.50	(0.172)	df=372	9.28	(0.058)	df=743
Age group									
16-35 years	9.20	(0.099)	1.50	8.55	(0.142)	0.925	9.18	(0.052)	-1.336
36+ years	8.94	(0.157)	df=307	8.35	(0.175)	df=366	9.31	(0.082)	df=742
Race Group									
Black African	9.21	(0.116)	1.595	9.02	(0.102)	5.75	9.29	(0.038)	6.57
Minority	8.93	(0.133)	df=305	7.81	(0.197)	df=370	8.24	(0.323)	df=741
Self-Reported Poverty									
Vulnerable	9.26	(0.156)	1.29	8.68	(0.143)	1.732	9.21	(0.056)	-0.077
Non-poor	9.01	(0.105)	df=307	8.30	(0.161)	df=372	9.22	(0.070)	df=743
Educational attainment									
Matric or below	9.14	(0.110)	0.477	8.61	(0.124)	1.28	9.26	(0.058)	1.41
Post-Matric	9.05	(0.143)	df=302	8.32	(0.205)	df=367	9.13	(0.068)	df=733
Work Status									
Not employed	9.08	(0.125)	-0.19	8.76	(0.144)	2.551	9.25	(0.051)	1.183
Employed	9.11	(0.121)	df=308	8.20	(0.163)	df=374	9.15	(0.080)	df=743
Military exposure									
Exposure	9.06	(0.116)	-0.527	8.39	(0.138)	-0.68	9.16	(0.077)	-1.07
No Exposure	9.16	(0.122)	df=308	8.54	(0.185)	df=374	9.25	(0.051)	df=743

Notes: Standard errors in parenthesis.

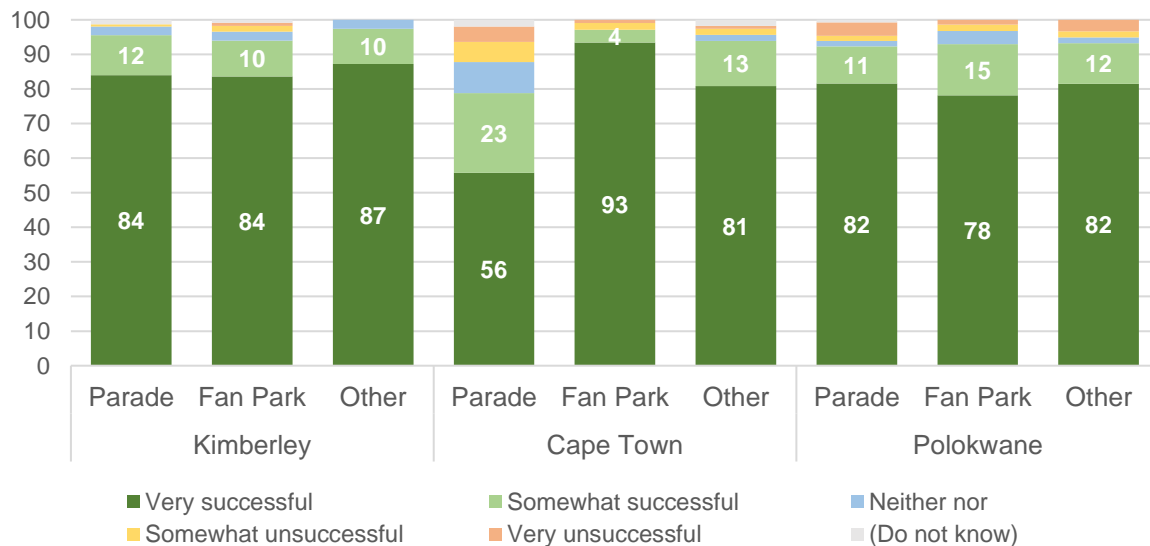
Source: Armed Forces Day Event Survey (AFDES) 2018-2020



### 3.4.3. Effectiveness and competence communication

Participants in the AFDES was queried on whether they thought that the AFD had been successful or unsuccessful in demonstrating that the SANDF is professional and disciplined. An overwhelming majority of attendees (79%) in the Polokwane AFDES said that the AFD had been very successful in displaying both the professionalism and discipline of the SANDF, while 14% reported that the event was somewhat successful on this issue. Only a trivial minority (4%) thought that the messaging was unsuccessful on this issue. In other words, only a small share of respondents said that the AFD did not manage to achieve this objective. This is similar to what was seen in subsection 4.4.1 where a clear majority of city residents were found to have faith that the military performs its functions efficaciously. Equivalent attitudes towards AFD messaging were observed in the 2018 AFDES and the 2019 AFDES although the latter had more negative views than other survey rounds (Figure 14).

Figure 14: Perceptions of the success of the Armed Forces Day in demonstrating that the military was effective and disciplined across event attendance and survey round



Source: Armed Forces Day Event Survey (AFDES) 2018-2020.

Attendees at the AFD parade were more likely to state the AFD was effective in showing that the armed forces are proficient and well-ordered when compared to Fan Park attendees. About four-fifths (81%) of the parade attendees believed that the efficiency messaging was very successful and 11% understood it as somewhat successful. A much different result was seen amongst Cape Town parade attendees. Only around three-fifths (56%) of this group stated that the messaging was very efficacious while 23% claimed that it was somewhat positive. This group difference demonstrates the success of the AFD 2020 parade in promoting positive messages about the military among Polokwane attendees. Having a positive view of AFD messaging was correlated with how much an attendee trusted the SANDF. Two-thirds of those AFDES attendees who viewed the messaging as very successful said that they strongly trusted the military. This can be compared to 51% who thought the messaging was merely successful and 6% who alleged that the message was unsuccessful. A chi-square test of independence ( $\chi^2(20) = 120.90$ ;  $Pr = 0.00$ ; Cramér's  $V = 0.208$ ) appear to infer that there is a statistically significant association between these two attitudes.



It looks as if there is a connection between the AFD Outcome Index (outlined in subsection 0) and attendee views on professionalism messaging in Polokwane. Attendees who said that this kind of communication was unsuccessful (M=6.97; SD=2.230) had a higher index mean score (M=8.79; SD=1.064) than attendees who reported it was very successful or somewhat successful (M=8.27; SD=1.1038). It appears that seeing AFD communications on outcomes as efficient connects powerfully with attitudes towards aptitude messaging. In addition, there appeared to be a relationship between the AFDM Index and public perceptions of the professionalism messaging in the 2020 AFDHS. Those who thought this messaging was very successful had a lower AFDM Index mean score (M=9.41; SD=0.862) than those who assumed it was somewhat successful (M=8.94; SD=1.167) or unsuccessful (M=7.53; SD=2.243). A series of one-way ANOVA tests that, when compared to the 2020 AFDHS ( $F(2, 741) = 76.06, p = 0.000$ ), these group differences were smaller in the 2019 AFDHS ( $F(2, 373) = 51.05, p = 0.000$ ) and the 2018 AFDHS ( $F(2, 307) = 33.65, p = 0.000$ ). These findings seem to suggest that viewing the messaging on diversity as efficacious links strongly with views on whether messaging on competence was productive.

Now let us look at how attendee evaluations of AFD messaging on competence influenced individual desire to attend future shows and exhibitions. Those who said that they would definitely attend future events were more prone to think that AFD communication on professionalism was effective. A chi-square test of independence ( $\chi^2(20) = 140.03; Pr = 0.00; Cramér's V = 0.157$ ) show that there is a meaningful bond between these two attitudes. Furthering this investigation, the relationship between future attendance and the two following communication indexes were conducted: (i) Outcome Index; and (ii) DM Index. ANOVA tests were conducted to see if observed differences between subgroups are significant (**Table 28**). Those who said that they would definitely attend future events had a higher DM Index score (M=8.75; SD=1.11) when compared to stated that they would possibly attend (M=8.75; SD=1.11) or those who gave another response (M=8.75; SD=1.11). This outcome demonstrates that AFD messaging makes attendees more willing to attend future events. If we looked at either the Outcome Index a similar result was observed. Given the resounding vote of confidence expressed elsewhere in this report, this outcome explains why so many people in subsection 3.7 said that they were keen to attend future SANDF shows or exhibitions.

**Table 28: Mean score differences based on individual desires to attend future military shows and exhibitions for attendee evaluations of the AFD**

		Definitely	Possibly	Other		
Outcomes Index	Mean	8.75	7.65	6.92	F	
	Std. Dev.	(1.110)	(1.644)	(1.892)	47.59	R <sup>2</sup> = 0.114
	Scheffe Sig.	ref.	***	***	Prob>F	Adj R <sup>2</sup> = 0.112
					0	
Messaging Index	Mean	9,33	8.68	7.157	F	
	Std. Dev.	(1.347)	(1.043)	(2.669)	40.11	R <sup>2</sup> = 0.098
	Scheffe Sig.	ref.	1.527	2.176	Prob>F	Adj R <sup>2</sup> = 0.095
			***	***	0	

Note: Reported levels of statistically significant are based on ANOVA testing. The signs \*, \*\*, \*\*\* indicate that the differences in mean scores are significantly different at the 5 percent ( $p < 0.05$ ), 1 percent ( $p < 0.01$ ) and 0.5 percent ( $p < 0.001$ ) level respectively.

Sources: Armed Forces Day Event Survey (AFDES) 2020.



### 3.5. Attitudes towards defence spending on AFD type events

In this section we consider individual views on public expenditure in relation to military shows and exhibitions (such as AFD). Firstly, the public preferences for military spending in general are evaluated and we profiled the degree of popular support for more capital outlay on the armed forces. This leads into an analysis of the perceived justifiability of expenditure of these types of outreach events, based on a comparison in responses between respondents in all three survey rounds. The final subsection relates to preferences for the level of spending on such events in future. This involves a comparison between different types of survey data and provides an interesting assessment of how dissimilar people saw AFD type events. In these subsections we examine how attitudes towards spending are shaped by how much taxpayer money individuals thought was spent on the AFD.

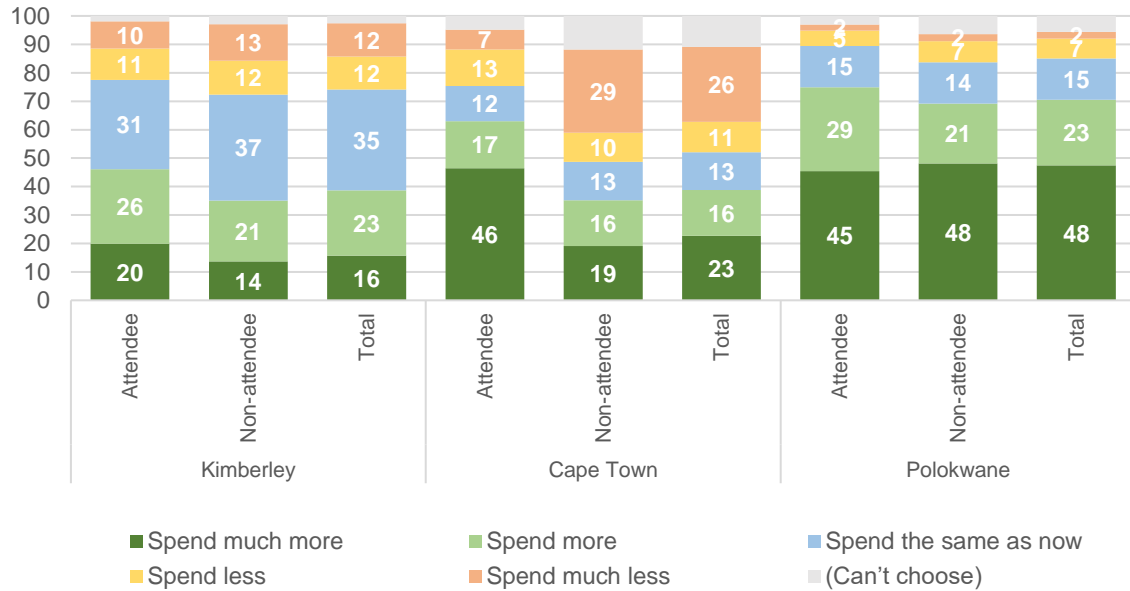
#### 3.5.1. General preferences for military spending

To establish individual preferences for more or less government spending in the area of military and defence in general, AFDHS respondents were asked the following: 'Please say whether you would like to see more or less government spending in the area of military and defence. Remember that if you say "much more", it might require a tax increase to pay for it'. Respondents were required to answer using the following five-point scale: 1 (spend much more'), 2 (spend more'), 3 (spend the same as now'), 4 ('spend less') and 5 ('spend much less'). The replies received on this question were quite nuanced. Overall, as presented in **Figure 15**, about half (48%) of all adult residents in Polokwane supported much more defence spending while a further 23% favoured some more spending. Around an eighth (15%) opted for keeping expenditure at current levels, while a tenth favoured a reduction in spending (2% much less and 7% somewhat less). Preferences for military spending were more favourable in 2020 AFDHS than they were in other survey rounds.

Attendees at the AFD 2020 were slightly more positive on the issue of SANDF expenditure than non-attendees (**Figure 15**). Three-quarters of attendees thought that the state should spend more money on the military while only about two-thirds (69%) of non-attendees shared this view. While an attendance effect was noted in AFDHS 2020, it is apparent that attendance at the AFD had a much greater effect in Cape Town and Kimberley. In addition to AFD attendance, subjective knowledge of the SANDF was found to have a moderate relationship with expenditure preferences in Polokwane. Three-quarters of city residents who were very knowledgeable about the armed forces supported greater expenditure. This can be compared to 64% of those who were somewhat knowledgeable and 61% who were unknowledgeable. Chi-square tests of independence suggest that this relationship was more robust in AFDHS 2019 ( $\chi^2(20) = 174.76$ ;  $F(18, 768) = 6.16$ ;  $P = 0.00$ ) than in AFDHS 2020 ( $\chi^2(20) = 194.68$ ;  $F(15, 607) = 6.73$ ;  $P = 0.00$ ). On the other hand, these tests show that the relationship was relatively weak in AFDHS 2018 ( $\chi^2(20) = 83.73$ ;  $F(18, 373) = 2.74$ ;  $P = 0.00$ ).



**Figure 15: Preferences for lower or higher military budgets by Armed Forces Day attendance and survey round**



Sources: Armed Forces Day Household Surveys (AFDHS) 2020.

Attitudes towards military expenditure appears to be correlated with public opinion on the performance of the SANDF (Table 29). Let us look at mean Procedural Fairness Index scores across spending preferences in AFDHS 2020. It would appear that those who preferred much more expenditure had greater mean index scores (M=9.129; SD=1.744) than those who favoured simply more (M=8.596; SD=2.273), neutral (M=8.408; SD=2.399) and less (M=7.228; SD=3.524) spending. According to the ANOVA adjusted-R<sup>2</sup> result, 6% of the variance in spending preferences can be explained by the Procedural Fairness Index. When compared to this index, the Moral Alignment Index had a greater influence on attitudes towards SANDF budgets. It would seem that those who have a preference for a larger budget had greater mean index scores (M=8.474; SD=1.764) than those who supported simply more (M=7.856; SD=1.486), neutral (M=7.727; SD=2.081) and less (M=6.273; SD=3.456) expenditure. Personal affinity with the military had a much weaker association with spending preferences in AFDHS 2018 but a stronger connection in AFDHS 2019.



**Table 29: Mean scores on performance and personal attachment to the military across spending preferences for the armed forces**

		Much More	More	Neutral	Less
Pride	Mean	0.954	0.974	0.927	0.820
	Std. Dev.	(0.211)	(0.160)	(0.262)	(0.387)
	Scheffe Sig.		0.020	-0.027	-0.133
		ref.			**
Trust	Mean	0.921	0.892	0.874	0.764
	Std. Dev.	(0.271)	(0.311)	(0.333)	(0.429)
	Scheffe Sig.		-0.029	-0.047	-0.157
		ref.			**
Goal Effectiveness	Mean	8.612	7.918	7.478	6.978
	Std. Dev.	(1.897)	(2.033)	(2.339)	(2.986)
	Scheffe Sig.		-0.694	-1.134	-1.633
		ref.	*	***	***
Moral Alignment	Mean	8.474	7.856	7.727	6.273
	Std. Dev.	(1.764)	(1.486)	(2.081)	(3.456)
	Scheffe Sig.		-0.618	-0.747	-2.201
		ref.	*	**	***
Procedural Fairness	Mean	9.129	8.596	8.408	7.228
	Std. Dev.	(1.744)	(2.273)	(2.399)	(3.524)
	Scheffe Sig.		-0.533	-0.721	-1.900
		ref.		*	***

*Note:* Reported levels of statistically significant are based on ANOVA testing. The signs \*, \*\*, \*\*\* indicate that the differences in mean scores are significantly different at the 5 percent ( $p < 0.05$ ), 1 percent ( $p < 0.01$ ) and 0.5 percent ( $p < 0.001$ ) level respectively.

*Sources:* Armed Forces Day Event Survey (AFDES) 2020.

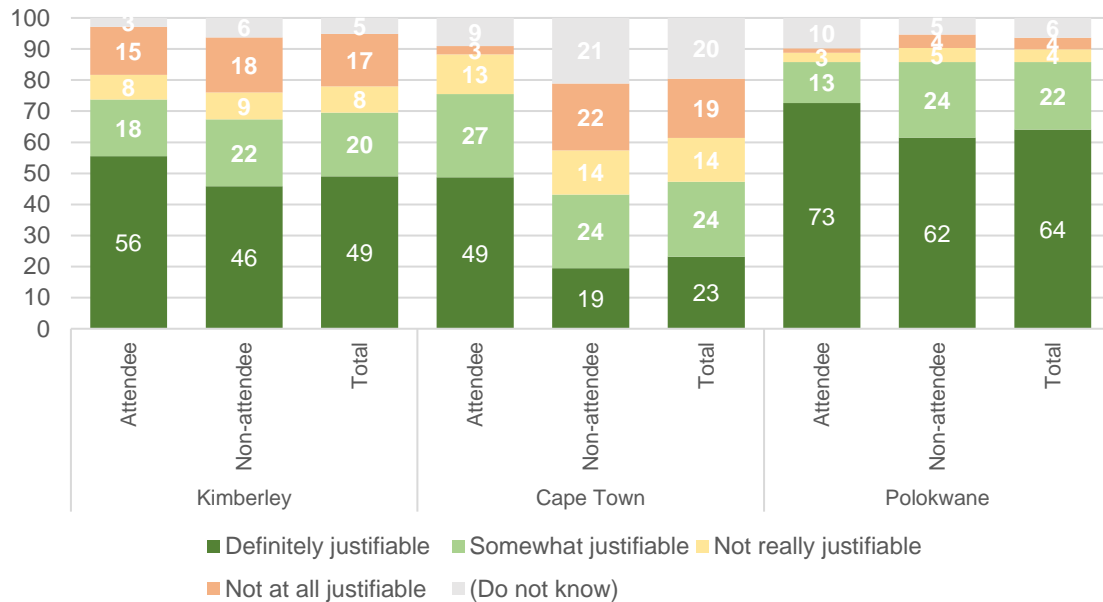
The views of the city residents on military budgets were influenced by how much confidence they had in the SANDF. However, the size of this effect in AFDHS 2020 was limited and a one-way ANOVA test ( $F(3, 610) = 6.49, p = 0.000$ ) shows quite a weak level of influence. When reviewing the results of the analysis, we detected an interesting age group disparity on the question of defense spending in the 2019 AFDHS. Many older people thought that the armed forces should have smaller budgets. Half of metropolitan residents 40 years and older favoured reducing expenditure. This can be compared to 29% of the 25-39 age cohort and 24% of the 16-24 age cohort. An age group effect was observed in the 2020 AFDHS but it was relatively moderate. Indeed, on this issue we detected comparatively very little dissimilarity between socio-demographic subgroups in that survey round.

### 3.5.2. Perceived justifiability of expenditure on AFD type events

In order to gain a better understanding of attendee views on whether the costs associated with events such as AFD can be considered worthwhile, AFDHS participants were asked the following: ‘Taking into account all that you know about Armed Forces Day and thinking about your own experiences, would you say that the costs of these SANDF events are justifiable or not?’ Responses were captured using a four-point scale ranging from ‘definitely justifiable’ to ‘not at all justifiable’. From **Figure 16** we can see that the Polokwane residents were overwhelmingly positive in their assessment of the costs associated with AFD. In the AFDHS 2020, nearly two-thirds (64%) said that the costs were definitely justifiable, and roughly a fifth (22%) indicated that the costs were somewhat acceptable (86% in total believe AFD is justifiable). We can observe a noteworthy distinction between attendees and non-attendees in the AFDHS. Those attendees interviewed as part of the AFDHS 2020 being more positive than the non-attendee population



**Figure 16: Comprehended justifiability of expenditure on Armed Forces Day type events showcasing the SANDF by attendance and survey round**

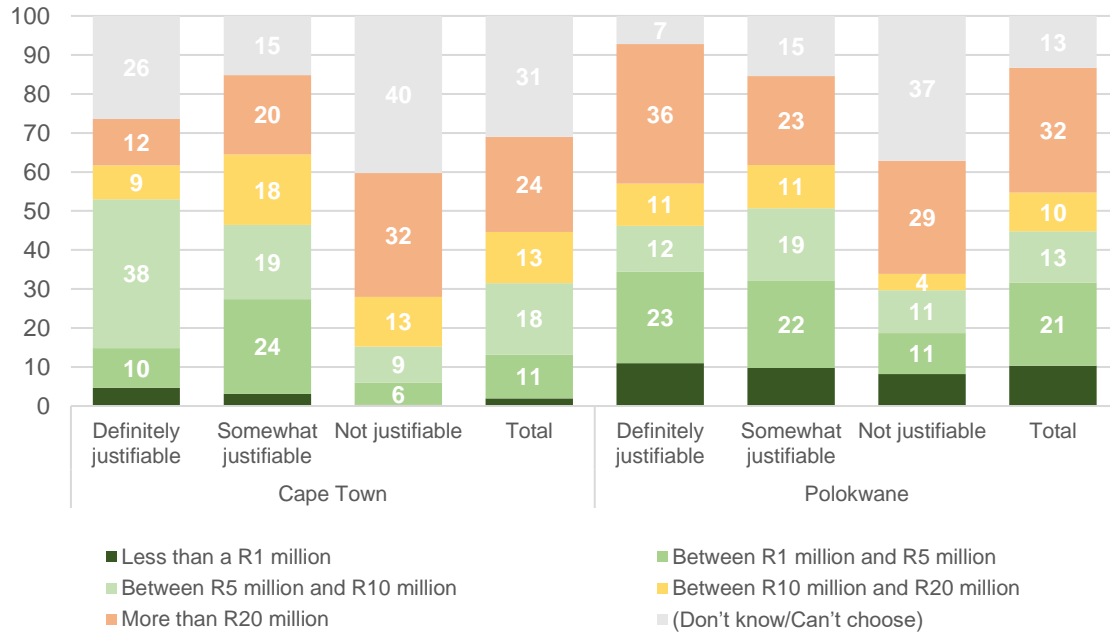


Sources: Armed Forces Day Household Surveys (AFDHS) 2020.

Attitudes towards expenditure could be influenced by how much capital individuals thought was expended on AFD 2020. AFDHS respondents were queried on how much they believed Armed Forces Day cost. Answers to this question are portrayed across attitudes towards the justifiability of AFD in **Figure 17**. It would appear that most people in Polokwane thought that the AFD cost more than five million rand. A consonant portion of city residents shared this view in the Cape Town AFDHS. Where the 2019 and 2020 AFDHS datasets differ is on the high end of the scale. Approximately a third (32%) of Polokwane residents alleged that the event cost more than twenty million while in Cape Town only 24% of residents did so. Roughly an eighth (13%) of Polokwane residents were uncertain about how much the AFD cost. Interestingly, this is somewhat higher than what was observed in the Cape Town when 31% of adult residents gave the same answer. Believing that AFD cost a lot did not seem to dissuade residents from viewing AFD expenditure as unjustifiable in Polokwane. A similar result was not observed in Cape Town where viewing the AFD as costly tended to correlate with judging its expenditure as indefensible.



**Figure 17: Attitudes towards justifiability across perceptions of Armed Forces Day costs and survey round**



Sources: Armed Forces Day Household Surveys (AFDHS) 2020.

The on AFDHS 2020 responses can be compared to Cape Town AFDHS in **Figure 16** and we can observe that AFDHS 2019 respondents were much less likely to think that the expenditure on the AFD was justifiable. The Kimberley AFDES results were quite similar to what was observed in Polokwane AFDES. It is important to note that the disparity between attendees and non-attendees in AFD 2019 was much greater than what was observed in AFD 2020. It remains to be seen whether there is general uniformity in views on expenditure between different attendee social and demographic subgroups. In Table 30 we can see the percentage of selected subgroups who said that expenditure was either somewhat or definitely justifiable. Compared to what was observed in the Cape Town AFDES, there was much less dissimilarity between different Polokwane AFDES subgroups with only minor intergroup variances observed. Though justifiability views were common amongst the public, it was crucial to determine attitudinal differences among the dissimilar subgroups.





**Table 30: Percentage who thought that Armed Forces Day expenditure was somewhat and definitely justifiable by survey rounds and selected subgroups**

	Kimberley			Cape Town			Polokwane		
	(%)		Pearson	(%)		Pearson	(%)		Pearson
Gender			chi <sup>2</sup> (1) = 5.22			chi <sup>2</sup> (1) = 0.63			chi <sup>2</sup> (1) = 3.94
Male	77%	(0.036)	F(1, 373) = 3.47	46%	(0.026)	F(1, 767) = 3.33	82%	(0.023)	F(1, 615) = 1.75
Female	66%	(0.031)	P = 0.63	49%	(0.025)	P = 0.07	89%	(0.018)	P = 0.19
Age group			chi <sup>2</sup> (1) = 0.58			chi <sup>2</sup> (1) = 21.85			chi <sup>2</sup> (1) = 5.43
16-34 years	72%	(0.038)	F(1, 372) = 0.39	57%	(0.034)	F(1, 767) = 12.56	89%	(0.018)	F(1, 610) = 2.09
35+ years	68%	(0.031)	P = 0.53	40%	(0.021)	P = 0.00	83%	(0.021)	P = 0.15
Employment Status			chi <sup>2</sup> (1) = 2.21			chi <sup>2</sup> (1) = 22.64			chi <sup>2</sup> (1) = 0.04
Not employed	67%	(0.029)	F(1, 359) = 1.84	38%	(0.025)	F(1, 758) = 13.09	86%	(0.019)	F(1, 589) = 0.011
Employed	75%	(0.043)	P = 0.18	55%	(0.026)	P = 0.00	86%	(0.021)	P = 0.92
Educational attainment			chi <sup>2</sup> (1) = 0.34			chi <sup>2</sup> (1) = 38.70			chi <sup>2</sup> (1) = 0.10
Less than matric	69%	(0.032)	F(1, 369) = 0.27	32%	(0.029)	F(1, 761) = 23.18	86%	(0.027)	F(1, 600) = 0.04
Matric or equivalent	72%	(0.036)	P = 0.61	55%	(0.022)	P = 0.00	85%	(0.017)	P = 0.83
Subjective Wealth			chi <sup>2</sup> (1) = 2.30			chi <sup>2</sup> (1) = 0.11			chi <sup>2</sup> (1) = 8.73
Vulnerable	67%	(0.031)	F(1, 372) = 1.74	48%	(0.023)	F(1, 767) = 0.07	82%	(0.020)	F(1, 599) = 3.48
Non-poor	75%	(0.036)	P = 0.19	46%	(0.028)	P = 0.79	91%	(0.019)	P = 0.06
Race Group			chi <sup>2</sup> (1) = 0.12			chi <sup>2</sup> (1) = 109.29			chi <sup>2</sup> (1) = 6.16
Black African	69%	(0.033)	F(1, 373) = 0.08	68%	(0.030)	F(1, 767) = 63.05	87%	(0.015)	F(1, 601) = 1.19
Minority	71%	(0.035)	P = 0.78	30%	(0.020)	P = 0.00	77%	(0.044)	P = 0.28
Marital Status			chi <sup>2</sup> (1) = 5.45			chi <sup>2</sup> (1) = 20.29			chi <sup>2</sup> (1) = 15.88
Not married	73%	(0.029)	F(1, 367) = 3.55	55%	(0.026)	F(1, 706) = 13.03	91%	(0.015)	F(1, 572) = 5.41
Married	62%	(0.043)	P = 0.06	37%	(0.026)	P = 0.00	79%	(0.029)	P = 0.02

Notes: Standard errors in parenthesis.

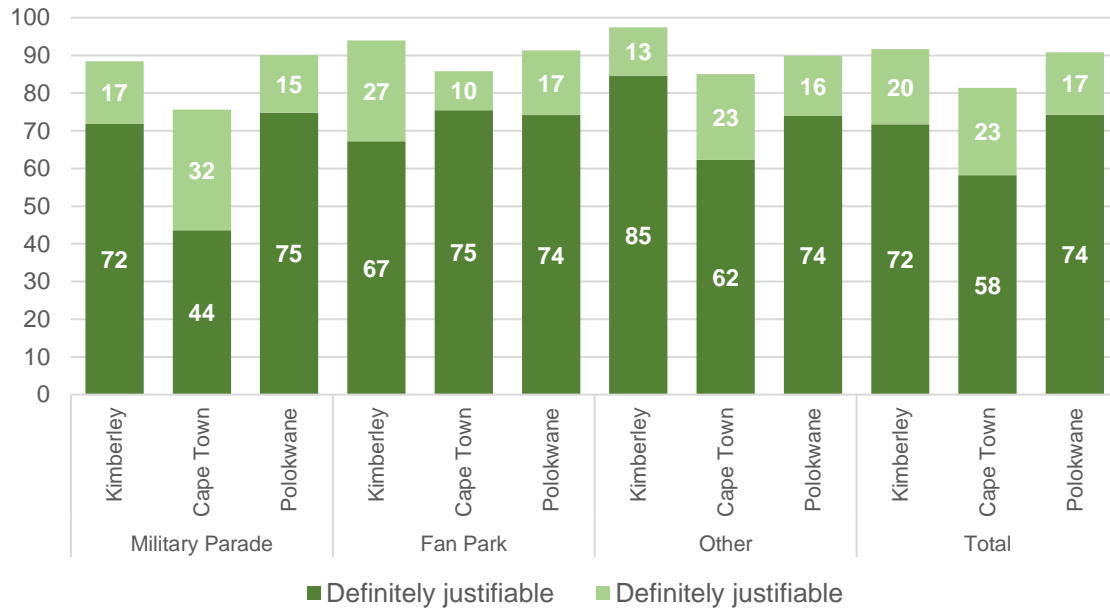
Source: Armed Forces Day Household Survey (AFDHS) 2018-2020.

As can be seen from Table 30, there are only minor group-based dissimilarities in answers to the justifiability question. All subgroups in the table regarded the AFD 2020 costs as defensible and admissible. It is however possible to discern certain groups that were less satisfied with the events than others. The least positive views were reported by married persons and married residents (79%) in Polokwane were quite different from non-married residents (91%). A chi-square test of independence showed that there is a statistically significant relationship between the categorical variables. A similar result is not observed for other important socio-economic variables such as population group, educational attainment and employment status. In the Cape Town AFD an analogous outcome is not observed, and socio-economic status was a significant driver of attitudes in that round.

Let us look at how attendance at the various AFD events influenced public views of the reasonability of the AFD costs. In order to achieve this, we utilize data from the AFDES which included a similar question on the justifiability of event expenditure. Looking at **Figure 18**, we found that AFD parade attendees were broadly positive in attitudes towards expenditure in AFDES 2020. The Polokwane parade respondents regarded the cost of AFD type events as more justifiable (75% definitely, 15% somewhat) than their Cape Town counterparts (49% definitely, 27% somewhat). The parade outcomes in Polokwane were more or less similar to what was seen in the Kimberley AFDES (72% definitely, 17% somewhat). The normative message emerging from the survey-based evaluations is that parade attendees in Cape Town were much less positive about the SANDF expenditure outlined on events and demonstrations at the AFD than other AFDES respondents. Comparing AFDES respondents at the Fan Park, the results from the past three rounds were remarkably similar.



**Figure 18: Perceived justifiability of expenditure on Armed Forces Day type events showcasing the SANDF by event type and survey round**

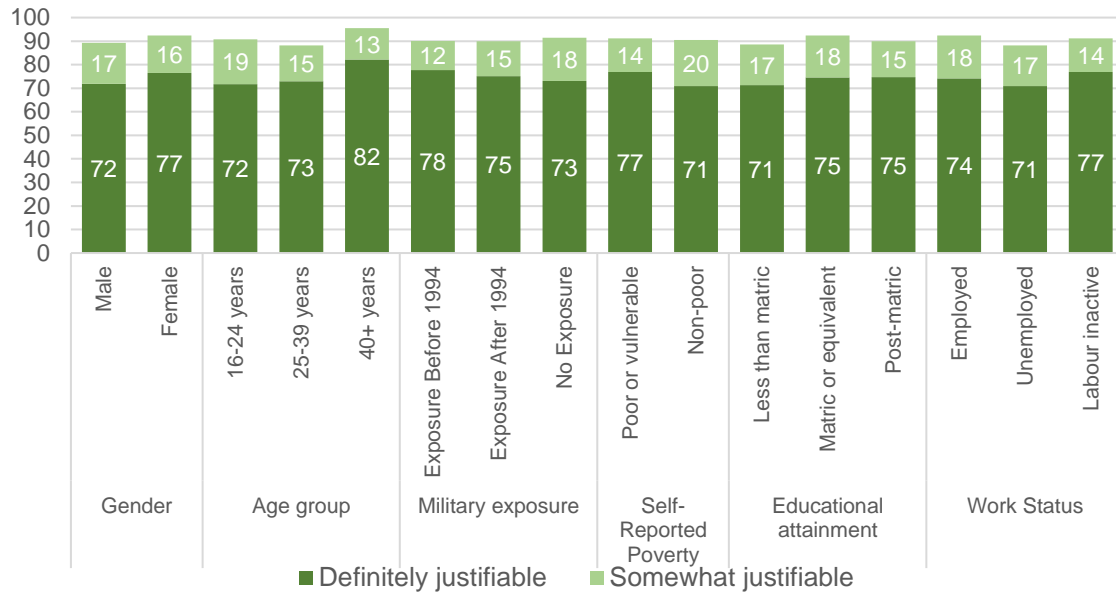


Sources: Armed Forces Day Event Surveys (AFDES) 2018-2020.

To advance our insight into towards justifiability attitudes, we investigated which demographic and socio-economic groups have the most positive view of SANDF expenditure on AFD. The percentage of the Polokwane adult public who thought that capital outflow on AFD type events was justifiable was depicted across selected subgroups in **Figure 19**. Although a few notable disparities were noted in this figure, this subgroup analysis of attendees found few group differences with views on justifiability being quite uniform. The 40 and older (82% definitely; 13% somewhat) age cohort gave higher ratings than other subgroups listed in the figure. Those AFDES respondents with military exposure before 1994 (78% definitely; 12% somewhat) also were more likely than other groups to think the expenditure was appropriate. The subgroup with the lowest positive ranking of SANDF expenditure was those AFDES respondents who had no matric (71% definitely; 17% somewhat). In comparison unemployed AFDES participants (71% definitely; 17% somewhat) also had quite low scores on this indicator.



**Figure 19: Percentage that felt that expenditure on Armed Forces Day Type events was justifiable by selected socio-demographic attributes**



Sources: Armed Forces Day Event Surveys (AFDES) 2020.

It might be that AFDES respondent views on SANDF expenditure were influenced by the respondent's income level. The mean percentage of the perceived justifiability on AFD expenditure by income category are presented in **Table 31** across different AFDES rounds. AFDES 2020 participants in the R10,001 and above category (94%; SD=0.24) were somewhat more prone to think that the expenditure was justified than the R0-R1,000 (91%; SD=0.28) and R1,001-R10,000 (88%; SD=0.32) categories. A one-way ANOVA test ( $F(1, 656) = 1.21, p = 0.299$ ) confirms that these small group differences were not statistically significant. In the 2018 and 2019 AFDES rounds, income level also did not seem to drive attitudes towards expenditure. No discernible differences were noted between income categories across the rounds.

**Table 31: Mean score differences based on the perceived justifiability on Armed Forces Day expenditure by income category and survey round**

		Income Category			ANOVA
		R0-R1000	R1,001-R10,000	R10,001+	
Kimberley	Mean	88%	97%	92%	F
	Std. Dev.	(0.32)	(0.18)	(0.27)	2.37
	N	93	91	101	Prob>F
	Scheffe Sig.	ref.			0.096
Cape Town	Mean	84%	78%	81%	F
	Std. Dev.	(0.37)	(0.41)	(0.39)	0.39
	N	91	83	135	Prob>F
	Scheffe Sig.	ref.			0.679
Polokwane	Mean	91%	88%	94%	F
	Std. Dev.	(0.28)	(0.32)	(0.24)	1.21
	N	390	138	129	Prob>F
	Scheffe Sig.	ref.			0.299

*Note:* Reported levels of statistically significant are based on ANOVA testing. The signs \*, \*\*, \*\*\* indicate that the differences in mean scores are significantly different at the 5 percent ( $p < 0.05$ ), 1 percent ( $p < 0.01$ ) and 0.5 percent ( $p < 0.001$ ) level respectively.

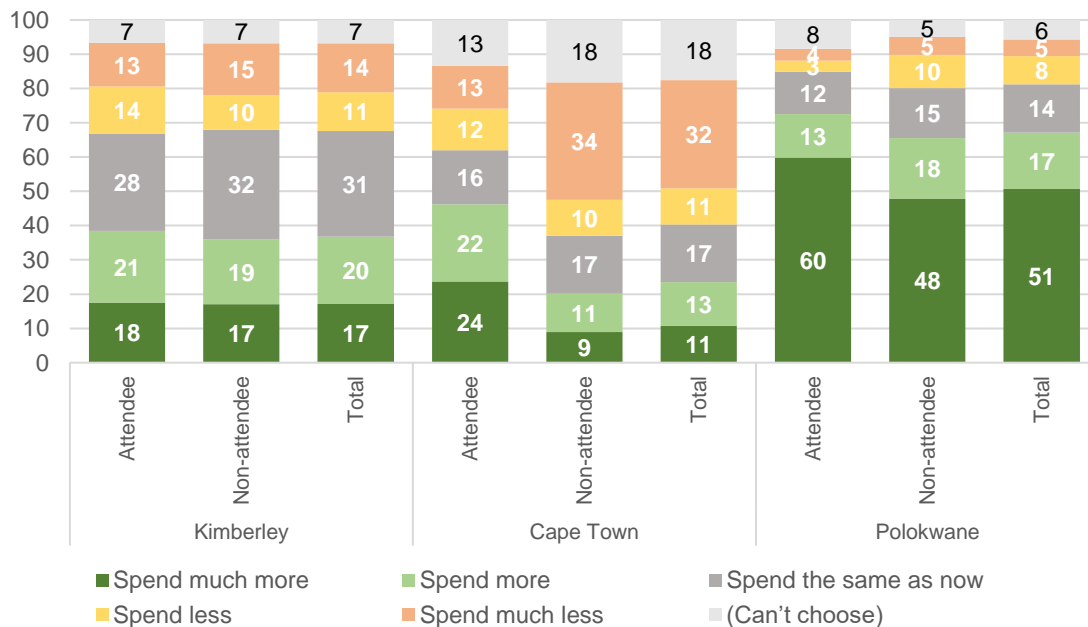
Sources: Armed Forces Day Event Survey (AFDES) 2018-2020.



### 3.5.3. Preferences for level of spending on AFD type events

Following on from the perceived justifiability of costs, the AFDES included an item intended to examine whether individuals think that the SANDF should spend economic capital more or less on shows and exhibitions. Respondents to the AFDES both were asked: ‘Please say whether you think the SANDF should spend more or less on shows and exhibitions?’, with responses recorded using a five-point scale ranging from ‘spend much more’ to ‘spend much less’. As such, we are able to compare the pattern of responses across the different survey rounds to give a real sense of how attendees in one host city differ from attendees in others. Comparative results for the three AFDHS datasets are presented by AFD attendance in **Figure 20**. In general, it would appear from this survey data that people felt that there was a need for greater spending by the SANDF on future shows and exhibitions that showcase the military.

**Figure 20: Attitudes towards government spending on Armed Forces Day showcasing the SANDF, by event attendance and survey round**



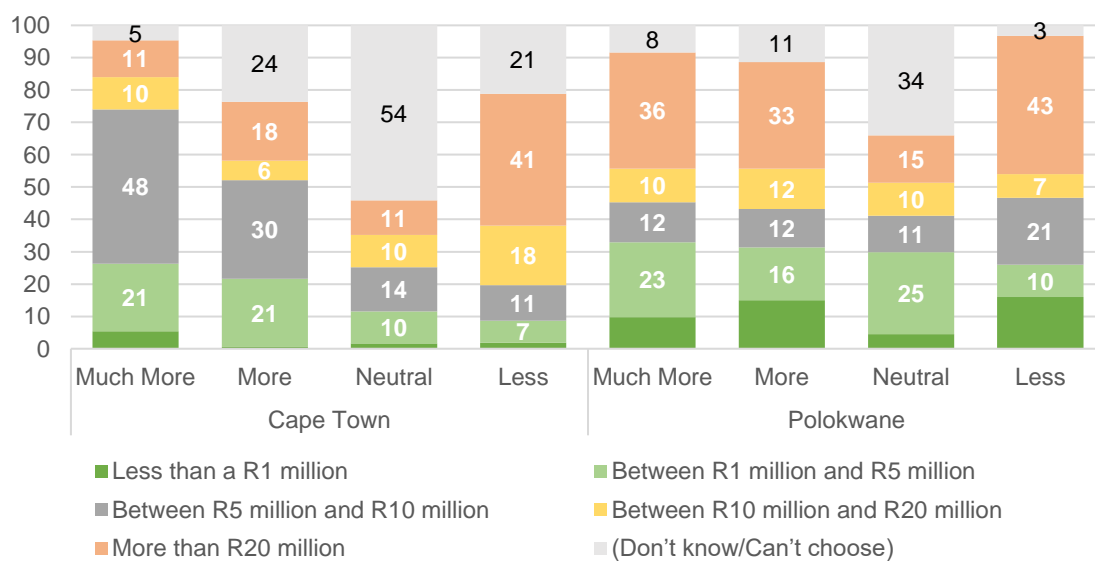
Sources: Armed Forces Day Household Surveys (AFDHS) 2018-2020.

It is apparent that about half (51%) of adult residents in Polokwane were in favour of spending much more on shows and exhibitions. Approximately a fifth (17%) of Polokwane adults thought that the SANDF should only spend a little more. A seventh indicated that current spending levels should be maintained while 13% indicated that they thought that the SANDF should spend less. Residents in the other AFD rounds were less likely to prefer greater expenditure. Adults interviewed in the Cape Town AFDES were much less in favour of additional spending than what was observed in Polokwane. Roughly a quarter (24%) of residents in Cape Town felt that there was a need for greater spending by the SANDF on future shows and exhibitions. Almost two-fifths (37%) of Kimberley residents stated that the armed forces should spend more on events like AFD.



Preferences for spending may be affected by how much money host city residents believed was spent on AFD 2020. Perceptions of expenditure levels are depicted across perceptions of the AFD 2020 budget in **Figure 21**. Thinking that AFD cost a great deal did have an effect on the preferences of Polokwane residents. If an individual believed that the AFD 2020 cost more than twenty million rand they were more liable to say that they would prefer less spending on such events in future. If an individual did not know what the AFD budget was, then they were more likely to adopt a neutral position when asked about spending preferences. The relationship between spending beliefs and preferences were far greater in the Cape Town AFDHS than the Polokwane AFDHS. The ANOVA adjusted-R<sup>2</sup> result for this relationship in AFDHS 2020 was only 0.080 while the adjusted-R<sup>2</sup> result for AFDHS 2019 was 0.137.

**Figure 21: Spending preferences across Armed Forces Day budget beliefs and survey round**



Sources: Armed Forces Day Household Surveys (AFDHS) 2020.

It was essential to examine if spending preferences differed across the dissimilar subgroups in the ADFHS 2020 dataset. **Table 32** presents data on how different subgroups responded to the question on SANDF AFD expenditure. It was not surprising to note that there were very small levels of variation between subgroups in the table. A thought-provoking gender differential was noted with female residents more likely to prefer higher spending. About three-quarters (73%) of women supported more expenditure, 19% who claimed that a neutral position and 8% who desired less. The chi-square test of independence ( $\chi^2(1) = 3.94$ ;  $F(1, 607) = 18.87$ ;  $P = 0.01$ ) found that there is a (moderate) statistically significant association between these two variables. As regards spending preferences, a notable attitudinal difference was discovered for subjective wealth. Self-reported vulnerable persons had dissimilar views (63% more; 22% the same; 15% less) on this issue when compared to the non-poor (63% more; 16% the same; 10% less). However, a chi-square test of independence ( $\chi^2(1) = 7.38$ ;  $F(1, 595) = 2.26$ ;  $P = 0.10$ ) noted the weak correlation between wealth and spending preferences in the 2020 AFDHS.



**Table 32: Percentages differences based on the spending more on future military shows and exhibitions for the Armed Forces Day Event Surveys by selected socio-demographic subgroups**

	More		Neutral		Less		Pearson
Gender							chi <sup>2</sup> (2) = 3.94
Male	60%	(0.029)	21%	(0.024)	19%	(0.023)	F(2, 607) = 18.87
Female	73%	(0.025)	19%	(0.022)	8%	(0.015)	P = 0.01
Age group							chi <sup>2</sup> (2) = 0.09
16-34 years	68%	(0.028)	20%	(0.024)	13%	(0.020)	F(2, 606) = 0.02
35+ years	67%	(0.026)	21%	(0.022)	13%	(0.019)	P = 0.98
Employment Status							chi <sup>2</sup> (2) = 5.98
Not employed	65%	(0.027)	20%	(0.023)	15%	(0.020)	F(2, 585) = 1.44
Employed	70%	(0.028)	21%	(0.025)	9%	(0.017)	P = 0.24
Educational attainment							chi <sup>2</sup> (2) = 0.16
Less than matric	68%	(0.037)	19%	(0.031)	13%	(0.027)	F(2, 596) = 0.04
Matric or equivalent	66%	(0.023)	21%	(0.019)	13%	(0.016)	P = 0.96
Subjective Wealth							chi <sup>2</sup> (2) = 7.38
Vulnerable	63%	(0.025)	22%	(0.022)	15%	(0.018)	F(2, 595) = 2.26
Non-poor	74%	(0.029)	16%	(0.024)	10%	(0.020)	P = 0.10
Race Group							chi <sup>2</sup> (2) = 0.69
Black African	66%	(0.021)	21%	(0.018)	13%	(0.015)	F(2, 597) = 0.09
Minority	71%	(0.048)	19%	(0.041)	11%	(0.032)	P = 0.85
Marital Status							chi <sup>2</sup> (2) = 1.12
Not married	68%	(0.024)	20%	(0.021)	12%	(0.017)	F(2, 569) = 0.21
Married	68%	(0.033)	18%	(0.027)	15%	(0.025)	P = 0.81

Notes: Standard errors in parenthesis.

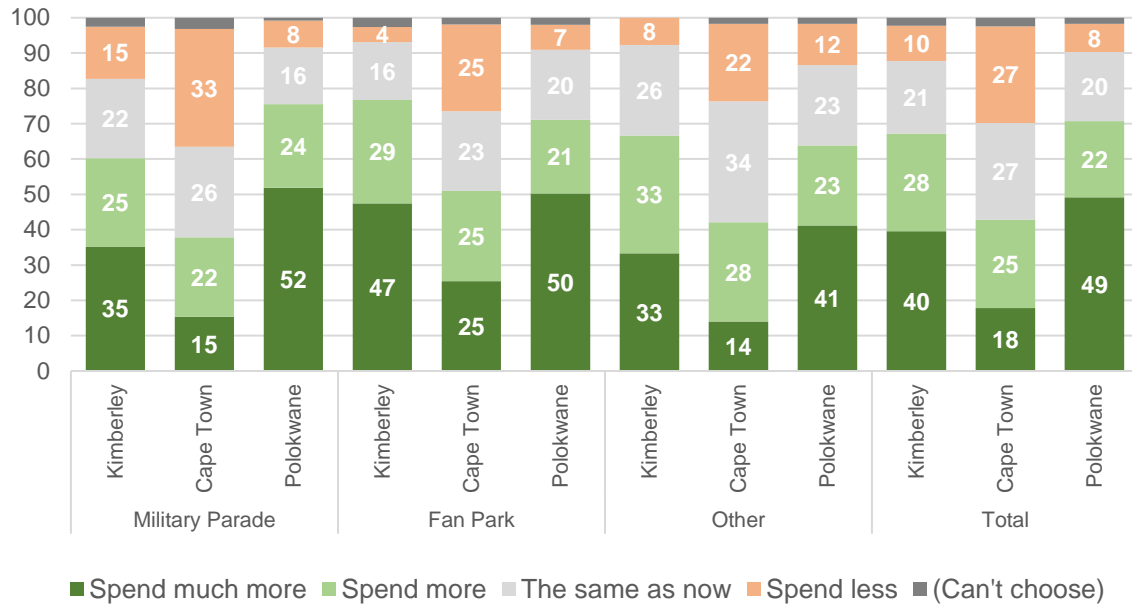
Source: Armed Forces Day Household Survey (AFDHS) 2018-2020.

We need to better comprehend how preferences for expenditure on SANDF exhibitions differed by event type. To achieve this, we turn to the AFDES dataset and the results are depicted in **Figure 22**. Attendees at the Polokwane Fan Park (50% spend much more; 21% spend more) had similar preferences when compared with attendees at the military parade (52% spend much more; 24% spend more). Support for greater spending was lower amongst Polokwane AFDES respondents who went to other activities like the music concert (41% spend much more; 23% spend more). Inclinations for less spending amongst AFDES respondents at the Polokwane parade (8%) were substantially higher than what was observed at the Cape Town parade (33%). The observed level of difference in spending preferences for attendees at the Fan Park between the three AFDs was lower by comparison. Support for spending less amongst Polokwane AFDES participants at the Fan Park (7%) was similar to their counterparts in Kimberley (4%). Such support was, on the other hand, considerably greater than what we discovered at the Cape Town Fan Park (25%).

Given the importance of attendance outlined above, it is essential to look at how different groups of attendees felt about AFD spending **Figure 23**. The attendee subgroup that was the least predisposed to greater expenditure were those with military exposure before 1994. Less than two-thirds (63%) of this group favoured more expenditure compared to 30% who supported maintaining the same expenditure and 6% who wanted less. A larger than expected labour market group differential was observed. Those outside the labour market were inclined (76% more; 17% the same; 6% less) to spending than employed (67% more; 19% the same; 9% less) and unemployed (69% more; 19% the same; 10% less) AFDES respondents. It was interesting to observe a greater than expected gender discrepancy in **Figure 23**. Male AFDES participants (74% more; 17% the same; 7% less) were found to be more apt to favour spending at a higher level than their female counterparts (68% more; 17% the same; 7% less).

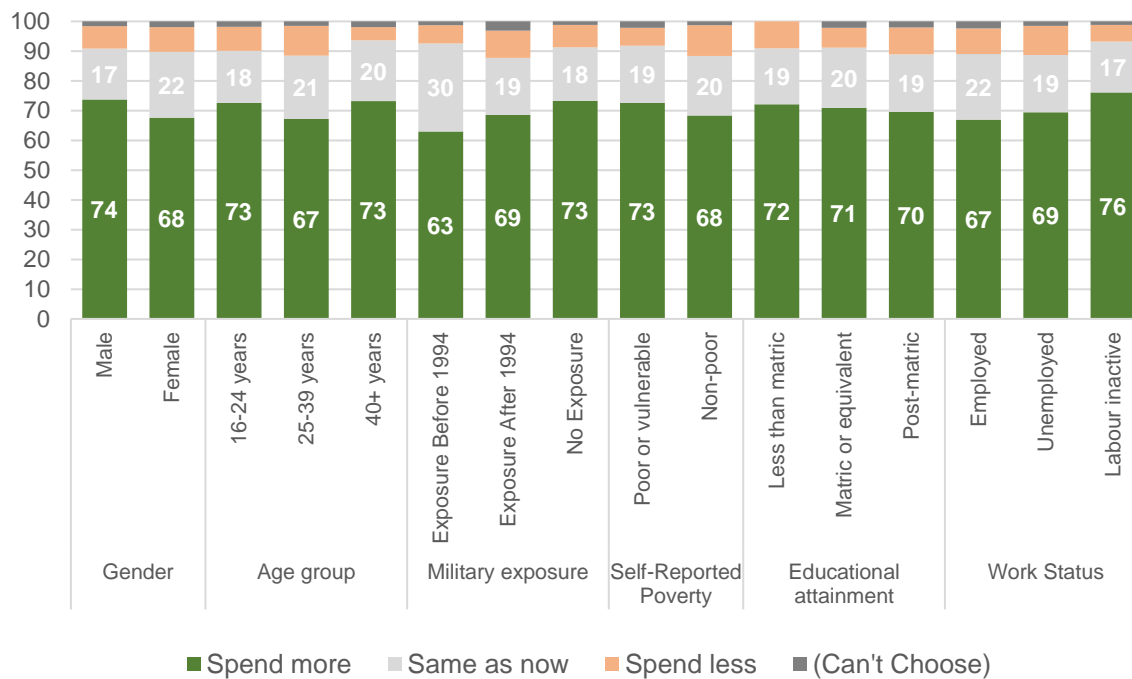


**Figure 22: Preferences for spending on Armed Forces Day type events showcasing the SANDF, by event type and survey round**



Sources: Armed Forces Day Event Surveys (AFDES) 2018-2020.

**Figure 23: Preferences for spending on Armed Forces Day type events showcasing the SANDF by select socio-demographic attributes**



Sources: Armed Forces Day Event Surveys (AFDES) 2020.

It could be argued that AFDES respondents' opinions on the amount of spending on the AFD were determined by their economic status. The mean proportion that favoured more AFD



expenditure by income category are presented in **Table 33** across different AFDES rounds. Statistically significant differences were noted between income categories in the Polokwane and Kimberley rounds. In both rounds the more affluent attendees were found to be much less likely to favour greater expenditure. The largest disparities between income groups were noted in the Kimberley AFDES. But it is worthwhile to compare these figures to what was observed in the Polokwane AFDES. In that dataset, those respondents in the R0-R1,000 category were predisposed (75%; SD=0.43) to spending more than those in the R1,001-R10,000 (66%; SD=0.48) category or those in the R10,001 and above (63%; SD=0.49) category. This result could be explained by the fact that more affluent individuals would be expected to pay for greater expenditure on future SANDF shows and exhibitions (via the progressive tax system).

**Table 33: Mean score differences based on the spending more on future military shows and exhibitions by income category and survey round**

		Income Category			ANOVA
		R0-R1000	R1,001-R10,000	R10,001+	
Kimberley	Mean	75%	71%	55%	F
	Std. Dev.	(0.43)	(0.45)	(0.50)	5.01
	N	93	91	101	Prob>F
	Scheffe Sig.	ref.		*	0.007
Cape Town	Mean	45%	49%	40%	F
	Std. Dev.	(0.50)	(0.50)	(0.49)	0.95
	N	91	83	135	Prob>F
	Scheffe Sig.	ref.			0.389
Polokwane	Mean	75%	66%	63%	F
	Std. Dev.	(0.43)	(0.48)	(0.49)	4.60
	N	390	138	129	Prob>F
	Scheffe Sig.	ref.		*	0.010

*Note:* Reported levels of statistically significant are based on ANOVA testing. The signs \*, \*\*, \*\*\* indicate that the differences in mean scores are significantly different at the 5 percent ( $p < 0.05$ ), 1 percent ( $p < 0.01$ ) and 0.5 percent ( $p < 0.001$ ) level respectively.

*Sources:* Armed Forces Day Event Survey (AFDES) 2018-2020.

### 3.6. Benefit to the host community

The objective of this section is to ascertain the perceived impact of the AFD events, and their associated activities, on the host city. The extent to which people agreed or disagreed that the AFD brought benefits to the host city is considered in subsection 3.6.1. We found broad agreement among attendees and non-attendees interviewed that the AFD was of great benefit to Polokwane. Subsection 3.6.2 considers why the townspeople were so positive in their appraisal of the AFD and its impact on their city. By means of an open-ended question, we inspected the different benefits people attributed to the AFD and how it helped the town. The events were seen as not only beneficial to the SANDF (and its organisers) but to children, the poor and established businesses (especially those associated with tourism such as restaurants and hotels).

#### 3.6.1. Perceived socio-economic benefits of Armed Forces Day

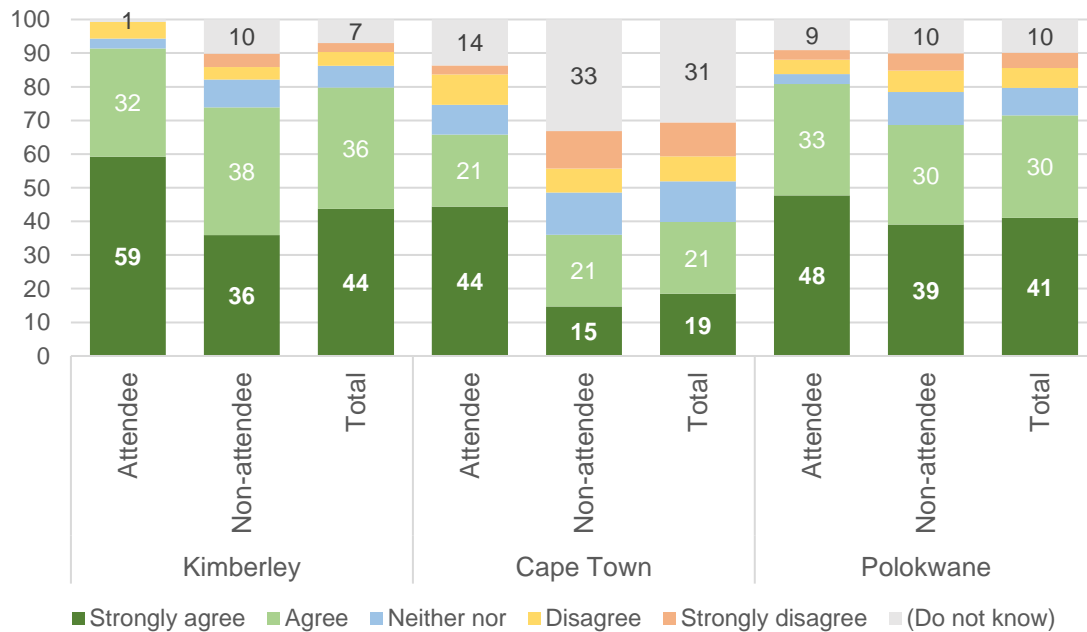
In the AFDHS, respondents were asked to state the extent to which they agreed or disagreed that the SANDF AFD event brought socio-economic benefits to the host city. The data provided in **Figure 24** demonstrate that 41% of the Polokwane public strongly *agreed* with the statement





and approximately a third (30%) saying that they just agreed. In total we can observe that about three-quarters (71%) of participants supported this perspective. There is certainly broad agreement among those attendees interviewed at AFD events that the AFD was of great benefit to the city. This can be contrasted with the Cape Town AFD when only 19% of city residents strongly agreed and 21% simply agreed that AFD generated economic opportunities for the host city. Comparing Polokwane residents to Kimberley residents, levels of agreement on this issue were much higher in the AFDHS 2018.

**Figure 24: Degree of agreement and disagreement for the statement that Armed Forces Day economically benefitted the host city by attendance and survey round**



Source: Armed Forces Day Household Survey (AFDHS) 2018-2020

It is essential to ascertain whether levels of agreement varied among the diverse socio-demographic subgroups. **Table 34** presents the percentages who agreed with the statement across selected subgroups as the basis for establishing whether there were differences in attitudes towards economic benefits. An individual’s position on the socio-economic ladder was not a notable predictor of public views towards benefits in the Polokwane AFDHS. This can be contrasted with what was observed in the Cape Town AFDHS where we find substantial socio-economic differences. Employed (48%) and better educated (45%) individuals were found to be more likely to agree with the statement than their peers. Chi-square tests of independence seem to show that socio-economic status was a statistically significant driver of attitudes in that survey round. The kind of AFD events or activities an individual attended may influence their answers to the benefits question. Using data from the AFDES we test this thesis and showcase the results in **Figure 25**.



**Table 34: Percentage who strongly agreed or agreed that the Armed Forces Day benefited the host city by socio-demographic group and survey round**

	Kimberley			Cape Town			Polokwane		
Gender			chi <sup>2</sup> (1) = 1.30			chi <sup>2</sup> (1) = 5.70			chi <sup>2</sup> (1) = 3.94
Male	83%		F(1, 373) = 0.83	36%	(0.025)	F(1, 767) = 3.33	68%	(0.028)	F(1, 615) = 1.75
Female	78%		P = 0.36	44%	(0.025)	P = 0.07	75%	(0.024)	P = 0.19
Age group			chi <sup>2</sup> (1) = 4.65			chi <sup>2</sup> (1) = 35.15			chi <sup>2</sup> (1) = 2.78
16-34 years	86%		F(1, 372) = 3.25	51%	(0.035)	F(1, 767) = 20.37	68%	(0.028)	F(1, 614) = 1.20
35+ years	76%		P = 0.07	30%	(0.019)	P = 0.00	74%	(0.024)	P = 0.27
Employment Status			chi <sup>2</sup> (1) = 2.04			chi <sup>2</sup> (1) = 24.59			chi <sup>2</sup> (1) = 1.11
Not employed	78%	(0.026)	F(1, 359) = 1.35	30%	(0.024)	F(1, 758) = 13.90	70%	(0.026)	F(1, 593) = 0.46
Employed	85%	(0.036)	P = 0.25	48%	(0.026)	P = 0.00	74%	(0.027)	P = 0.50
Educational attainment			chi <sup>2</sup> (1) = 6.13			chi <sup>2</sup> (1) = 16.98			chi <sup>2</sup> (1) = 0.57
Less than matric	77%	(0.029)	F(1, 369) = 5.26	30%	(0.028)	F(1, 761) = 9.95	74%	(0.035)	F(1, 604) = 0.32
Matric or equivalent	88%	(0.026)	P = 0.02	45%	(0.022)	P = 0.00	71%	(0.022)	P = 0.57
Subjective Wealth			chi <sup>2</sup> (1) = 2.51			chi <sup>2</sup> (1) = 5.49			chi <sup>2</sup> (1) = 5.27
Vulnerable	77%	(0.028)	F(1, 372) = 1.73	43%	(0.023)	F(1, 767) = 3.53	69%	(0.024)	F(1, 603) = 3.02
Non-poor	84%	(0.030)	P = 0.19	34%	(0.027)	P = 0.06	77%	(0.028)	P = 0.08
Race Group			chi <sup>2</sup> (1) = 3.91			chi <sup>2</sup> (1) = 166.70			chi <sup>2</sup> (1) = 4.42
Black African	76%	(0.030)	F(1, 373) = 2.58	65%	(0.030)	F(1, 767) = 103.06	73%	(0.020)	F(1, 605) = 1.36
Minority	85%	(0.027)	P = 0.11	19%	(0.017)	P = 0.00	62%	(0.050)	P = 0.24
Marital Status			chi <sup>2</sup> (1) = 4.51			chi <sup>2</sup> (1) = 30.90			chi <sup>2</sup> (1) = 0.01
Not married	83%	(0.025)	F(1, 367) = 2.75	49%	(0.026)	F(1, 706) = 19.64	73%	(0.023)	F(1, 576) = 0.00
Married	73%	(0.039)	P = 0.10	28%	(0.024)	P = 0.00	72%	(0.032)	P = 0.95

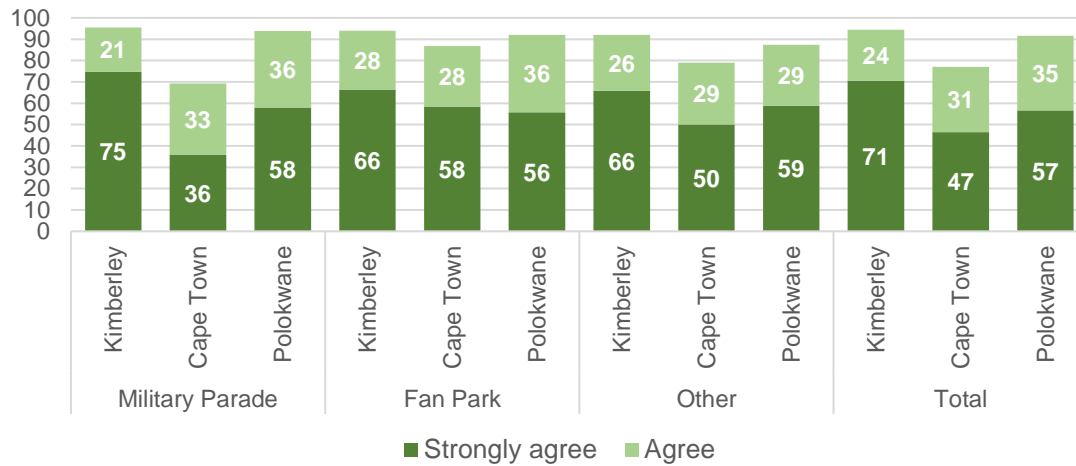
Notes: Standard errors in parenthesis.

Source: Armed Forces Day Household Survey (AFDHS) 2020

It is interesting to judge the military parade agreement levels in Polokwane AFDES against those from other AFDES rounds. We can see that the Polokwane AFDES respondents at the parade (56% strongly agree; 36% agree) voiced much higher levels of agreement when compared with their peers in the Cape Town AFDES (36% strongly agree; 33% agree). The Polokwane AFDES parade results are similar to the findings from the AFDES 2020 Fan Park (58% strongly agree; 36% agree). AFDES respondents at the other AFD events in that round had somewhat lower levels of agreements (59% strongly agree; 29% agree) as those at the parade or the Fan Park. But, as determined by one-way ANOVA ( $F(2, 733) = 0.33, p = 0.716$ ), there was *not* a statistically significant difference between event groups on this variable in AFDES 2020. Reviewing AFDES Fan Park agreement levels for the three rounds, we note that all three had similar levels of satisfaction on this issue.



Figure 25: Level of support for the view that Armed Forces Day economically benefitted the host city by event type and survey round



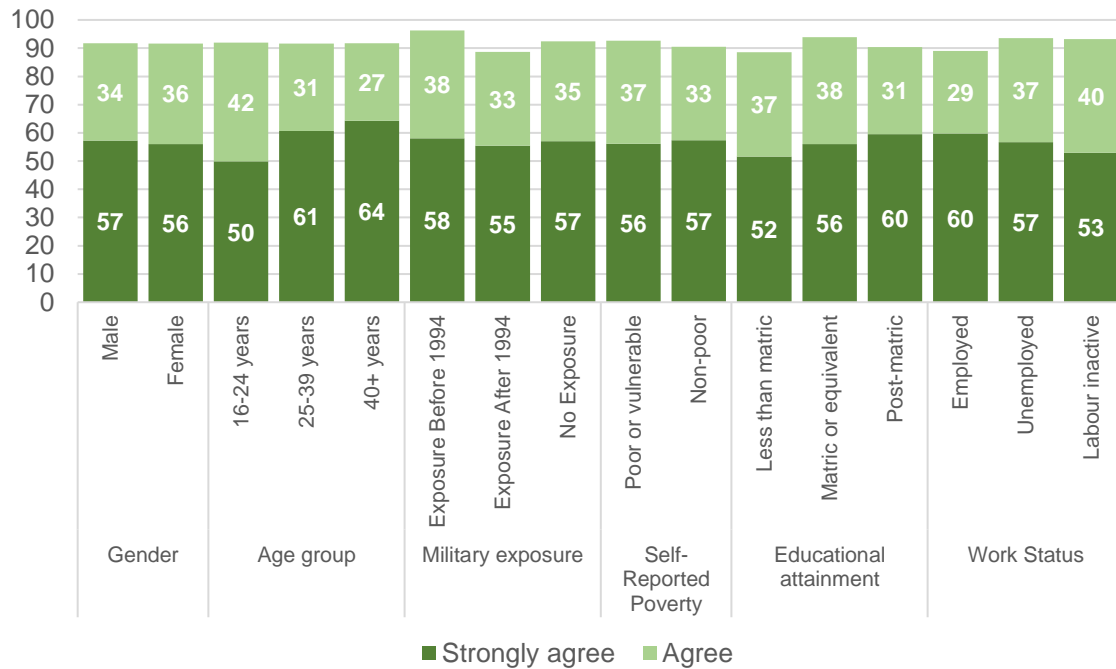
Source: Armed Forces Day Event Survey (AFDES) 2018-2020

Using a pairwise correlation matrix, we can observe moderate associations between perceptions that the AFD benefitted the host city and the AFD Outcome Index as well as the AFD Messaging Index. In the AFDES 2020, the AFD Messaging Index had a somewhat stronger correlation with views on benefits to the host city ( $r(736) = 0.367, p < 0.0001$ ) than the AFD Outcome Index ( $r(734) = 0.332, p < 0.0001$ ). Even though agreement levels on the benefits question in the Polokwane AFDES were largely positive, it was essential to examine if levels of agreement diverged among the dissimilar socio-demographic subgroups. **Figure 26** portrays the percentage of selected subgroups who said that they either strongly agreed or just agreed that AFD 2020 brought benefits to Polokwane. It was thought-provoking to discover that there was comparatively very little dissimilarity between subgroups in the figure with all groups giving the event very positive ratings.

Even though there was considerable subgroup uniformity in **Figure 26**, it was possible to identify some notable subgroup disparities on this subject. A large age difference was noted with attendees in the 40 and older (61% strongly agree; 31% agree) age cohort having higher levels of agreement than their younger peers. Of all subgroups in the figure, the 16-24 cohort (50% strongly agree; 42% agree) reported the lowest level of agreement. An educational disparity was also observed. Those AFDES respondents without a matric had lower levels of agreement (52% strongly agree; 37% agree) when compared to those with matric (56% strongly agree; 38% agree) and those with a post-matric (60% strongly agree; 31% agree). Finally, it was interesting to note that AFDES participants who were outside the labour market (53% strongly agree; 40% agree) were less likely than their counterparts inside the market to agree with the statement.



**Figure 26: Level of support for the view that Armed Forces Day economically benefitted the host city by selected socio-demographic attributes**



Sources: Armed Forces Day Event Surveys (AFDES) 2020.

### 3.6.2. Self-reported explanations of socio-economic impact

All survey respondents were asked to describe how AFD benefitted the host city. This was an open-ended question and the responses provided were recorded verbatim by interviewers, and subsequently coded and analysed. Respondents highlighted a wide range of benefits and certain types were cited more than others. There were 571 valid answers given in AFDHS 2020 with 512 unique values identified. On average, eight words per response and a word cloud showcasing the most popular words concerned jobs and learning. To provide a representative sense of what kinds of benefits on aggregate were regarded most favourably by participants in AFDHS 2020 and then compared them to what we observed in other AFDHS rounds (Table 35). As can be observed, learning and knowledge was the most popular reason, highlighted by 23% of city residents. This can be compared to 12% of the townspeople in AFDHS 2019 and 16% in AFDHS 2018.





host city. Outcomes by event type attendance are presented in **Table 36** and show some interesting divergences from what we discovered in the AFDHS. It is evident that individuals who attended the event were more likely to cite a certain type of benefit. Of the different benefits ascribed to AFDES by those interviewed in our study, the most highly rated item in all three rounds was business development. Many participants saw the event as having a positive impact on the local economy with some making direct reference to the local retail sector. Kimberley AFDES respondents (52%, N=163) were more prone to put forward this item than their peers in Cape Town (33%, N=127) and Polokwane (33%, N=247).

**Table 36: Main reasons given for whether Armed Forces Day benefitted the host city by event type and household surveys (multiple response table)**

	Kimberley			Cape Town			Polokwane		
	Parade	Fan Park	Other	Parade	Fan Park	Other	Parade	Fan Park	Other
Business development	63% (99)	40% (46)	46% (18)	26% (41)	46% (49)	32% (37)	44% (58)	30% (150)	33% (39)
Job opportunities	13% (20)	21% (24)	15% (6)	8% (12)	23% (24)	4% (5)	21% (27)	27% (135)	20% (24)
Boosting tourism	12% (19)	16% (19)	21% (8)	13% (21)	9% (10)	27% (31)	12% (16)	8% (38)	3% (4)
Knowledge/Education	12% (18)	20% (23)	18% (7)	4% (7)	24% (25)	11% (13)	25% (33)	34% (166)	26% (31)
Community cohesion	3% (5)	16% (19)	5% (2)	9% (14)	9% (10)	13% (15)	7% (9)	6% (32)	8% (10)
Other	3% (4)	3% (3)	8% (3)	15% (23)	5% (5)	3% (3)	6% (8)	8% (39)	11% (13)
None	3% (4)	6% (7)	3% (1)	11% (18)	8% (9)	15% (17)	2% (3)	4% (20)	5% (6)
(Do not know)	10% (15)	6% (7)	13% (5)	19% (30)	1% (1)	5% (6)	2% (3)	1% (6)	4% (5)

Notes: 1. Number of observations in parenthesis; and 2. Figures shaded in green are above the Total score.

Source: Armed Forces Day Event Survey (AFDES) 2018-2020

Tourism was a key issue in the AFDES 2020 with respondents telling fieldworkers that the AFD had put the city on the map. This type of benefit was mentioned twice as often by Polokwane respondents (30%, N=230) than their counterparts in Cape Town (12%, N=45) and Kimberley (15%, N=48). Non-economic benefits (including knowledge generation and community cohesion) were less frequently mentioned than the economic factors previously described. Let us look more closely at response patterns by event type and we can note that parade attendees were more likely to select business development in Polokwane (44%, N=58) than other types of attendees. The same was true of Kimberley (63%, N=99) but not for Cape Town (26%, N=41). Attendees at the Polokwane Fan Park were found to be more likely than to report non-economic benefits (40%, N=198) when asked than those that attended the parade (32%, N=42) or other events (34%, N=41). A similar disparity was observed in both Cape Town and Kimberley.

It may be that AFDES respondents' thoughts on the benefits of hosting the AFD are driven by their economic position. The mean proportion that said that the AFD brought economic and non-economic benefits to the host city is presented by income category and AFDES round in **Table 37**. Statistically significant differences were noted between income categories in the Polokwane AFDES. The more prosperous attendees in that round were much more likely to say



that the AFD brought economic benefits. As established by one-way ANOVA ( $F(2, 654) = 4.20$ ,  $p = 0.015$ ), there was a statistically significant difference between these categories in AFDES 2020. An analogous finding was not found if we substituted subjective economic status for income category in AFDES 2020. Polokwane participants in the R10,001 and above category (71%;  $SD=0.46$ ) were much more likely to put forward this view when compared to those in the R0-R1,000 (57%;  $SD=0.50$ ) and R1,001-R10,000 (55%;  $SD=0.50$ ) categories. A comparable correlation was not observed in either the Cape Town or the Kimberley AFDES.

**Table 37: Mean score differences based on economic benefits and non-economic benefits on Armed Forces Day by income category across Armed Forces Day Event Survey rounds**

	Economic			Non-economic			
	R0-R1000	R1,001-R10,000	R10,001+	R0-R1,000	R1,001-R1,000	R10,001+	
Kimberley	Mean	65%	77%	75%	31%	18%	29%
	Std. Dev.	(0.48)	(0.42)	(0.43)	(0.47)	(0.38)	(0.45)
	N	93	91	101	93	91	101
	Scheffe Sig.	ref.			ref.		
	ANOVA	$(F(2, 282) = 2.12; p = 0.122)$			$(F(2, 282) = 2.54; p = 0.081)$		
Cape Town	Mean	68%	54%	59%	36%	30%	25%
	Std. Dev.	(0.47)	(0.50)	(0.49)	(0.48)	(0.46)	(0.44)
	N	91	83	135	91	83	135
	Scheffe Sig.	ref.			ref.		
	ANOVA	$(F(2, 306) = 1.90; p = 0.151)$			$(F(2, 306) = 1.60; p = 0.204)$		
Polokwane	Mean	57%	55%	71%	50%	44%	37%
	Std. Dev.	(0.50)	(0.50)	(0.46)	(0.50)	(0.50)	(0.49)
	N	390	138	129	390	138	129
	Scheffe Sig.	ref.		*	ref.		*
	ANOVA	$(F(2, 654) = 4.20; p = 0.015)$			$(F(2, 654) = 3.21; p = 0.041)$		

*Note:* Reported levels of statistically significant are based on ANOVA testing. The signs \*, \*\*, \*\*\* indicate that the differences in mean scores are significantly different at the 5 percent ( $p < 0.05$ ), 1 percent ( $p < 0.01$ ) and 0.5 percent ( $p < 0.001$ ) level respectively.

*Sources:* Armed Forces Day Event Survey (AFDES) 2018-2020.

When looking at non-economic benefits and income categories, an inverse relationship was observed in Polokwane. AFDES 2020 respondents in the R10,001 and above category (37%;  $SD=0.49$ ) were less liable to mention non-economic benefits when weighed against those in the R0-R1,000 (50%;  $SD=0.50$ ) and R1001-R10,000 (44%;  $SD=0.50$ ) categories. A similar relationship was detected in the Cape Town AFDES. But, as we discovered using a one-way ANOVA ( $F(2, 306) = 1.60$ ,  $p = 0.716$ ), there was not a statistically significant difference between event groups on this variable in AFDES 2019. Interestingly, younger people in Polokwane were more likely to talk about non-economic benefits than their older peers when asked about the effects of hosting the AFD. Age cohort 40 and above participants (37%;  $SD=0.48$ ) were discovered to be less prone to mention such benefits than their counterparts in the 25-39 (42%;  $SD=0.50$ ) and 16-24 (52%;  $SD=0.50$ ) cohorts. If we examined economic benefits, a converse association was found in Polokwane. Older attendees were more likely than their younger counterparts to cite economic advantages when asked about hosting the AFD 2020.

### 3.7. Personal desire to attend SANDF events in future

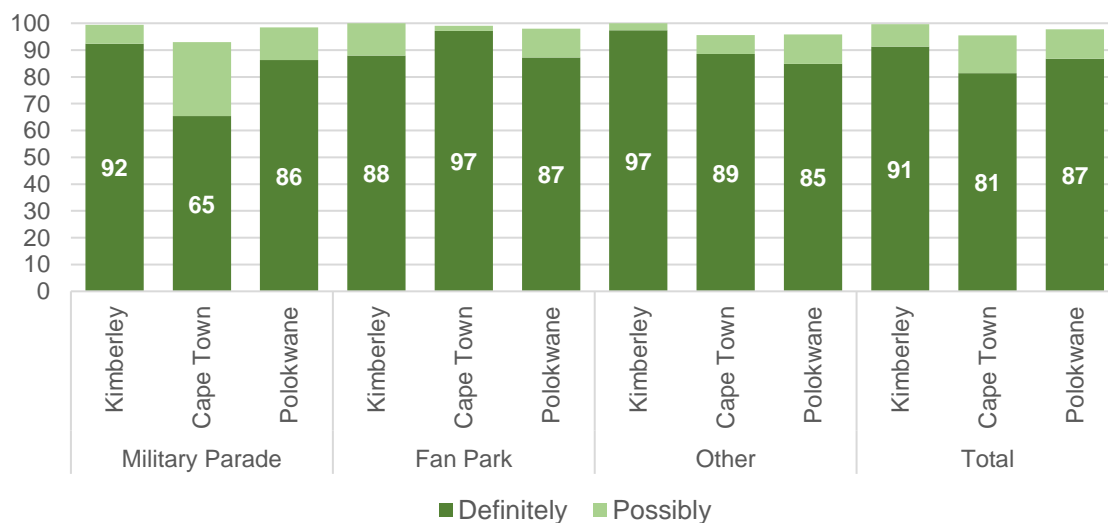
As a final measure of the success of the AFD, the AFDES asked respondents whether they would be interested in attending future shows and exhibitions such as Armed Forces Day that would showcase the SANDF. Almost all (87%) of those interviewed said that they would *definitely* be



interested in future events of this type while 11% reported they would *possibly* be interested. By contrast, 81% of those interviewed in Cape Town AFDES told fieldworkers that they would *definitely* be interested, 14% said they would *possibly* be interested while 4% responded that they would *not* be interested in the future. This demonstrates that although the Cape Town AFD received a positive evaluation, people who attended the Polokwane 2020 AFD had a somewhat more positive experience than those who attended the Cape Town 2019 AFD. This suggests, in line with the previously described results, that attendees felt that the AFD 2020 experience was a positive and enjoyable one, to the extent that it instilled substantive interest in attending similar events in the future.

We inspected levels of desire to attend future shows and exhibitions by event type in **Figure 28** and we discovered that AFDES respondents at the military parade had very similar preferences to attendees at the Fan Park and other activities. Observed desire to attend amongst the Cape Town AFDES parade respondents were lower than what was seen amongst their counterparts in the Polokwane AFDES. Only about two-thirds (65%) of parade attendees in Cape Town stated that they would definitely attend future events. This can be contrasted with 86% of parade attendees in Polokwane and 92% in Kimberley. A comparable discrepancy was not detected if we examine Fan Park attendees in the past three AFDES rounds.

**Figure 28: Percentage that would definitely or possibly attend SANDF shows or exhibitions in the future by Armed Forces Day events type and survey round**



Sources: Armed Forces Day Event Survey (AFDES) 2018-2020

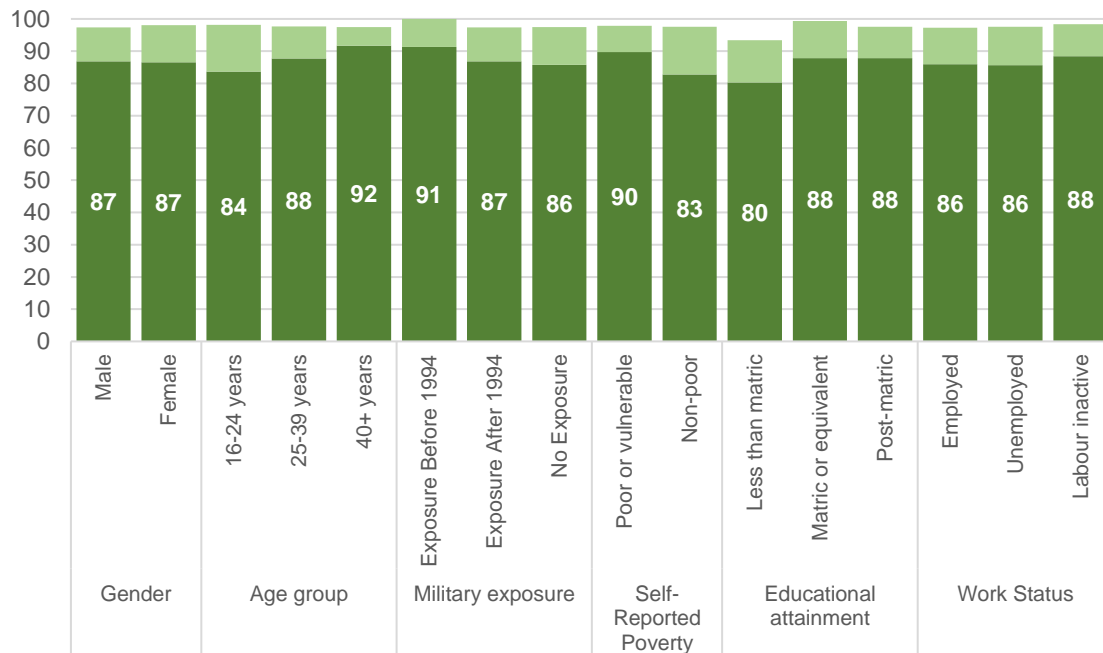
Let us now consider subgroup differences on this issue. There were no substantial variances between subgroups, with only minor intergroup variances observed. Of all the subgroups in the figure, those AFDES respondents without a matric were found to be the least likely to think that they would attend a SANDF show or exhibition in the future. Only 80% of this group said that they would definitely attend while 13% reported that they may feasibly go to future SANDF shows or exhibitions. The subgroups most likely to attend future events were older AFDES participants. Those aged 40 and above (92% definitely; 9% possibly) showed a greater willingness to participate in future events than younger age cohorts. Those with exposure to





the military prior to 1994 also indicated a greater willingness to participate. Almost the entire subgroup (91%) said that they definitely would go to future SANDF demonstrations.

**Figure 29: Percentage that attendees would definitely or possibly attend SANDF shows or exhibitions in the future by Selected Subgroups**



Sources: Armed Forces Day Event Survey (AFDES) 2018-2020

## 4. General views on the SANDF: Household and Event Survey results

### 4.1. Knowledge of the South African National Defence Force

The SANDF has been working towards educating the general population about the armed forces, the different branches of the military and the functions they perform. The SANDF is aware that such knowledge sharing benefits the general public and helps the public gain a better understanding of the role and functions of the armed forces. In this subsection of the report, we seek to determine if AFD impacted knowledge levels of Kimberley residents. As part of the AFDHS, survey participants (both attendees and non-attendees of AFD) were asked to subjectively rate their knowledge of the SANDF. Generally, about three-fifths of Polokwane residents claimed to be very well-informed about the military and 22% stated they were somewhat knowledgeable. Approximately a tenth (11%) reported being not very informed with the armed forces and 7% of the city population said that they were not knowledgeable at all.

Even though the self-rated subjective knowledge question is valuable, it was deemed important to also measure actual knowledge. In order to do this, a quiz like question was posed to the respondents. A single question was asked to identify (from a list of five possible options) the four different branches of the SANDF. Approximately 4 out of 10 adult residents in Polokwane were able to correctly answer this question (**Table 38**). This result was lower than what was observed in Cape Town AFDHS (50%; SD= 0.500 ;95% CI=45%-54%) and Kimberley AFDHS (75%; 95% CI=69%-80%). Awareness of the AFD seem to have a robust influence on answering the



quiz question correctly. This correlation was statistically significant in 2018 and 2019 AFDHS rounds but not in the 2020 round. One-way ANOVA tests seem to show that the correlation between these variables were more strongly correlated in AFDHS 2019 than in other survey rounds.

**Table 38: Mean percentage who gave a correct answer to SANDF quiz by survey round and awareness of the AFD**

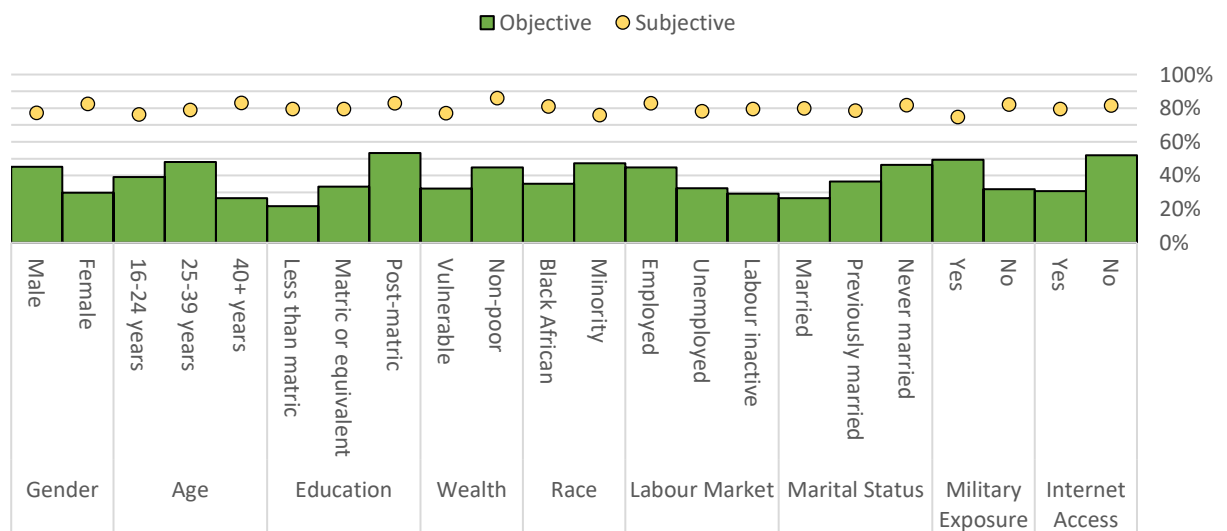
	Kimberley			Cape Town			Polokwane		
	Aware	Unaware	Total	Aware	Unaware	Total	Aware	Unaware	Total
	77%	59%	75%	56%	42%	50%	37%	37%	37%
	(0.419)	(0.498)	(0.434)	(0.498)	(0.494)	(0.500)	(0.483)	(0.485)	(0.483)
Root MSE	0.429		F	0.496		F	0.483		F
R <sup>2</sup>	0.019		6.98	0.020		15.44	0.000		0.01
Adj R <sup>2</sup>	0.016		Prob>F	0.019		Prob>F	-0.002		Prob>F
Obs.	371		0.009	768		0.000	615		0.929

Note: Standard deviations in parenthesis

Source: Armed Forces Day Household Survey (AFDHS) 2018-2020

It is instructive to consider how information demand observed in the previous subsection influenced objective and subjective knowledge. Polokwane residents who said that they had enough information about AFD were far more apt to say that they were knowledgeable about the military than those who claimed not to have sufficient information (87% versus 48%). In comparison to subjective knowledge, the disparity between information groups was, however, much smaller if we use the objective knowledge metric (87% versus 24%). It is evident from the above, that there is a substantial disparity between subjective and objective knowledge on the armed forces. Pairwise correlation tests reveal a statistically significant association between these two kinds of knowledge. But the size of this link was smaller in Polokwane ( $r(609) = 0.075$ ,  $p=0.070$ ) than what was seen in Kimberley ( $r(373) = 0.199$ ,  $p=0.000$ ) and Cape Town ( $r(767) = 0.323$ ,  $p=0.000$ ).

**Figure 30: Percentage subjective and objective knowledge by selected socio-demographic subgroup in Polokwane**



Sources: Armed Forces Day Household Survey (AFDHS) 2020



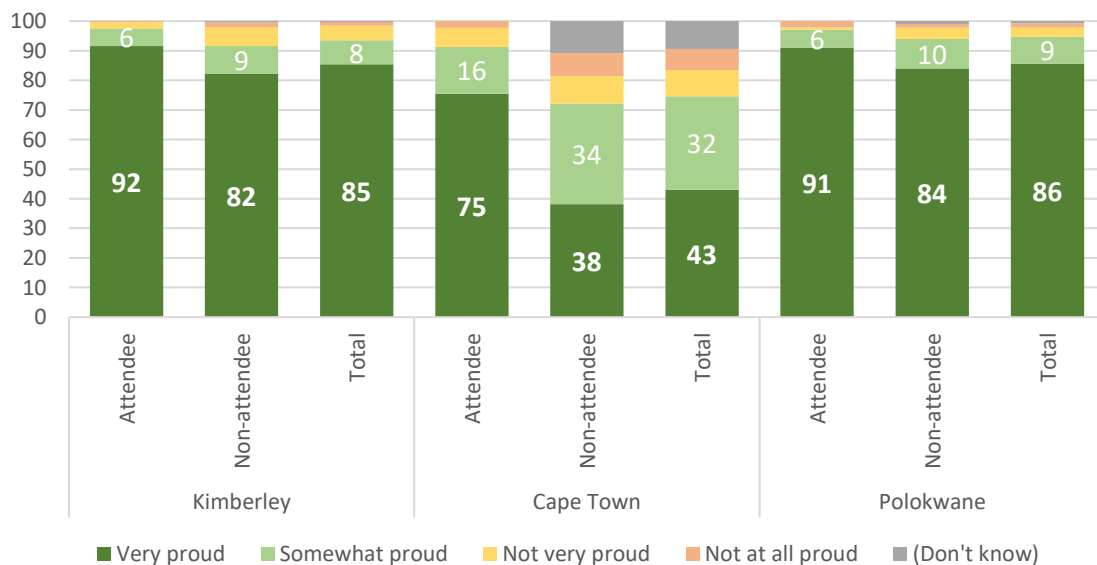
It would be valuable to compare the size of the inequality between subjective and objective knowledge across selected socio-demographic subgroups in Polokwane AFDHS (**Figure 30**). Here subjective knowledge is depicted as the percentage who claimed to be very and somewhat knowledgeable. The largest differential was observed amongst those who have not finished secondary education. Four-fifths of those who hadn't completed matric said that they were knowledgeable about the military while only about a fifth (22%) got the quiz question right. Another sizeable discrepancy can be seen among older city residents. Around a quarter (27%) of this group got the quiz question correct whereas four-fifths of the 40 and older age cohort claimed that they were knowledgeable. Interestingly, the smallest subjective-objective gap was observed for those who had been exposed to the military through either direct experience or who had friends or family who had such experience.

#### 4.2. Overall pride and trust in the South African National Defence Force

##### 4.2.1. Pride in the SANDF

Emotional connections are often associated with attitudes and it is important to explore the level of pride and trust the citizenry of the host city has in the SANDF and how military events (such as AFD) impact on pride. The vast majority of attendants at the Polokwane AFD were proud of the SANDF. About nine-tenths (86%) were very proud and 9% were somewhat proud with only 4% of those sampled reporting that they were not proud. These results show that the AFD 2020 had a significant impact on people attending these events and it would appear that attendance increased their levels of pride in the SANDF. In **Figure 31** we segregated levels of pride by the attendance and we can see that attendees at the military parade (91% very proud; 6% somewhat proud) had a similar level of pride when compared with non-attendees (84% very proud; 10% somewhat proud). Observed levels of pride in the Polokwane AFD were higher than what was discovered in the Cape Town AFD.

**Figure 31: Pride in the in the SANDF by Armed Forces Day Attendance and survey round**

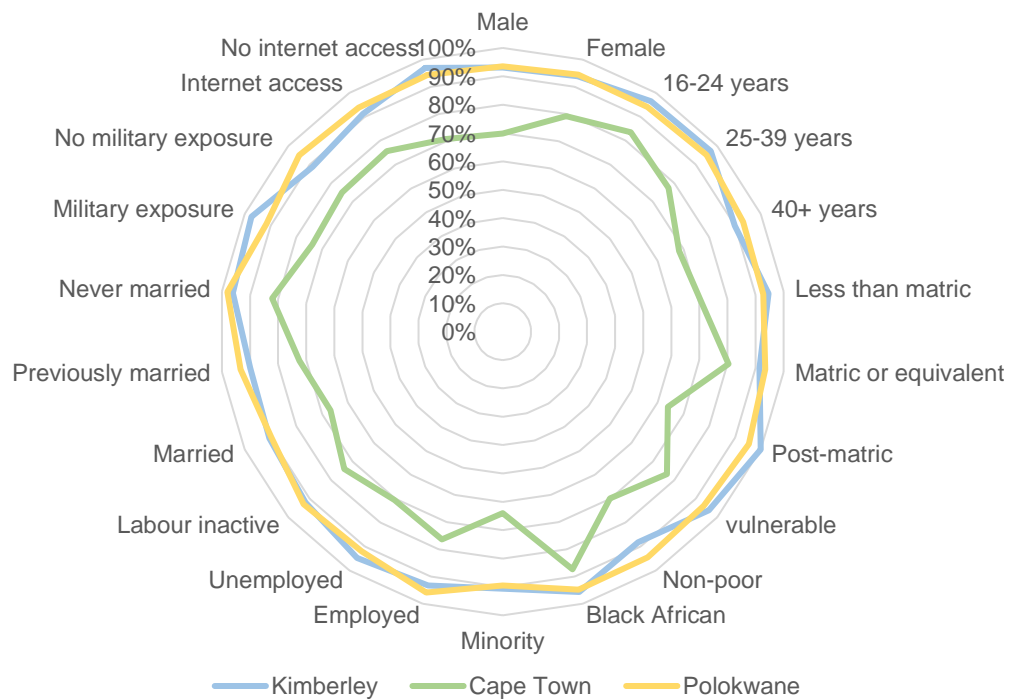


Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020



Let us now consider subgroup differences on pride in the armed forces. The proportion of those who were proud are presented across selected subgroups in **Figure 32**. There were no considerable discrepancies between the varied groups with only negligible variances observed. It was possible, however, to discover some important incongruities in the figure. Of all the groups under review, population group was found to be significant determinant of pride. Only 89% of minority adults said that they were proud of the armed forces compared to 95% of the Black African majority. It is instructive to consider the role played by socio-economic status in Polokwane and Cape Town. In the latter, we can observe a substantial educational attainment effect with better educated adults less apt to be proud than the uneducated. However, no similar effect was discernable in the Polokwane AFDHS.

**Figure 32: Proportion that was very proud or somewhat proud in the SANDF by survey round and selected socio-demographic subgroup**

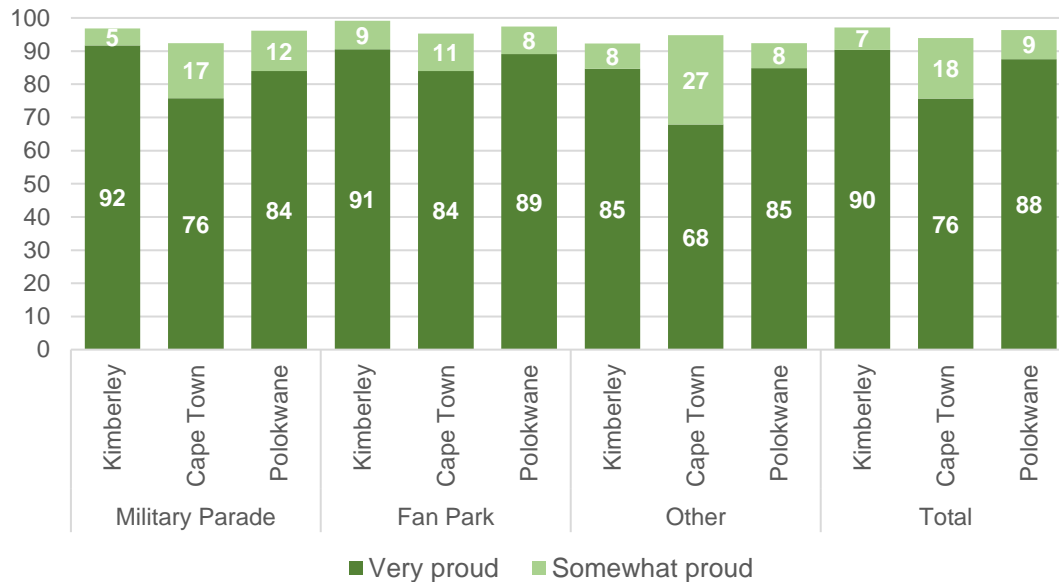


Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020

It is worthwhile to consider agreement levels by the type of events that attendees were present at. Polokwane AFDES data were compared to data from other AFDES rounds in **Figure 33**. We can see that the Polokwane AFDES respondents at the parade (84% strongly agree; 12% agree) had much higher levels of agreement when compared with their peers in the Cape Town AFDES (76% strongly agree; 17% agree). The Polokwane AFDES parade results are comparable to the results from the AFDES 2020 Fan Park (89% strongly agree; 8% agree). Fan Park respondents in other AFD rounds had fairly similar levels of agreements. This outcome suggests that the impact of AFD in Kimberley and Polokwane on pride levels were analogous. It would appear that the AFD impact seem to be more far reaching in a smaller town as opposed to a large metro. Although pride levels in the Polokwane AFD were generally high, it was important to determine whether levels of pride varied among the different socio-demographic subgroups.



**Figure 33: Percentage that was very proud or somewhat proud in the SANDF by Armed Forces Day events type and survey round**

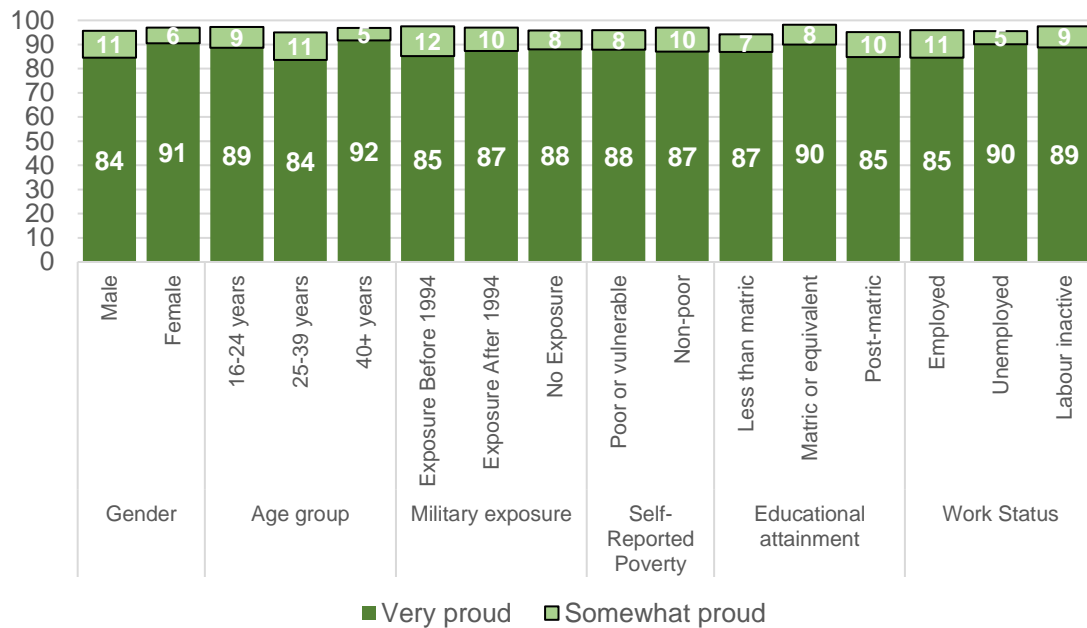


Sources: Armed Forces Day Event Survey (AFDES) 2018-2020

Let us take a closer look at how attendance influences pride in the military. **Figure 34** depicts the proportion of selected attendance subgroups who said that they were either very proud or somewhat proud. Of the subgroups in the figure, relatively small differences were found for military exposure, employment or subjective poverty. Interestingly, comparatively large age group variances were observed. Age cohort 25-39 (84% very proud; 11% somewhat proud) attendees were found to have lower levels of pride than the 16-24 cohort (89% very proud; 9% somewhat proud) and 40 and older cohort (92% very proud; 5% somewhat proud). In addition, we found a larger than expected gender difference in **Figure 34**. Male attendees had a lower level of pride (84% very proud; 11% somewhat proud) than women (91% very proud; 6% somewhat proud). There was also an unanticipated educational differential observed in the AFDES dataset. Attendees with a matric (90% very proud; 8% somewhat proud) were discovered to score lower on this measure than those who had finished matric (87% very proud; 7% somewhat proud) or those with a post-matric (85% very proud; 10% somewhat proud).



**Figure 34: Percentage that was very proud or somewhat proud in the SANDF by selected subgroups**

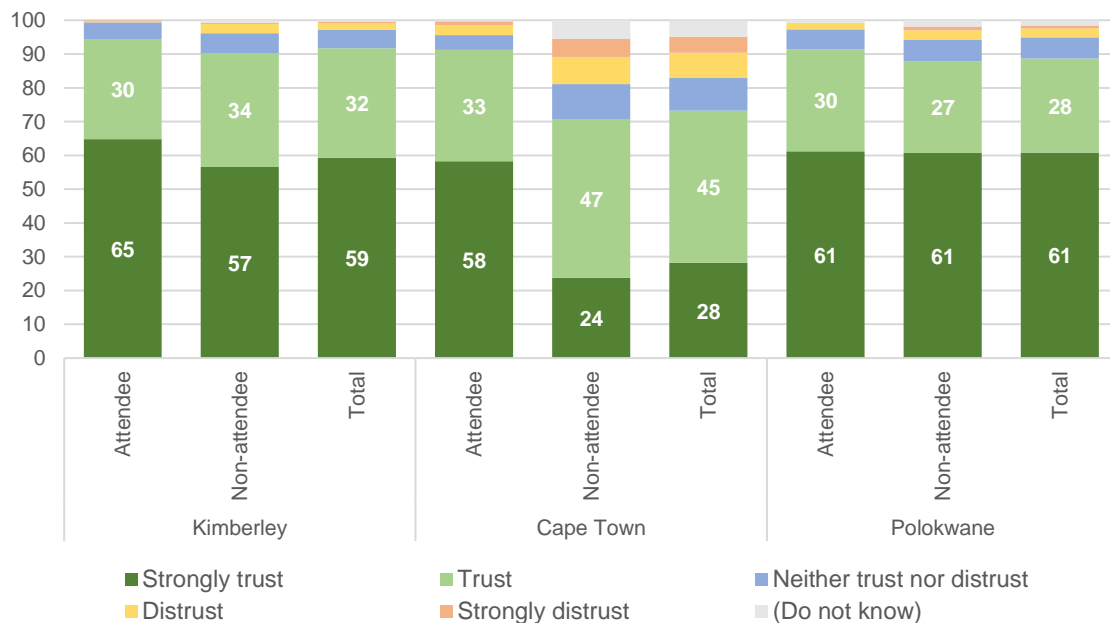


Sources: Armed Forces Day Event Survey (AFDES) 2020

#### 4.2.2. Trust in the SANDF

The AFDHS included a question on trust in the armed forces and respondents were asked: “Indicate the extent to which you trust or distrust the South African National Defence Force at present?” Comparative results from all three survey rounds are shown in **Figure 35** by AFD attendance.

**Figure 35: Trust and distrust in the SANDF by Armed Forces Day attendance and survey round**



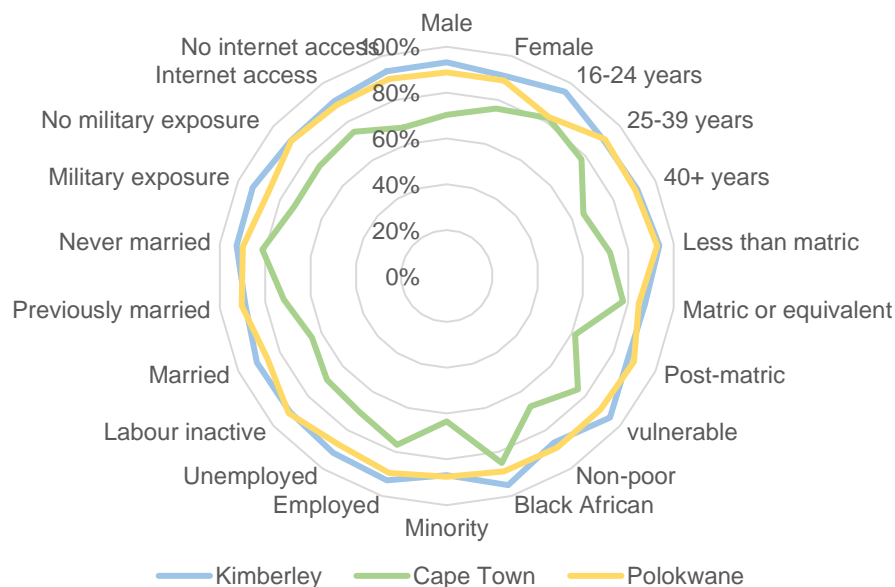
Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020



More than nine-tenths (61% strongly trust; 28% trust) of Polokwane residents stated that they had confidence in the SANDF. Only a small share (6%) reported that they neither trust nor distrust the SANDF and even less (4%) said that they distrust the armed forces. Observed levels of trust were similar regardless of whether an individual had attended the Polokwane AFD or not. This is not what was observed in the Cape Town AFD where attendees demonstrated greater levels of trust in the armed forces than non-attendees. Approximately four-fifths (58% strongly trust; 33% trust) of Cape Town attendees said that they viewed the SANDF as trustworthy. This can be contrasted with less than three-quarters (24% strongly trust; 47% trust) of non-attendees. AFD attendance was also a determinant of trust in the SANDF in the Kimberley AFDH.

We discerned general uniformity in public levels of pride amongst the different Polokwane subgroups in subsection 4.2.1. It is worth asking, therefore, whether analogous homogeneity amongst social and demographic subgroups will be observed on trust. The percentage of the Polokwane adult public who thought that the military could be either strongly trusted or simply trusted at present was portrayed across selected subgroups in **Figure 36**. Weigh against what was observed in the Cape Town AFDHS, there was less variation between diverse Polokwane subgroups with only small variances discerned. We did detect a notable educational attainment effect with better educated individuals less trusting than uneducated peers. Then again, a much greater education effect was observed in the Cape Town AFDHS. An important age differential was also noted in AFDHS 2020 with young adults more distrusting than their older counterparts.

**Figure 36: Proportion that strongly trusted or somewhat trusted the SANDF by selected socio-demographic subgroup and survey round**



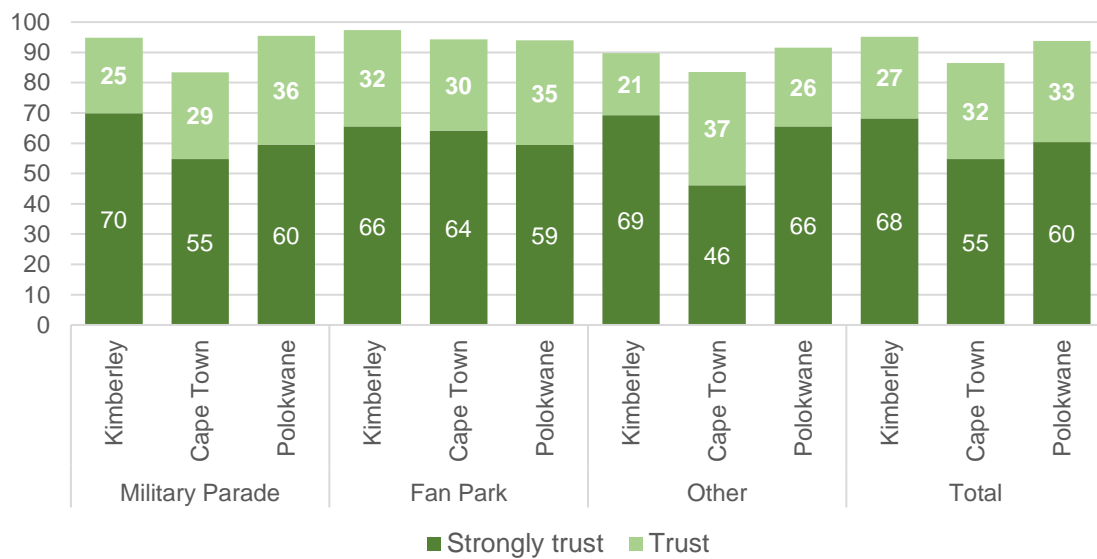
Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020

Let us take a closer look at how attendance influences trust in the armed forces. In **Figure 37** we use AFDES data to look at how confidence amongst different kinds of attendees varied. Attendees at the Polokwane Fan Park (59% strongly trust; 35% trust) expressed a similar level of



trust when compared with attendees at the military parade (60% strongly trust; 36% trust). But trust levels were lower than those who went to other activities like the music concert (66% strongly trust; 26% trust). Observed levels of confidence at the Polokwane AFD parade were lower than what was observed at the Kimberley AFD (70% strongly trust; 25% trust) but much higher than at the Cape Town parade (55% strongly trust; 29% trust). The reported level of confidence in the armed forces for attendees at the Fan Park between the three AFDs was quite low by comparison. In order to further our understanding of which attendee groups have the highest level of trust in the SANDF, a subgroup analysis was conducted. **Figure 38** portrays the percentage of selected subgroups who either strongly trusted or simply trusted the SANDF.

**Figure 37: Percentage that strongly trusted or somewhat trusted the SANDF by Armed Forces Day events type and survey round**



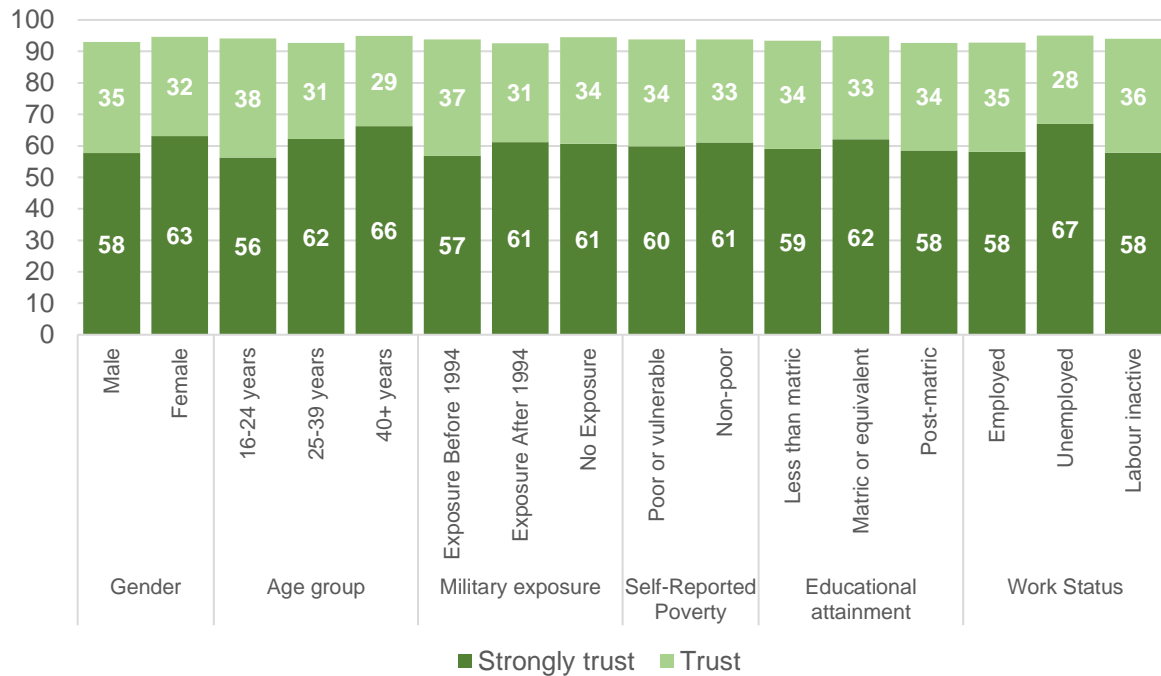
Sources: Armed Forces Day Event Survey (AFDES) 2018-2020

Amongst the different subgroups in **Figure 38**, minor variances in trust were discovered for subjective poverty and educational attainment. Interesting differences were observed for employment status, however. Unemployed (67% strongly trust; 28% trust) attendees were found to have much higher levels of confidence than employed attendees (58% strongly trust; 35% trust) or those outside the labour market (58% strongly trust; 36% trust). There was also a surprising age disparity noted in the AFDES dataset. Young attendees had a lower level of trust (56% very proud; 28% somewhat proud) than middle (63% strongly trust; 32% trust) or older (66% strongly trust; 29% trust) age cohorts. We discovered that attendees who had exposure to the military before 1994 (57% strongly trust; 37% trust) had less faith than attendees with exposure after 1994 (61% strongly trust; 31% trust) or no training at all (61% strongly trust; 34% trust).





**Figure 38: Percentage that strongly trusted or somewhat trusted the SANDF by selected socio-demographic subgroup**



Sources: Armed Forces Day Event Survey (AFDES) 2020

### 4.3. The necessity of the South African military

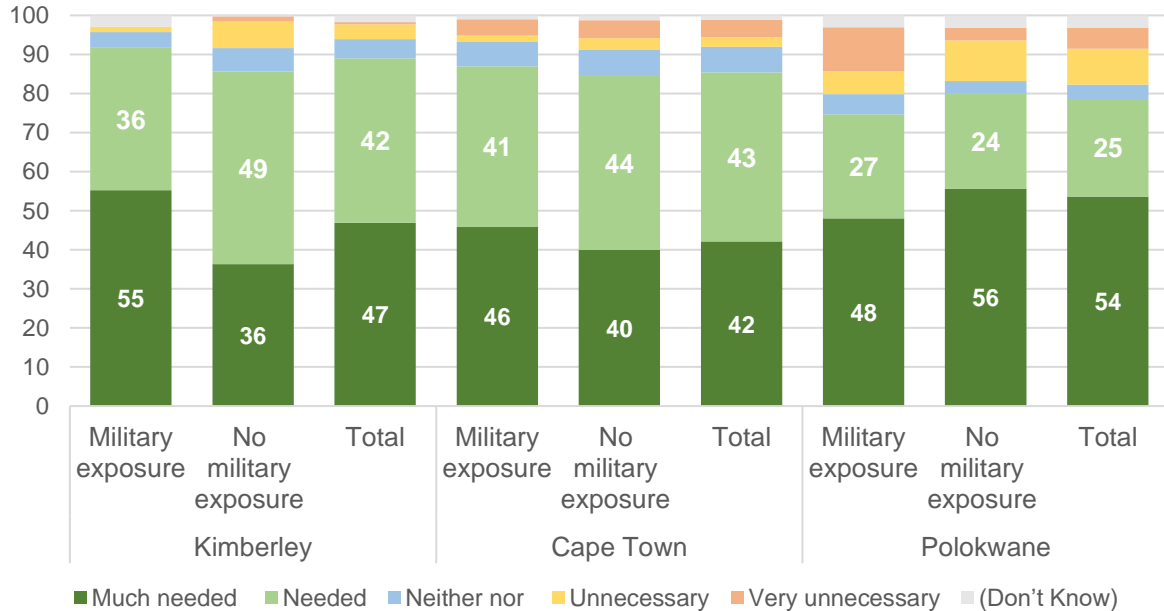
The armed forces in South Africa are currently not involved in an armed conflict with another sovereign state. As a result, some have questioned the need for an active military force in the country. In order to better understand what people in host cities think about this issue, AFDHS respondents were asked: “compared to the past and considering the degree to which the country is now threatened, to what extent does South Africa still need a strong defence force?” Responses were captured using the following five-point scale: (i) ‘much needed’; (ii) ‘needed’; (iii) neither needed nor unnecessary; (iv) ‘unnecessary’; or (v) ‘very unnecessary’. More than half (53%) of Polokwane respondents who attended AFD felt that the military was much needed and 25% felt that the defence force was simply needed. Similar, if somewhat less positive, results were observed in both Cape Town AFDHS (42% much needed, 44%, needed) and Kimberley AFDHS (47% much needed, 42% needed).

It could be argued that city residents with military experience would be more supportive of the idea that the military is necessary (Figure 39). Then again, if we look at public views towards the defence force necessity across military exposure then we do not see extensive attitudinal differences between these two groups. A one-way ANOVA test ( $F(1, 599) = 5.38, p = 0.021$ ) discovered that these variances are only weakly statistically significant in Polokwane. The adjusted- $R^2$  result was only 0.005 and this value indicates that less than 1% of the variance can be explained by survey rounds. Consistent with previous subsections, it was evident that exposure to the AFD events positively influenced attitudes since lower proportions of those who did not attend AFD events felt that a strong defence force was needed. But these differences in



Polokwane were small with attendees (55% much needed, 31%, needed) and non-attendees (53% much needed, 24% needed) exhibiting quite similar views on this issue.

**Figure 39: The necessity of having a strong armed forces in South Africa by military exposure and survey round**



Sources: Armed Forces Day Household Survey (AFDHS) 2020

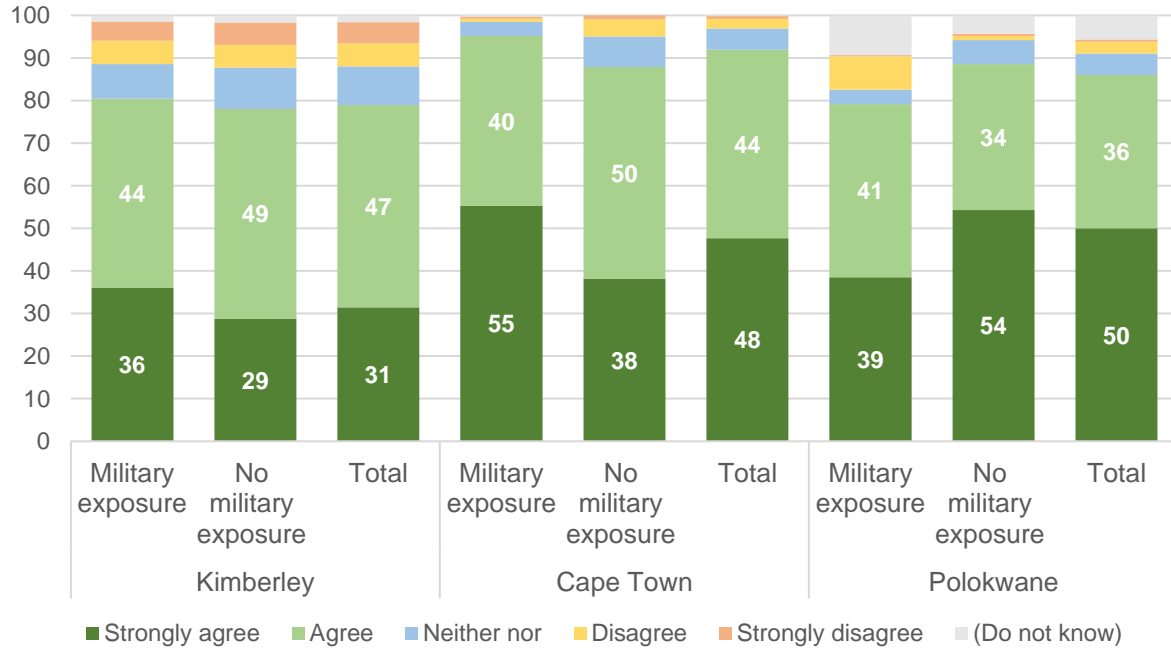
To better comprehend why host city residents support a robust military in South Africa, we consider whether residents of the town agreed or disagreed that there is a role for the South African National Defence Force during times of peace. This will allow us to better understand what community believes about the utility of the military during peacetime. The response to the question on the need for the military during peacetime was very positive. In Polokwane around nine out of every ten adults (50% strongly agree and 37% agree) thought that the defence had a role during periods of peace. Conversely, only 4% of the population disagreed with the statement while 5% were neutral. Consonant outcomes were observed in both the Cape Town AFDHS (31% strongly agree and 47% agree) and the Kimberley AFDHS (46% strongly agree and 44% agree). The results show that the host city residents in all rounds have faith in a strong defence force and think that country should have a powerful military even when no clear threat to the nation state is apparent.

Comparing attitudes towards whether the armed forces are indispensable, it would seem that military experience makes city residents less likely to agree that there is a role for the SANDF during times of peace (Figure 40). Those with exposure (39% strongly agree and 41% agree) were more apt to find agreement on this issue than those without exposure (54% strongly agree and 34% agree). In Polokwane a one-way ANOVA test ( $F(1, 591) = 13.73, p = 0.000$ ) revealed that these discrepancies are statistically significant. Interestingly, analogous views on this issue were not seen in other AFDHS rounds. It was apparent that attending the AFD events did not positively predispose individuals to agree on the role of the military during peace time. Attendees (54% much needed, 32%, needed) and non-attendees (48% much needed, 38% needed) are fairly consonant in Polokwane. Chi-square tests of independence ( $\chi^2(5) = 8.64$ ;



$F(2, 598) = 4.67; P = 0.54$ ) implied that attendance at the AFD 2020 was not a statistically significant driver of these attitudes.

**Figure 40: Agreement and disagreement on the statement: “there is a role for the South African National Defence Force during times of peace” by military exposure and survey round**



Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020

#### 4.4. Evaluations of SANDF performance

The vast majority of host city residents had a great degree of confidence in the armed forces. But there were robust differences between residents on these issues and in this section, we consider how people view the SANDF. This will allow us to gain a sense of how the general citizenry feel about the organization in the host city. Based on data derived from the AFDES and the AFDHS, we profile levels of popular attitudes towards the SANDF amongst residents. Subsection 4.3 looks at the necessity of the military whereas subsection 4.2.1 examines pride in the SANDF. The next subsection 4.2.2 scrutinises trust in the defense forces and subsection 4.4.1 appraises views on job performance for the military. To close the section, we consider assessment on the role of the armed forces in our modern society in the subsection 4.4.2.

##### 4.4.1. Job performance appraisals for the South African military

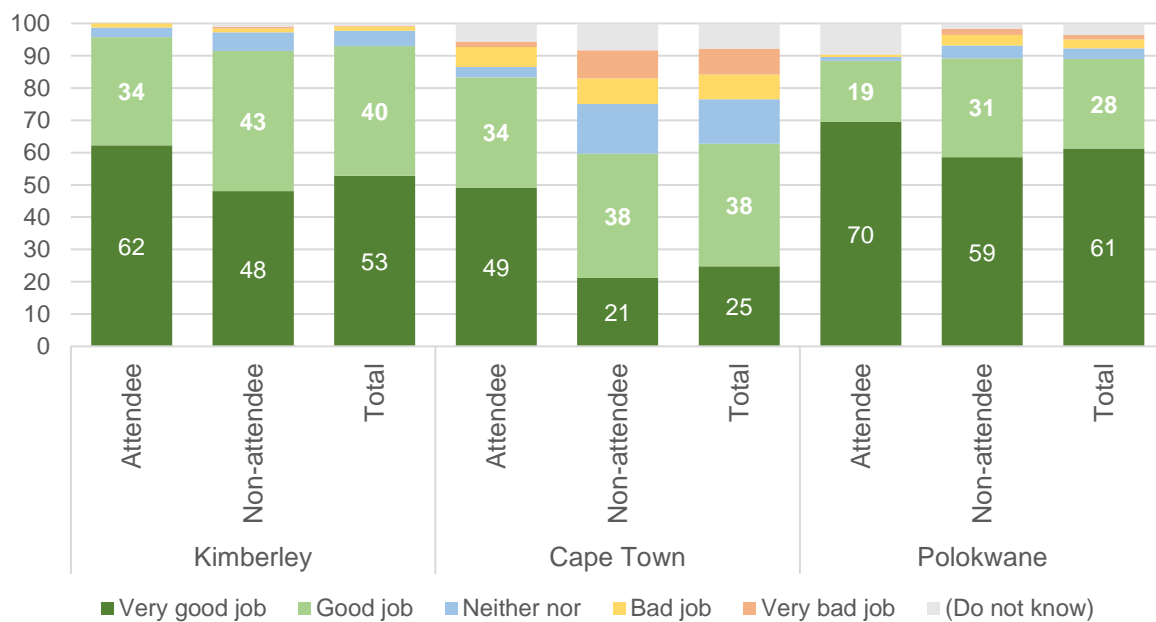
In this subsection we turn to an overall public evaluation of the military’s job performance. To gauge public perception on this issue, we utilise the following question from AFDHS: “Taking into account all the things that you expect the South African National Defence Force to do, to what extent do you believe they are doing a good job or a bad job?” Respondents were asked to place their answers on a scale that ranged from 1 (very good job) to 5 (very bad job). On average, almost two thirds of the adult population (61%) in Polokwane who visited AFD events felt that the SANDF was doing a very good job and 28% indicated that the armed forces were doing a good job. A small minority (4%) expressed the belief that the defence force was



performing their job badly or very badly. The remainder were divided between those who expressed neutrality (3%) and those unsure of how to respond (4%). Weighted against what was observed in the Polokwane AFDHS, appraisals of the SANDF were more negative in Cape Town. In the 2019 AFDHS a relatively smaller majority (25% strongly agree; 38% agree) stated that the military were performing their job well.

AFDHS data shows that attending AFD 2020 had an effect on residents' views on the SANDF and its performance (**Figure 41**). Attendees (70% strongly agree; 19% agree) were more prone to report that the SANDF was doing a good job when compared to non-attendees (59% strongly agree; 31% agree). This outcome is similar to what was observed in Cape Town AFDHS, but a weaker correlation was found in the Kimberley AFDHS. There was a moderate correlation between public pride in the SANDF and evaluation of military performance. Almost all (95%) of those who were proud of the armed forces thought that the SANDF was doing a good job. About half (51%) of those who were not proud, in contrast, held the same position. Chi-square tests of independence ( $\chi^2(4) = 152.52$ ;  $F(4, 600) = 23.37$ ;  $P = 0.00$ ) implied that the relationship between pride and performance was a statistically significant one. A similar, if somewhat weaker, effect on perceived performance was observed if we consider public trust in the military.

**Figure 41: Perceptions of National Defence Force job performance by Armed Forces Day attendance and survey round**



Sources: Armed Forces Day Event Survey (AFDES) 2020

The AFDHS included a set of four questioned related to perceived performance of the SANDF in terms of four different domains/criteria. Participants were asked if they thought the SANDF were: (i) fair or unfair; (ii) successful or unsuccessful; (iii) professional or unprofessional; and (iv) disciplined or undisciplined? End-anchored scaling was used to capture responses, whereby only codes 1 and 7 were labelled, with code 1 representing the positive end of the scale and 7 the negative. Of all these items, the highest mean score in the Polokwane AFDHS was the



‘successful’ item (M=1.79). The indicator with the weakest score was ‘disciplined’ item (M=1.75). However, the mean score variances between these items were quite small. The indicator relating to whether the SANDF is successful or not is a more standard perceived effectiveness measure. Professionalism, fairness and discipline, on the other hand, can be seen as (admittedly imperfect) proxy measures for procedural fairness.

There were small differences between AFD attendees and non-attendees on the procedural performance questions. When compared to the Polokwane AFDHS, the size of these variances were more substantial for the Cape Town AFDHS and the Kimberley AFDHS. It is essential to evaluate how diverse socio-demographic subgroups differ in attitudinal responses to the four items measures depicted in **Table 39**. To accomplish this, we merged individual responses to the five items into a single amalgamated index which was ranged 0 to 10<sup>4</sup>. This indicator was labelled the Procedural Fairness (PF) Index. Low values on the index designated a more negative valuation of SANDF on impartiality and effectiveness. Mean outcomes for the PF index for Polokwane AFDHS (M=8.67) were higher than what was observed in Cape Town AFDHS (M=6.83) and lower than Kimberley AFDHS (M=9.09).

**Table 39: Mean performance of the SANDF in various domains (1-7) by Armed Forces Day attendance and survey round**

	Kimberley		R <sup>2</sup> = 0.019 Adj R <sup>2</sup> = 0.017	Cape Town		R <sup>2</sup> = 0.026 Adj R <sup>2</sup> = 0.025	Polokwane		R <sup>2</sup> = 0.003 Adj R <sup>2</sup> = 0.001
	Attendee	Non-attendee		Attendee	Non-attendee		Attendee	Non-attendee	
Fair/ Unfair	1.50 (1.220) ref.	1.94 (1.603) **		2.49 (1.634) ref.	3.35 (1.850) ***		1.94 (1.586) ref.	1.76 (1.511)	
Success/ Unsuccessful	1.33 (0.888) ref.	1.63 (1.217) *	R <sup>2</sup> = 0.015 Adj R <sup>2</sup> = 0.012	2.02 (1.505) ref.	3.11 (1.922) ***	R <sup>2</sup> = 0.038 Adj R <sup>2</sup> = 0.036	1.80 (1.447) ref.	1.78 (1.526)	R <sup>2</sup> = 0.000 Adj R <sup>2</sup> = -0.002
Professional/ Unprofessional	1.21 (0.841) ref.	1.54 (1.239) **	R <sup>2</sup> = 0.018 Adj R <sup>2</sup> = 0.016	2.27 (1.638) ref.	2.81 (1.837) **	R <sup>2</sup> = 0.010 Adj R <sup>2</sup> = 0.009	1.79 (1.480) ref.	1.74 (1.460)	R <sup>2</sup> = 0.000 Adj R <sup>2</sup> = 0.000
Disciplined/ Undisciplined	1.22 (0.815) ref.	1.53 (1.155) **	R <sup>2</sup> = 0.018 Adj R <sup>2</sup> = 0.016	2.13 (1.584) ref.	2.70 (1.905) **	R <sup>2</sup> = 0.011 Adj R <sup>2</sup> = 0.009	1.85 (1.494) ref.	1.75 (1.433)	R <sup>2</sup> = 0.000 Adj R <sup>2</sup> = 0.000

*Note:* Reported levels of statistically significant are based on ANOVA testing. The signs \*, \*\*, \*\*\* indicate that the differences in mean scores are significantly different at the 5 percent (p<0.05), 1 percent (p<0.01) and 0.5 percent (p<0.001) level respectively.

*Sources:* Armed Forces Day Household Survey (AFDHS) 2018-2020.

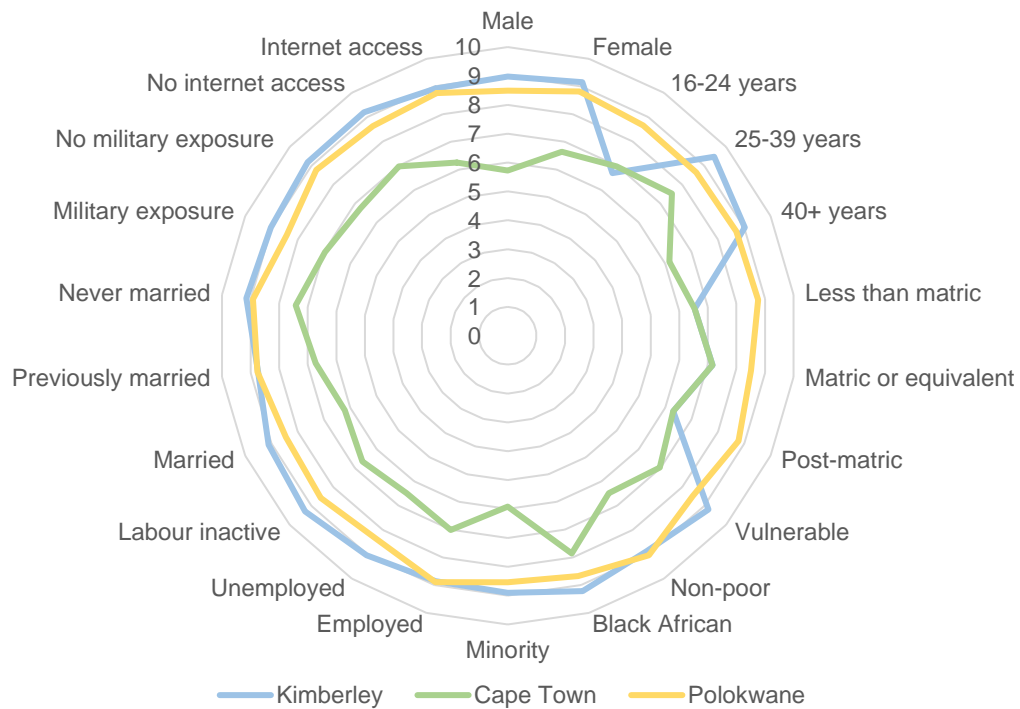
It is important to consider, given the findings discussed in subsection 4.2.2, whether we will observe uniformity amongst social and demographic subgroups in terms of their PF Index scores. As it is clear from **Figure 42**, there is a fair level of group-based dissimilarities in the Index scores in the Cape Town AFDHS and Kimberley AFDHS. Less considerable subgroup divergences were found in the Polokwane. It is, nonetheless, worthwhile to investigate certain deviations that seem predictive. In 2020 AFDHS there was, perhaps surprisingly, a modest subjective wealth difference was evident in Polokwane with the non-poor (M= 8.48) having higher mean scores than the vulnerable (M= 9.04). This relationship between subjective wealth and the PF Index in AFDHS 2020 was weaker than what was observed in the 2018 and 2019 AFDHS rounds. We can

<sup>4</sup> The Cronbach alpha coefficient for the four items is 0.918, specifying that the items can be combined into a gauge of acceptable reliability. In constructing this gage, ‘do not know’ values were coded as missing.



discern statistically significant educational attainment effects on the PF Index in Cape Town and Kimberley. Yet, if we look at the Polokwane AFHDS, we find no statistically significant correlation. A one-way ANOVA test further confirmed formal schooling had no effect on these kinds of attitudes in the last survey round.

**Figure 42: Mean scores on the Procedural Fairness Index (mean scores based on a 0-10 range) by socio-demographic attributes and survey round**



Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020

#### 4.4.2. Assessment of the role of the armed forces

The AFDHS included questions pertaining to the perceived performance of the SANDF on five different aspects. These five aspects are mapped onto the four overarching goals articulated in the 2014 Defence Review. The phrasing in each of these items intentionally matches the central objectives outlined by the document’s authors which allows us to discern the perceived importance of different roles of the SANDF. Respondents were asked to evaluate the effectiveness of the SANDF in terms to ‘helping other countries in times of disaster or emergency’ (Goal#1), ‘defending and protecting South Africa’ (Goal#2), ‘safeguarding and patrolling the country’s borders’ (Goal#3); peacekeeping in other countries’ (Goal#4) and ‘providing young South Africans with skills, values and discipline’(Goal#5). Responses to these task-specific performance evaluations were captured using an 11-point end-anchored scale, where 0 represents ‘extremely unsuccessful’ and 10 represents ‘extremely successful’. Mean results on these four goals are presented across survey round and answer to the SANDF quiz question outlined in subsection 4.1 in **Table 40**.

The results presented in the table show that the general adult population in Polokwane thinks the SANDF is performing each of these strategic goals and tasks well. The results portrayed the city’s public as expressly confident in the manner in which the SANDF conducts itself. The



highest mean score evident in the table was for Goal#5 (M=8.41; SD=2.537) followed by Goal#2 (M=8.39; SD=2.464). Goal#4 had the lowest mean score (M=7.03; SD=3.602) which shows a great concern about immigration and the nation’s borders. Polokwane outcomes were quite comparable to what was observed in Kimberley AFDHS but somewhat lower than what we see in Cape Town AFDHS. A series of ANOVA tests confirm that there appears to be a correlation between quiz answers and the five goal scores. The largest correlation between SANDF quiz answer and goals were Goal#1 ( $F(1, 598) = 22.26, p = 0.000$ ) and the weakest was Goal#3 ( $F(1, 581) = 4.82, p = 0.029$ ). Overall, it would appear that the more knowledgeable people were of the SANDF, the more competent the armed forces were perceived.

We need to assess how different subgroups vary in attitudinal responses to the five goals items across selected socio-demographic attributes. To achieve this, we combined individual responses to the items presented in **Table 40** into a single amalgamated indicator. This variable has, for diagnostic reasons, has been termed the Goal Effectiveness (GE) Index. Higher values on the index indicated a more positive assessment of SANDF on these five goals<sup>5</sup>. Mean results indicate that adults were tremendously positive in their assessments of the military, with a mean score of 8.08 in AFDHS 2020. This finding was analogous to what was observed in the Kimberley AFDHS (M= 8.80). Mean GE Index scores for Cape Town AFDHS (M= 5.77) was much lower than what was seen in other survey rounds.

**Table 40: Task-specific evaluations of SANDF performance on five Defence Review goals (0-10) by survey round and correct SANDF quiz**

		Incorrect	Correct	Total		
Helping other countries in times of disaster or emergency	Mean	7.982	8.99	8.36	F	R <sup>2</sup> = 0.036
	Std. Dev.	(2.858)	(1.857)	(2.578)	22.26	Adj R <sup>2</sup> = 0.034
	N	1.010			Prob>F	
	Scheffe Sig.	***	Ref.		0.000	
Defend and protect South Africa	Mean	8.11	8.82	8.39	F	R <sup>2</sup> = 0.020
	Std. Dev.	(2.695)	(1.975)	(2.464)	11.88	Adj R <sup>2</sup> = 0.018
	N	0.710			Prob>F	
	Scheffe Sig.	**	ref.		0.000	
Peacekeeping in other countries	Mean	8.11	8.57	8.39	F	R <sup>2</sup> = 0.008
	Std. Dev.	(2.668)	(2.053)	(2.464)	4.82	Adj R <sup>2</sup> = 0.007
	N	0.460			Prob>F	
	Scheffe Sig.	*	ref.		0.029	
Safeguard and patrol the country’s borders	Mean	6.73	7.52	7.03	F	R <sup>2</sup> = 0.011
	Std. Dev.	(3.718)	(3.362)	(3.602)	6.68	Adj R <sup>2</sup> = 0.010
	N	0.784			Prob>F	
	Scheffe Sig.	**	ref.	f.	0.000	
Provide young South Africans with skills, values and discipline	Mean	8.16	8.89	8.43	F	R <sup>2</sup> = 0.019
	Std. Dev.	(2.804)	(1.919)	(2.537)	11.56	Adj R <sup>2</sup> = 0.017
	N	0.723			Prob>F	
	Scheffe Sig.	**	ref.		0.000	

Note: Standard deviations in parenthesis.

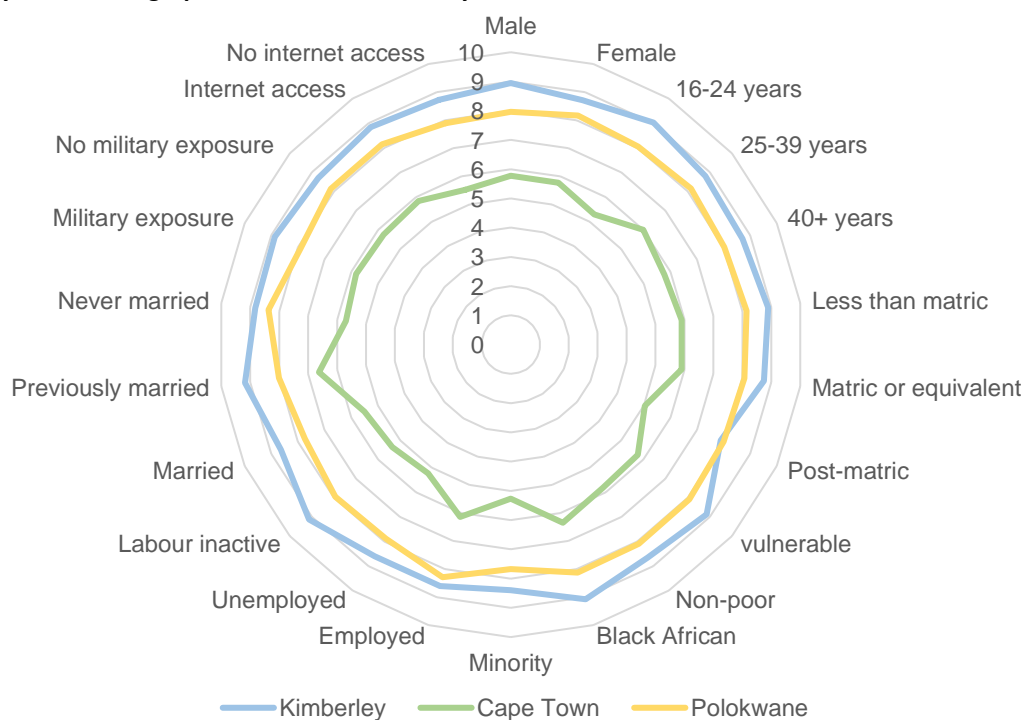
Source: Armed Forces Day Household Survey (AFDHS) 2018-2020

<sup>5</sup> The Cronbach alpha coefficient for the five items is 0.916, designating that the specified items can be merged into a measure of acceptable reliability. In building this measure, ‘do not know’ values were coded as missing. Additional item testing reveals that eliminating any of these items would reduce the index reliability.



In **Figure 43** the mean score differences on the GE Index between different subgroups are shown by survey round. Thought-provoking index dissimilarities were noted in Cape Town with robust differentials on education, age and labour market status. In addition, we found that Black African adults in the metropolitan were more optimistic about the military than the minority populations. On the other hand, the AFDHS 2020 results show no substantial variances for subjective economic status, gender, marital status and age group. Based on these results, it would be fair to say that there is a fairly resolute consensus among the Polokwane public that the armed forces are operating at a high level of efficiency. This kind of uniformity in Polokwane was comparable to what was seen in Kimberley although subgroup variances were relatively lower in AFDHS 2020. Looking at how AFD attendance influences the GE Index, we find a statistically significant variance. However, the level of difference here is not substantial ( $F(1, 605) = 4.32, p = 0.038$ ) and shows the general widespread level of support for the SANDF in Polokwane.

**Figure 43: Mean score differences based on the Goal Effectiveness Index (mean scores based on a 0-10 range) by socio-demographic attributes and survey round**



Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020

#### 4.5. Moral alignment with the Defence Force

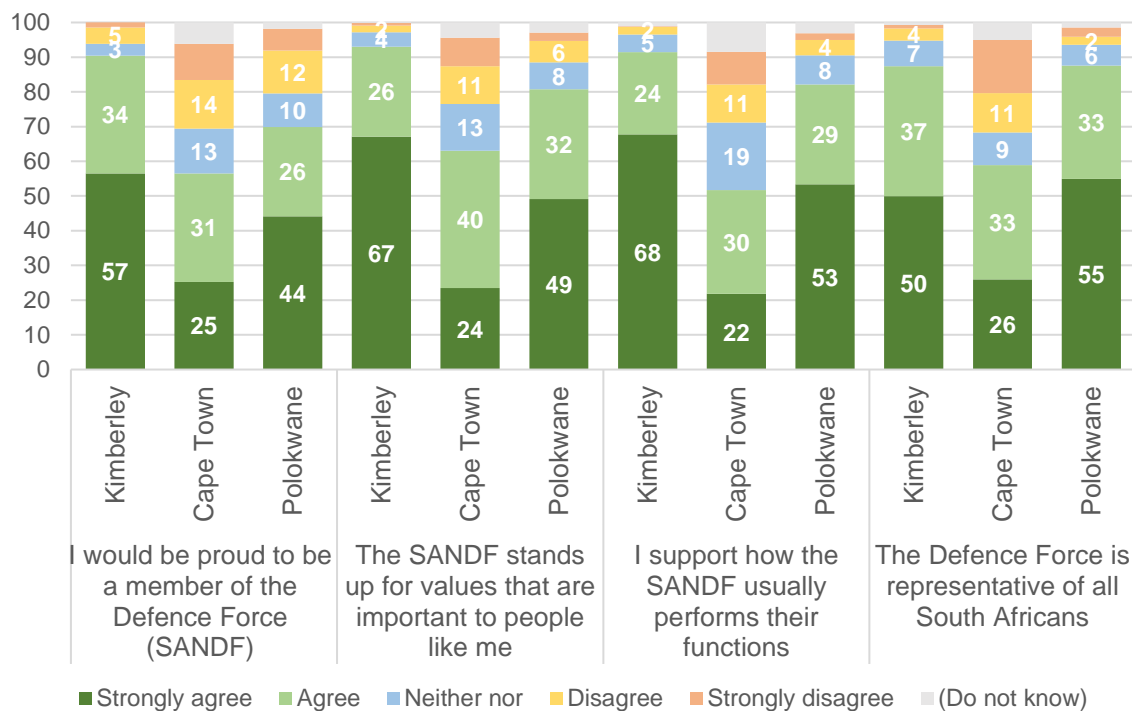
In this subsection, we analyse the level of moral orientation that the public in the host city has towards the armed forces. AFDHS respondents were asked four questions to test the moral orientation of the adult public towards the Defence Force. Participants were required to state whether they agreed or disagreed with four statements: (i) I would be proud to be a member of the Defence Force; (ii) The SANDF stands up for values that are important to people like me; (iii)





I support how the SANDF usually performs their functions; and (iv) The Defence Force is representative of all South Africans. Responses to all four questions were captured on a five-point agreement scale. It is clear that a majority of the adult population in all three cities agreed or strongly agreed with these statements (**Figure 44**). Only a tiny proportion of the adult population in Kimberley and Polokwane disagreed that they felt morally aligned with SANDF. From a relative perspective, a much larger proportion of the general public in Cape Town disagreed with the statements in the figure.

**Figure 44: Agreement and disagreement on moral alignment with the South African National Defence Force and survey rounds**



Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020

The four items outlined above were combined into a single composite index. In a similar fashion to how other scales were designed in this report, response options for these questions were transformed into a 0-10 scale<sup>6</sup>. Those respondents who answered ‘don’t know’ to this question were coded as missing. A high score on this index – branded the Moral Alignment (MA) Index – indicates a high level of moral association with the military. The mean score on this index for the adult population of Polokwane was 7.97. This outcome was lower than what was found in Kimberley (M= 8.66) but higher than Cape Town (M= 6.19). The index was found to be correlated with how the townspeople rated the efficiency of the SANDF. Pairwise correlation analysis revealed a strong (and statistically significant) association between the MA Index and the GE

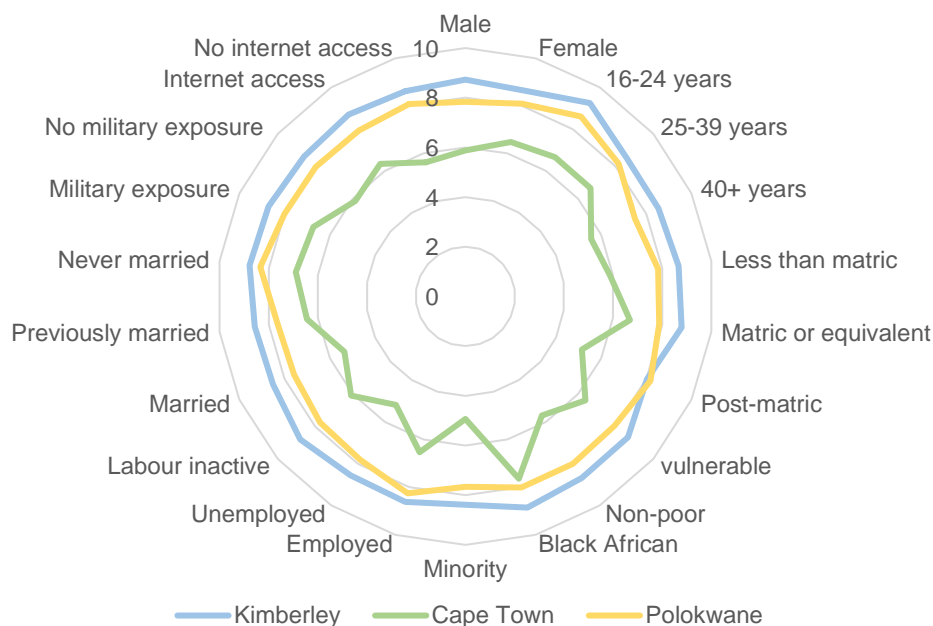
<sup>6</sup> A Cronbach alpha test on these four items produced a coefficient of 0.876, implying that the identified items can be fused into a measure of appropriate level of reliability. When assembling this variable, additional testing was conducted, and this analysis discovered that excluding any of these items would downgrade index reliability.



Index. However, the size of this correlation was larger in Kimberley when compared to either Polokwane or Cape Town.

Mean MA Index scores are presented across select socio-demographic attributes and AFDHS round in **Figure 45**. Most subgroups exhibit mean scores located within a relatively narrow band. It was clear that population group was more distinctive in the AFDHS 2019 than the AFDHS 2020. In Cape Town Black African adults felt more morally aligned towards the SANDF than minority groups. This outcome was not observed in Polokwane and post-hoc ANOVA tests show that this association was statistically insignificant in that survey round. AFDHS 2020 data showed that gender, education, work situation and subjective economic status groups were not significant drivers of moral orientation. In Polokwane, however, the importance of life cycle effect in understanding moral alignment with institutions was evident. Younger people were found to have a higher mean index score when compared with those aged 35-54 and those aged 55 and older. Despite these age differences we can confidently assert that the general population in the city were definite in their belief that the military shared their values and morals.

**Figure 45: Mean score differences based on the Moral Alignment Index (mean scores based on a 0-10 index) across survey round and selected subgroups**



Source: Armed Forces Day Household Survey (AFDHS) 2018-2020

#### 4.5.1. Willingness to serve in the SANDF

All AFDHS respondents were requested to estimate how important it is to be willing to serve in the military at a time of need. Responses were captured using a 7-point end-anchored scale, where 0 represents 'not at all important' and 7 'very important'. The survey results suggest that city residents in the AFDHS datasets were prodigiously liable to say service was important (**Table 41**). The mean score in Polokwane (M=6.28; SD=1.576, 95% CI=6.08-6.48) and this was somewhat similar to Kimberley AFD (M=6.40; SD=1.190, 95% CI=6.25-6.55) and lower than what was seen in Cape Town AFD (M= 5.10; SD=1.893, 95% CI=4.93-5.27). Emotional connection to



the military was linked to a desire to serve in the armed forces if required. Those who were very proud or just proud of the SANDF were found to be much more likely to help than those who were not proud. Using one-way ANOVA tests, we confirmed that this relationship is evident in every survey round. Adjusted-R<sup>2</sup> result shows that the correlation was strongest in AFDHS 2020 where pride in the military explained about a tenth of variance in individual readiness to serve.

Moral alignment amongst the general public was found to be correlated with how residents in the host city rated the importance of participating in the country's armed forces. Pairwise correlation analysis revealed strong statistically significant associations between the willingness to serve and the MA Index. The size of this association was larger in Cape Town ( $r(725) = 0.528$ ,  $p=000$ ) when compared to Polokwane ( $r(602) = 0.290$ ,  $p=000$ ) and Kimberley ( $r(370) = 0.500$ ,  $p=000$ ). This seems to suggest that if people think that the SANDF represents them then they are willing to help the military in terms of need. For this reason, we should not be surprised to observe that there was a relationship between trust in the SANDF and readiness to serve. Polokwane residents who did not trust the armed forces ( $M=5.09$ ;  $SD=2.317$ ) had a much lower mean score than those who were trusted ( $M=6.46$ ;  $SD=1.337$ ).

On the question of the importance of serving in the military, there was a dissimilarity based on AFD attendance. This association was sturdiest in AFDHS 2020 where attendees ( $M=6.63$ ;  $SD=1.082$ ) had a slightly higher score than non-attendees ( $M=6.16$ ;  $SD=1.70$ ). Adjusted-R<sup>2</sup> results demonstrate that the correlation was somewhat weak and only 1% of variance in desire to serve could be explained by AFD attendance (**Table 41**). There was a robust self-reported knowledge effect on willingness to serve. Those who described themselves as uninformed about the armed forces were found to be less likely to score high on the scale than those who claimed to be informed. We found that those who said they were not very ( $M=5.66$ ;  $SD=1.940$ ) or not all ( $M=4.96$ ;  $SD=2.105$ ) knowledgeable scored far below the city average. This variance was statistically significant according to a one-way ANOVA test ( $F(3, 583) = 20.75$ ,  $p = 0.000$ ). Let us turn to how mean scores on this scale differ across select socio-demographic attributes and AFDHS round (**Figure 46**). Most subgroups show mean scores are situated within a comparatively narrow band, following between 5 and 7 on the scale.

**Table 41: Mean willingness to serve in the military by survey round and attendance at the AFD**

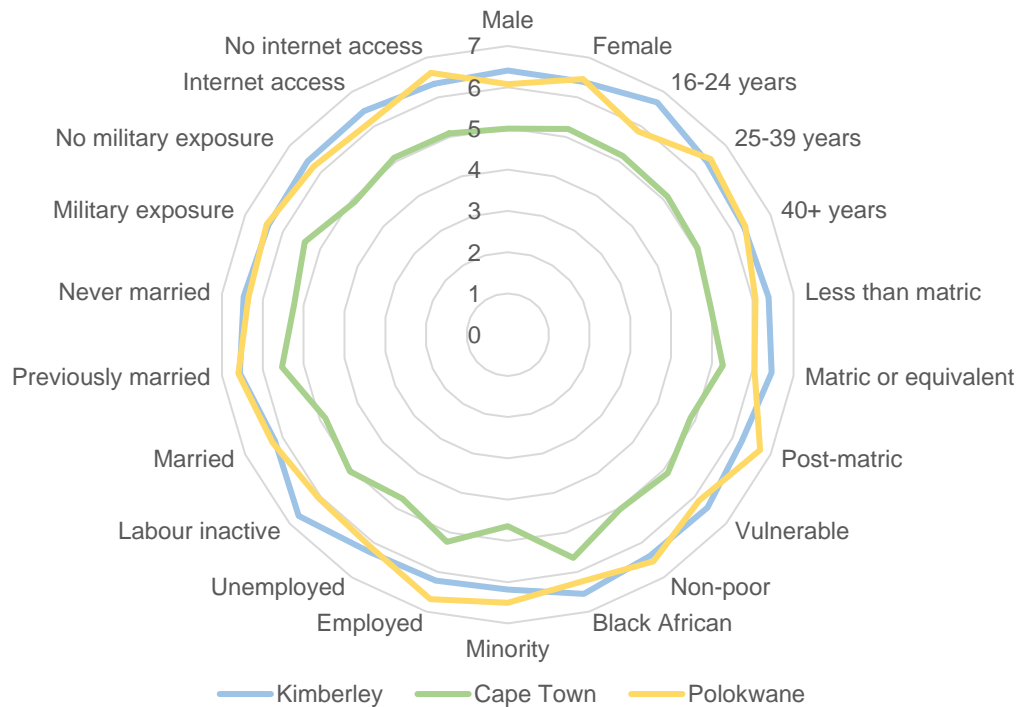
	Kimberley			Cape Town			Polokwane		
	Attend	Non-attend	Total	Attend	Non-attend	Total	Attend	Non-attend	Total
	6.50 (1.132)	6.34 (1.219)	6.40 (1.191)	5.58 (1.965)	5.03 (1.872)	5.10 (1.893)	6.63 (1.082)	6.16 (1.702)	6.27 (1.587)
Scheffe	-0.154			-0.555			-0.468		
Sig.		ref.		**	ref.		**	ref.	
Root MSE	1.191		F	1.885		F	1.576		F
R <sup>2</sup>	0.004		1.39	0.010		7.31	0.016		9.56
Adj R <sup>2</sup>	0.001		Prob>F	0.009		Prob>F	0.014		Prob>F
Obs.	370		0.240	738		0.007	593		0.002

Note: 1. Standard deviations in parenthesis; 2. Reported levels of statistically significant are based on ANOVA testing. The signs \*, \*\*, \*\*\* indicate that the differences in mean scores are significantly different at the 5 percent ( $p<0.05$ ), 1 percent ( $p<0.01$ ) and 0.5 percent ( $p<0.001$ ) level respectively.

Source: Armed Forces Day Household Survey (AFDHS) 2018-2020



**Figure 46: Mean score differences based on willingness to serve (mean scores based on a 1-7 index) across survey round and selected subgroups**



Source: Armed Forces Day Household Survey (AFDHS) 2018-2020

Even though there are limited observe group dissimilarities, we could identify some noteworthy differences in **Figure 46**. People in the 25-39 age cohort (M=6.50; SD=1.218) had a better mean score than the 16-24 cohort (M=5.86; SD=2.020) and the 40 and above cohort (M=6.33; SD=1.532). Polokwane residents who were higher on the socio-economic ladder tended to think that serving in the armed forces was important. We can see that tertiary-educated residents had higher mean scores (M=5.66; SD=1.940) than their less educated counterparts. Employed residents also had larger mean scores (M=5.66; SD=1.940) than those outside employment. Interestingly, a similar relationship between attitudes and economic position was not observed in either Cape Town AFDHS or the Kimberley AFDHS. Comparatively moderate population group differences were noted in AFDHS 2018 and 2019 with minority residents less ready to serve. A consonant disparity was not observed in Polokwane where minority residents were slightly more liable than the Black African majority to indicate an eagerness to serve.

#### 4.6. Careers in the South African military

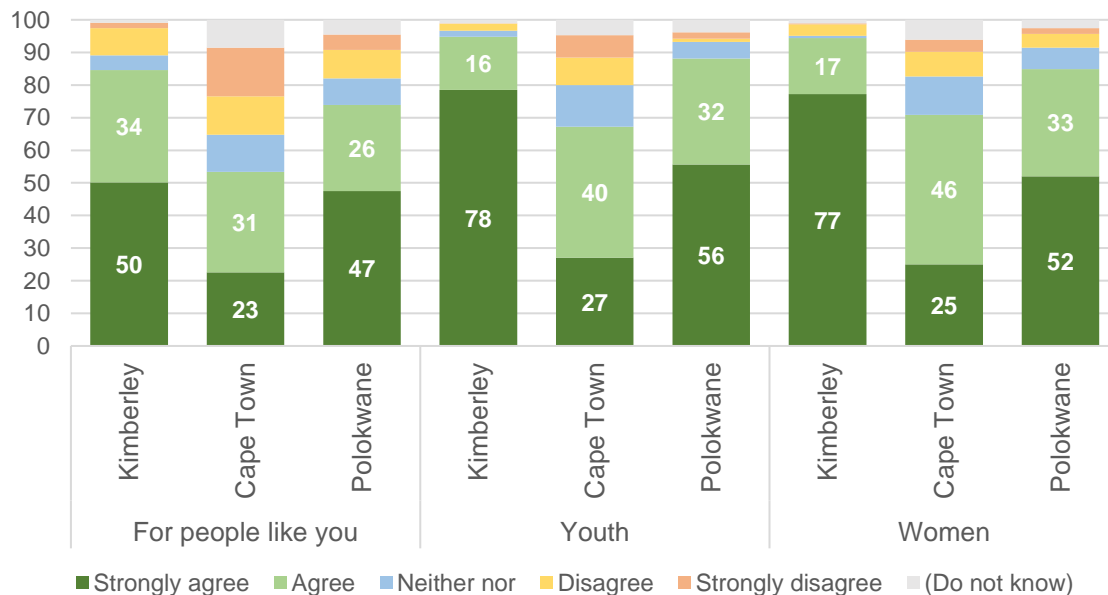
The military is looking to encourage people in the country to see the armed forces as a viable, rewarding and valuable career path. The AFD was an important part of this ongoing effort. At the AFD Fan Park, one of the main exhibitions was a career tent where information about careers in the armed forces was exhibited.



#### 4.6.1. Career opportunities in the military

The national defence force is trying to inspire young people throughout South Africa to see joining the SANDF as a feasible, satisfying and respected career opportunity. In this subsection we consider public views on job opportunities to in the relevant branches of the military. In order to interrogate perceptions about career opportunities, city residents were asked to answer a question about career opportunities in the military based on a self-identifier. They were thus asked to state if the SANDF offers good career opportunities for people like themselves (Figure 47). On average, about half (47%) of Polokwane residents agreed that the SANDF offers good career opportunities for people like them with a further quarter (26%) who simply agreed. When compared to other survey rounds, it was found that a greater proportion (84%) of Kimberley residents agreed with the statement and a much lower share (54%) of Cape Town residents agreed.

**Figure 47: Agreement and disagreement on career opportunities with the South African National Defence Force and survey rounds**



Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020

There was a small difference between AFD attendees and non-attendees on the question of opportunities for people like you. There was a ten-percentage point difference between these two groups and a one-way ANOVA test ( $F(1, 601) = 12.89, p = 0.000$ ) found that this variance was statistically significant. AFDHS respondents were also questioned about whether the armed forces provided decent work opportunities for youth and women. People in Polokwane said that the SANDF did offer worthwhile employment prospects for these two groups. Only a small minority believed that the military did not offer good career possibilities for women and young people. It was unsurprising, given the results of the previous sections, to note that a much smaller segment of Cape Town residents felt that the SANDF offered good opportunities for these two groups. Interestingly, if a person thinks that the military offers good career opportunities for women then he/she is more likely to agree that the SANDF should try and recruit more females. Of those who did not believe that the defense force offers good career



opportunities for women in the Polokwane AFDHS, 31% soundly agreed with the female recruitment plan and 39% merely agreed.

To understand how diverse host city subgroups viewed career opportunities for different groups, agreement percentages differences on the three statements in **Figure 47** across selected socio-demographic subgroups in **Table 42**. As it is apparent from the table, there is much less group-based variation than may be expected. No considerable divergences were observed amongst employment status groups. Perhaps surprisingly, we do not see a sizeable agreement disparity by AFD attendance. It is, nevertheless, viable to distinguish certain groups that were more apt to agree with the statements than others. As regards the 'people like you' statement, an age differential was observed. The 16-34 age cohort (82%) had a much higher level of agreement than older respondents. Similar age discrepancies, on the other hand, were not seen on the youth and women statements. Population group dissimilarities were observed in the table with minority residents being less likely to agree with the three statements. This agreement inequalities were largest for the youth statement (90% versus 77%) and lowest for 'people like you statement' (75% versus 67%).

Military exposure had a much lower influence on attitudes towards career opportunities than we may have expected. However, it is still apparent that exposure had an effect on whether people thought that the armed forces offered good career opportunities for women. People with contact with the military were less liable to agree with this statement (76%) than those without contact (88%). When compared to exposure, attitudes towards the performance of the armed forces were found to be a much more robust predictor of public views on career opportunities. Pairwise correlation analysis revealed strong statistically significant associations between the GE Index and the three statements in **Figure 47**. The size of this association was larger for the 'people like you' statement ( $r(610) = -0.574, p=000$ ) and lowest for the 'youth' statement ( $r(617) = -0.375, p=000$ ).



**Table 42: Percentage who agree that SANDF offers good career opportunities for similar people, youth and women by selected subgroups and survey round**

	For people like you	Youth	Women
<b>Gender</b>			
Male	74%	84%	81%
Female	74%	91%	88%
<b>Age group</b>			
16-34 years	82%	89%	83%
35+ years	67%	87%	87%
<b>Employment Status</b>			
Not employed	74%	89%	88%
Employed	74%	87%	83%
<b>Population group</b>			
Black African	75%	90%	86%
Minority	69%	77%	76%
<b>Marital Status</b>			
Not married	67%	84%	82%
Married	79%	92%	88%
<b>Military Exposure</b>			
Yes	71%	84%	76%
No	75%	90%	88%
<b>AFD Attendance</b>			
Yes	72%	92%	89%
No	74%	88%	84%

Source: Armed Forces Day Household Survey (AFDHS) 2018-2020

#### 4.7. Diversity and transformation in the SANDF

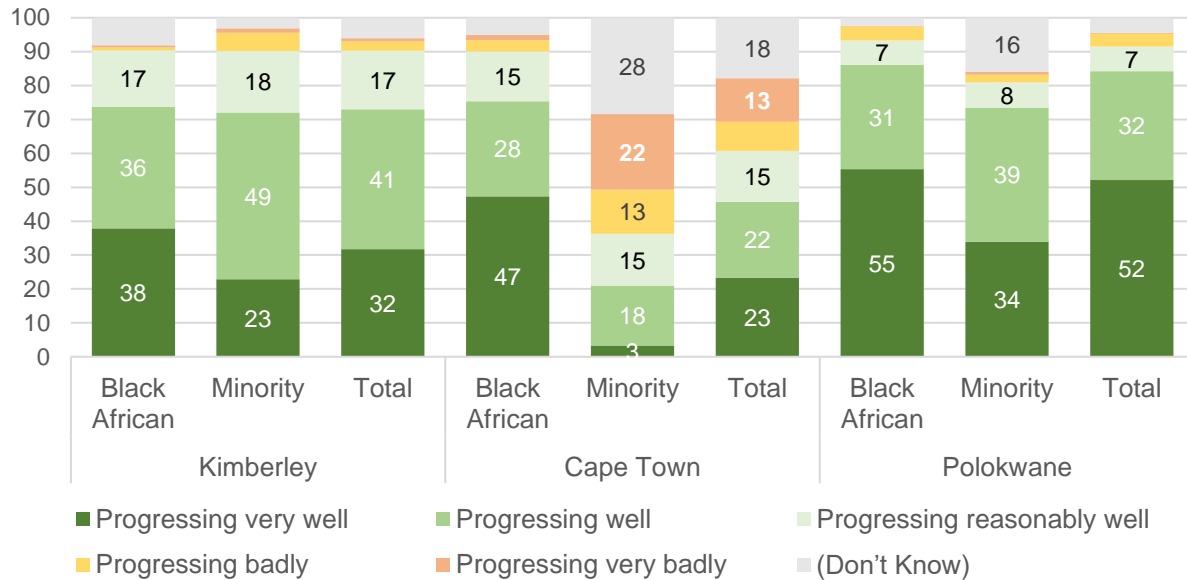
##### 4.7.1. Progress in transforming the SANDF

The SANDF is committed to the formation and preservation of racial equality in the military and the suppression of all racial discrimination in the armed forces. In order to explore what the townspeople of Polokwane think about the issue of racial transformation in the defence force, a question was posed about how well transformation in the SANDF is progressing. More than half (52%) of adult residents believed that transformation within the military was progressing very well and 33% thought that transformation was progressing well. Just under a tenth (8%) felt it was progressing reasonably well with only 4% stating that it was progressing badly. Results on this question fared well when compared to what seen in Cape Town AFDHS where racial transformation was seen in more negative terms. A fifth of residents believed that transformation was going poorly in the metropolitan.

The AFDHS result clearly shows that the vast majority of Polokwane residents are convinced that progress within the SANDF is continuing at a satisfactory rate. We discovered a disparity between the Black African and racial minority communities on this issue, however. The comparative results from the different survey rounds are presented in **Figure 48**. Roughly a third (34%) of minority residents believed that progress was working very well and 39% considered that transformation was simply fine. The disparity between minorities and the Black African majority was much larger in Cape Town. Almost a twentieth (4%) of Black African residents in the metropolitan believed that racial progress in the military was poor while 33% of minority residents shared the same view. This discrepancy explains the attitude discrepancy on this issue between the 2020 and 2019 AFDHS rounds.



**Figure 48: Attitudes towards progress of transformation in the SANDF by population group across and survey rounds**



Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020

Interestingly, attending the AFD 2020 did not have a large effect on whether an adult thought that the SANDF were making progress on the issue of racial equality. About a twentieth (3%) of attendees thought that progress was not going well while 5% of non-attendees held this view. We did observe a correlation between performance perceptions and attitudes towards racial equality reform. A pairwise correlation assessment discovered a robust statistically significant link between the GE Index and racial transformation evaluations of progress. In order to conduct this test, we treated those who said that they did not know how to answer the transformation question as missing. The size of this association was highest for the Cape Town ( $r(626) = -0.438$ ,  $p=0.000$ ) and lowest for Polokwane ( $r(597) = -0.242$ ,  $p=0.000$ ) survey rounds. This seems to show that the degree to which the SANDF is seen as efficient has a positive effect on how much progress people think has been made on the racial issue. It is not surprising to see, therefore, that there is a significant correlation between trust in the SANDF and progress attitudes. In Polokwane the size of this association was similar ( $r(563) = -0.272$ ,  $p=0.000$ ) to the correlation between transformation attitudes and the GE Index.

Having questioned respondents about their views of racial transformation in the SANDF, a specific question pertaining to racism and racial discrimination in the armed forces was asked. City residents were queried about the frequency with which racial discrimination occurred in the defence force. Encouragingly, views about the occurrence of prejudice of this type were largely positive. About three-fifths (58%) of Polokwane resident said that racism and racial discrimination did not occur in the SANDF at all. About a fifth (21%) thought bigotry of this sort did occur to a small extent. A much smaller share believed that racist acts happened to a fair (10%), considerable (1%) or to a great extent (3%). A notable proportion (7%) of people in Kimberley did not know how to answer the question. While some doubts were expressed by the townspeople, the findings of this study show that most residents thought that racism was a rare occurrence in the armed forces. An analogous outcome was observed in the Kimberley AFDHS.

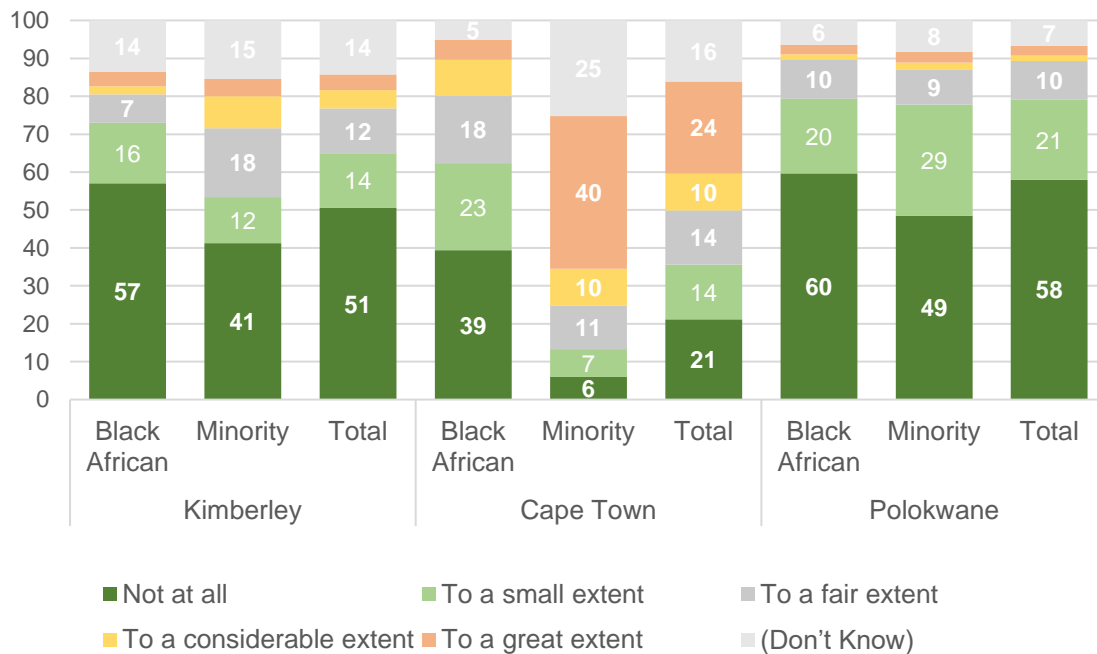




This can be negatively contrasted with what was detected in the Cape Town AFHDS where a relatively substantial proportion of residents thought discrimination occurred to either a considerable (10%) or to a great (24%) extent.

With respect to the discrimination question, a population group bias was *not* identified in Polokwane with both Black African and minority residents sharing similar views on this issue (Figure 49). This stands in stark contrast to what was observed in the Cape Town AFHDS where a considerable disparity was observed. Two-fifths of minority residents told fieldworkers in that survey round that they thought racial discrimination occurred in the SANDF. A twentieth of Black African Cape Town residents, by comparison, made such a statement. Chi-square tests of independence seem to show that population group status was a statistically significant driver of attitudes in the Cape Town AFHDS ( $\chi^2(5) = 281.57$ ;  $F(4, 768) = 38.55$ ;  $P = 0.00$ ) but not in the Polokwane AFDHS ( $\chi^2(5) = 5.55$ ;  $F(4, 599) = 0.48$ ;  $P = 0.75$ ). A group bias was discovered in the Kimberley AFDHS, but it was not as robust when compared with what was found in the Cape Town AFHDS. A pairwise correlation test exposed a statistically significant connection between views on discrimination and attitudes towards racial progress<sup>7</sup>. Nevertheless, the size of this association was quite small in Polokwane ( $r(560) = 0.196$ ,  $p=0.000$ ) when compared to what was discovered in Kimberley ( $r(310) = 0.258$ ,  $p=0.000$ ) and Cape Town ( $r(545) = 0.637$ ,  $p=0.000$ ).

**Figure 49: Perceptions of the frequency of racial discrimination in the armed forces by population group and survey rounds**



Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020

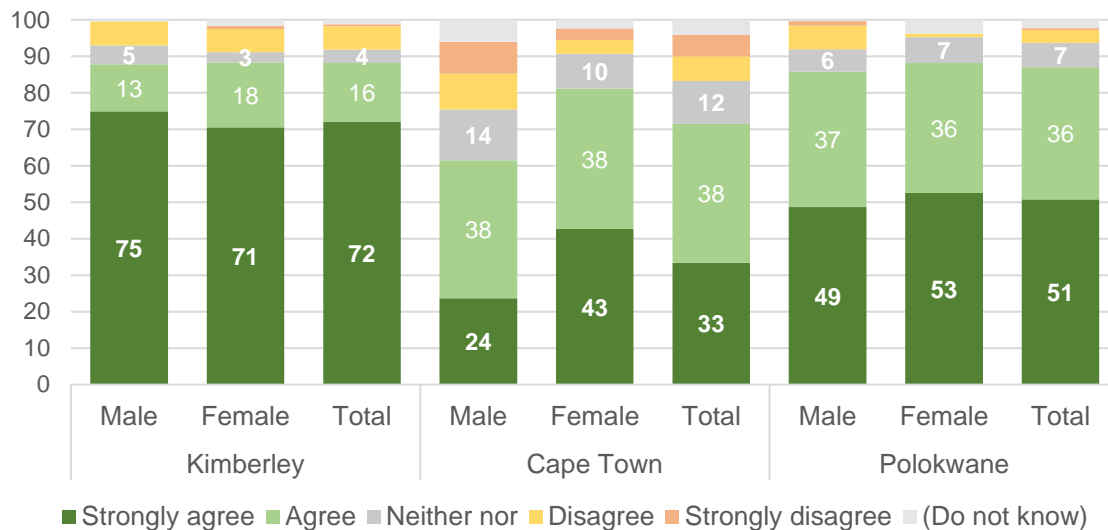
<sup>7</sup>To perform this test, we treated those who told fieldworkers that they were unsure on how to answer the transformation and discrimination questions as missing.



#### 4.7.2. Gender equality: Attitudes towards inclusion

The South African military has dedicated itself to remedying its patriarchal history and has engaged in a programme to actively encourage women to join the national defence force. Using AFDHS data we look at what city residents in the AFDHS think about this programme of female empowerment. Respondents were asked whether they agreed or disagreed that ‘A special attempt should be made to recruit more women into the Defence Force’ (Figure 50). An overwhelming majority of Polokwane adult residents agreed with this statement and only a small share of the town disagreed. About half (51%) of city residents strongly agreed with the statement and roughly a third (36%) said that they just agreed. A gender bias was noted with regards to this question with women somewhat more sceptical about this proposition when compared to men. Nevertheless, the size of the gender bias is quite small and it would appear that many men in Polokwane agree with the principal of female empowerment in the SANDF.

**Figure 50: Agreement and disagreement on the statement: “A special attempt should be made to recruit more women into the Defence Force” by gender and survey rounds**



Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020

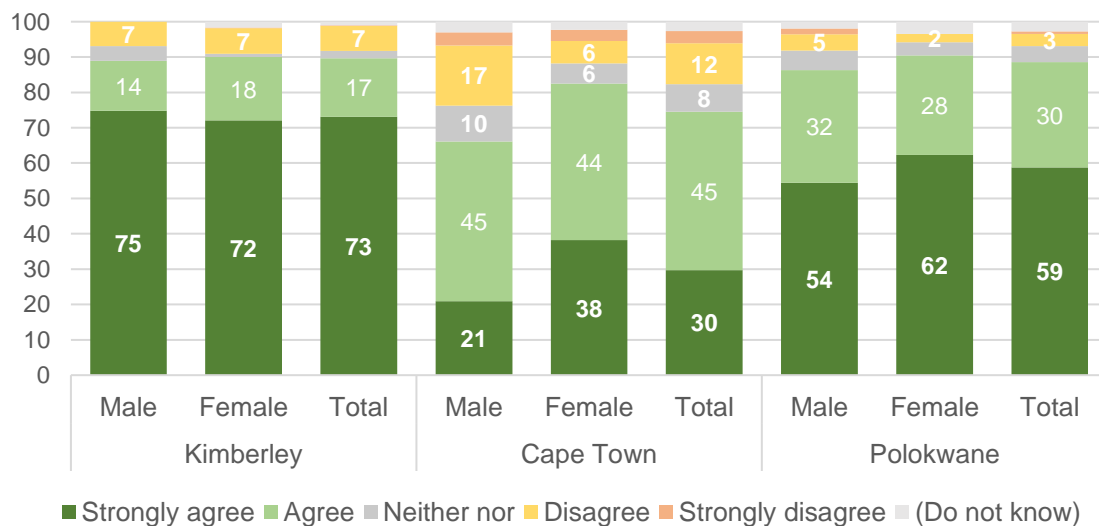
The gender disparity on the question of female enablement in the armed forces is much larger in the Cape Town AFDHS than in Polokwane AFDHS. Around a quarter (24%) of metropolitan men strongly agreed that an attempt should be made to employ more women and roughly two-fifths (38%) stated that they simply agreed. This can be compared with more or less two-fifths (43%) of metropolitan women strongly agreed with this policy and 38% said that they merely agreed. One of the reasons that city residents believe that there should be a special drive to increase job prospects for womenfolk in the SANDF is how they think about racial progress in the defense force. If a person agrees that there should be a special female empowerment programme in the SANDF then they are more likely to think that racial transformation is proceeding well. A chi-square tests of independence seem to imply that there is a statistically significant correlation between these two attitudes. The size of the correlation appears to be similar in all three survey rounds which suggests the durability of this finding.



A crucial cause of public support for female empowerment policy is the manner in which they ordinary townfolk view how women can perform in all areas of the military. If an individual believes that womenfolk can perform as well as men in all areas of the armed forces, then she/he is more willing to support an empowerment strategy. Nearly three-fifths (59%) of Polokwane residents strongly agreed that women were equal to men in the military and almost a third (30%) said that they only agreed. Of those who did not believe in this kind of gender equality, 12% soundly agreed with the female employment programme and 29% just agreed in the Polokwane AFDHS. Pairwise correlation tests confirmed a robust and statistically significant relationship between attitudes towards feminine performance and female empowerment. However, the size of this association was larger in Cape Town ( $r(722) = 0.653, p=0.000$ ) when compared to Polokwane ( $r(608) = 0.524, p=0.000$ ) and Kimberley ( $r(371) = 0.523, p=0.000$ ).

A gender bias was noted with regards to the question on female performance in the military (Figure 51). When compared to women, men were somewhat more cynical about the proposition that women were equal to men when it came to the ability to perform military tasks. The size of this gender bias is, on the other hand, fairly minor and it would seem that mainstream male opinion in Polokwane supported gender equality on this issue. Almost nine-tenths (86%) of male residents agreed with the statement on female performance in the armed forces. For female residents, in contrast, 91% reported that they agreed. As with the gender disparity on the employment policy question, the gender bias on this question was much greater in the Cape Town AFDHS than in Polokwane AFDHS. In the 2019 AFHS round there was a sixteen-percentage point difference between men and women on this issue.

**Figure 51: Agreement and disagreement on the statement: “Women can perform as well as men in all areas of the military” by gender and survey rounds**



Sources: Armed Forces Day Household Survey (AFDHS) 2018-2020

## 5. Qualitative analysis: Results from the focus groups and key informants

The analysis in this section reflects the interaction with different groups who attended the SANDF day. The research team conducted interviews with include participants from different groups, the research team interacted with prospective SANDF applicants, the media, the youth, parents, teachers. We also observed the overall attendance of the events. This was a well-



attended event. Polokwane was the hub of all activities and all business benefited from the city hosting of the SANDF. The attendance and enthusiasm of the residents was manifested in all streets of Polokwane. Residents descended to the Cricket ground to experience different display by the army during the week-long event. The military displayed their capability with air show, display of military equipment, career fair, and display of different services within the SANDF. The event saw the collaboration between SANDF and various provincial departments, notably was the collaboration with the provincial department of education. Buses transported learners from different corners of the province to Polokwane to attend the event. This was very important as most learners have not been this close to the army let alone see the capability displayed in the form of stationed artilleries, parachute and one on one interaction with the arm force. From the discussion with participants it was clear that residents of Polokwane in particular and Limpopo in general were very satisfied with the event and see it as an opportunity for the youth to consider the arm as career as they gained more knowledge about the force.

## 5.1. Results from the focus groups with grade 11 and 12 pupils

### 5.1.1. Impressions with the SANDF in general

For most of the respondents, armed forces week was the first time they had got to interact with the SANDF officials and gain exposure about what it is that the SANDF does. As a result, some respondents indicated that they had misconceptions about the defence force. However, those misconceptions were laid to rest at armed forces week.

Talking about their experience so far, respondent 8 spoke about the different misconceptions they had with their friends and that they were excited about what they saw;

*“my friends, when I told them that I am going to military they were like ‘oh, you are going to military, that thing is so dangerous you do not have to go there you might lose your life. I just said okay I will just go there and see for myself, but when I got here I found there are a lot of activities you can even do medicine, nursing, army navy and stuff so I then I told myself that there is no need for me to go to university the military got everything”*

Interestingly, respondent 1 was also impressed by the SANDF’s entertainment ability by saying:

*“honestly I thought the army was boring but when I got here, I found out they were doing different activities to keep them entertained such as having their own music they do not have to hire celebrities because they entertain themselves”*

Another respondent spoke glowingly about the integration of women into the defence force and pointed out that they were pleasantly surprised to learn that the SANDF is not only reserved for men. Respondent 2 further said:

*“I am happy about the arrangement and all because most people think that the military is for but today, I learnt that it is also for women, so women also have the power to do military in different faculties.”*



The responses above also suggest that generally, people may not have an idea of what the SANDF does which further emphasizes the importance of having events such as Armed forces week to not only showcase the work of the SANDF but to inform citizens about the importance of the defence force and the different aspects of it. In addition, the respondents had overwhelmingly positive sentiments about the defence force and were thoroughly impressed with the work being done by the defence force. It is worth noting as well that given that the armed forces events only last a week, it is imperative that participants are exposed to as much information about the institution as possible and that is what seems to have happened. The positive feedback speaks to how well organised the event was and how the prospective applicants who are looking to join the defence force believe that the organisation is well run and would be a good organisation to be a part of.

### 5.1.2. Evaluations of the SANDF

In this section of the analysis, the prospective applicants were asked about whether they believe that the national defence force were doing a good job. Generally, the respondents were pleased with the work that the national defence force was doing. Respondent 1 indicated that they felt the defence force was doing a good job not only in executing their duties as the SANDF but also in providing career opportunities and encouraging young South Africans to join the defence force. The respondent further went on to say the following:

*“I think they are doing a good job as we are being protected and they are doing everything in their power for us to have careers like them. They also want us to look at them as role models, so they are doing a good job”*

Respondent 9 also echoed similar sentiments and appreciated the fact that the SANDF is open to recruiting young South Africans to join this institution. Respondent 9 further went on to say:

*“they are doing a good job because they are attracting the youth to come join them in the military with their many activities”*

This point was also driven home by respondent 10 who also expressed satisfaction with the SANDF’s youth integration and young people’s involvement in the SANDF. Respondent 10 further said:

*“they are doing a good job because at the same time they are creating jobs for the youth and at the same time they are decreasing poverty, imagine all the provinces in South Africa coming as one”*

Additionally, another respondent applauded the fact that South Africa is generally a peaceful country which can be attributed to the work that is being done by the SANDF by saying:

*“They are doing a good job because they are protecting us from incoming danger, the danger does not come to us before passing them and it never passes them and they make sure of that, so job well done”*

The respondents also expressed their pride and satisfaction with how the SANDF was protecting the country and ensuring that ordinary citizens are not vulnerable to external attacks. On this point respondent 4 said:



*“we are protected, they are doing a good job, we walk free no one can ... us we are protected as a country”*

Furthermore, respondent 2 further went on to say:

*“they are practically doing a good job since the country needs to be protected from certain things that might happen in this country, bad things that might even take people’s lives. So, soldiers are needed to protect us”*

The responses above highlight that the prospective applicants are aware of the job that is being done by the SANDF in protecting the country, however, they also indicate that the work of the SANDF goes beyond just protecting the country but also involves integrating the youth into their various systems which has evidently been well received by our respondents.

*“It was beyond my expectations ... I did not expect to see hospitality, the health department and the air force. All I had in my mind was okay this is about defence so I had no interest, but luckily when I was listening to radio I heard there is a career expo so it exceeded my expectations”.*

They were also impressed by military displays and the career advice that was at their disposal in the career expo, one respondent expressed satisfaction by saying *“I am very happy with what I saw I did not expect so many people so I am amazed and the career advice they gave to us is wonderful”.*

*“In my opinion I’m happy to be here because when I get here I was so surprised it was the first time I see this thing in this place in my opinion I would like to say, I’m happy with what I see. I would like to know about safety management and what qualifications one must have”*

Similarly, respondent 8 stated that they did not know what to expect but were happy with what they saw overall but did express some reservations about sitting in the heat. Respondent 8 further said:

*“okay the first announcement that was made that we are going to SANDF I don’t know what it was or all about I didn’t expect really much, the performance they did when we were seated, I was impressed by it. I was really impressed by the action displayed; I didn’t like sitting in there because it was hot”*

While on the other hand, respondent 9 also indicated how happy they were with the whole experience even though they were not quite sure on what to expect from the event. Respondent 9 further said the following:

*“I was very surprised because I didn’t expect that we are going to come here, when we got into the stadium I saw different people that I don’t know I was very nervous and I was scared of the show, they told us they protect us the way they presented and how they protect us out there in the world, they work really hard I was really happy to see such people”*

The responses from our young scholar respondents show that the SANDF impressed them and they were pleasantly surprised to see the work of the National Defence force. Furthermore,



because it was a first time for many of them, there was a bit of uncertainty about the event and how everything would pan out. Overall, the respondents indicated that they were happy with what they saw at armed forces week and learnt a lot about the SANDF during this period. The youth however voiced their lack of knowledge regarding the role of the SANDF and the opportunities that were available within this institution. Post attendance the event was described as educational, fun, and the SANDF as an institution was considered vast in opportunities for the youth.

### 5.1.3. Lessons learnt from SANDF and armed forces week

Findings from this segment of the analysis suggest that this was a learning lesson for our respondent. They got to learn about the SANDF, they got to learn more about certain career paths and what they would have to do in order to join the SANDF should they wish to do so one day. Respondent 5 further went on to say:

*“I feel happy because I received so much information about my career because I want to become a pilot and they gave me information and told me to work hard I was happy because I didn't get the information to know more about my career”*

Respondent 3 spoke about the misconceptions they had regarding what being a member of the SANDF entails, the participant further went on to say:

*“okay I feel different because I thought if you want to be a soldier that means you have to attend battles and fight for the country, that idea I had has been destroyed now I know that if you want to be a soldier and that there are different soldiers in different sectors, I feel happy with being acknowledged about the soldiers stuff different stuff about soldiers”*

Additionally, respondent 2 also spoke about what they have learnt regarding what it takes to be a member of the SANDF by saying:

*“ coming here today I learned that if you want to be a soldier you must be confident and fearless, if you afraid of heights and gun shots that means you will have to find something else to do because people who are working with fights and gunshots”*

### 5.1.4. Impact of armed forces on youth

In this section of the analysis, we look at how SANDF armed forces week has impacted our young respondents. Generally, the participants indicated that they were positively impacted by the SANDF in different ways including career information, being motivated to be better and general life lessons. When speaking about the impact of SANDF armed forces week, respondent 3 had this to say:

*“ This had a positive impact because there are many people who have passed with beautiful marks but are not working if they came here they would find many different things to do and there are many option for people sitting at home with good marks and find something to do here”*

Respondent 2 on the other hand spoke about the positive impact and motivation they have received by being part of the SANDF armed forces week festivities by saying:



*“this event was very positive for us because they have motivated us and showed us that education is the key to success and showed us things we didn't know”*

This sentiment was echoed by respondent 4 who alluded to the positive impact that armed forces week has had on young people by saying:

*“the event was inspiring for us learners because we spend time doing silly things”*

There is an overwhelming sense of pride, motivation and gratitude coming from the young participant respondents who indicate that they were really pleased with what they saw and grateful for the lessons learnt. This suggests that the impact of armed forces week on young scholars is largely positive and encourages self-discipline and motivates them to focus on their careers. As a result, it is evidently clear that the armed forces week events must continue to include young people and have programmes designed for young school going members of the community due to the largely positive influence that the SANDF has had on these young respondents.

#### **5.1.5. Diversity within the SANDF**

One of the young applicants expressed how diversity within the SANDF was a boost of confidence that permitted her to choose from a range of opportunities that were presented. *“I am glad that I came, I have low self-esteem because some people told me I cannot come here because of my body, I am oversized. I have found many things and I am so excited”.*

The applicants were asked whether they believe that there is any discrimination against any individual based on their skin colour, race or ethnic group. Dominant responses were optimistic,

*“...there is no racial discrimination. I see no discrimination”*

meaning they believed that regardless of variation in human physical traits the SANDF gives equal opportunities and respect. The sole concern that was raised was the possibility of nepotism, the unreceptive employment personnel, and the lack of confidence in the applications process:

*“it's the connections thing, I feel like you need to be connected to be within the military or any employment. That is how I feel”. “I am not that confident because I am applying for the third time... even the ladies said we no longer qualify but when we went to the other tent they gave us forms and told us we qualify... So I don't know”. “They were rude, we made mistakes and we were not allowed to correct our mistakes, they said no man it's your own mistake what should I do. So I was hurt”*

To ease the applications process for the youth and to improve public confidence in the application procedures it is advised that the SANDF assigns receptive, patient and well-informed personnel in their panel.

Much was said about the general performance of the SANDF with the applicants believing that the organisation is doing a great job at serving the nation and inspiring the youth.

*“They are doing a good job because they know what they are doing, I am so happy with the job they do. We still have another day to see how important the military is”. “They are doing a good job because they are disciplined and they are willing to teach you everything to be like them”.*





Another noteworthy point raised was the SANDF's ability to attract economic opportunities that benefitted the local community for the duration of the event.

*"...Sole traders and entrepreneurs they have got their businesses running and they are making something of their lives".*

For reasons such as these the youth expressed the willingness to host the SANDF once again in future with suggestions of an outreach programme that would visit schools encouraging students to partake in the army should they be interested.

## **5.2. The career fair: Interviewing people interested in joining the force**

Youth unemployment in South Africa remains an issue of concern. As a result, employment opportunities of any kind are likely to entice young South Africans who are looking for employment opportunities and to launch their careers in the different fields where an opportunity has revealed itself. The SANDF goes on an active campaign to recruit South Africans to join the defence force, this is also done in the annual armed forces week whereby the youth of the host city are encouraged to apply and join the national defence force, provided they meet the minimum requirements for the positions they are applying for. In this segment of the data analysis, we will be analysing the views of prospective youth applicants who have just submitted their applications with the intention of joining the defence force.

Generally, the respondents expressed their happiness with the SANDF's decision to come to Polokwane because it gave them an opportunity to learn more about what the SANDF does and the different career opportunities that are available in the Defence Force.

When speaking about the clarity provided by the SANDF through armed forces week, respondent 1 had this to say:

*"like I said we got a lot of insight about what we were applying for. Sometimes when you make an application you just submit and don't get any insight about what you are going to do. Today we went inside and even the attitude towards people was so positive. They did not have mixed attitudes towards people because they are of a lower grade. That is what I like about them"*

Similarly, respondent 10 also spoke glowingly about the information that had been made available to them and expressed that it has gone a long way in providing clarity as to what they have to do when applying for positions within the SANDF. The respondent further said:

*"I like the way they have welcomed us and the information that they have given us about the army. It is more expressive and that is why the youth has come to apply"*

The respondents were also asked whether they saw a career that captured their interest and the responses given pointed to an overwhelming sense of excitement and looking forward to the future. When asked about which career grabbed their attention, this is what respondent 2 had to say:

*"when I thought about the Army, I did not think that when they get hurt, they will need someone to attend to them. I have a passion in nursing, and I did not think that coming to the army would help me with the nursing course. But today I got an insight about the army so I can even go do nursing and earn an income at the same time. It is very interesting"*



On the other hand, although undecided about their career path, respondent 4 spoke about the importance of the accessing information and further went onto say:

*“when I came here, I did not expect that each course will be explained, how it operates and what qualifications are needed. I did not think that I would get here, and everything would be this easy”*

### 5.3. Overall impression of the sporting clinic event

Teachers at the sporting events stated that they were very impressed by the armed forces day event and mentioned how it is been beneficial for the youth by bringing about more detailed information and interest. Sports Clinic teacher 1 said,

*The children are benefiting and they are more than happy. They are excited to be here. They are learning new skills in soccer which they didn't have.”*

There is much more positivity surrounding South African national defence force because many people did not know about the defence force, people had positive things to say for instance one of the Sports Clinic teacher 2 said,

*“from what I have observed is that everything was properly arranged and there was order, I liked that there was order everything was properly arranged.”*

The teachers had positive feedback about the event for instance Sports Clinic teacher 2 said,

*“The learners can now see that these activities are not only for people who live in urban areas but also for them who live in rural areas and villages, they can also participate they can do it. Some can be the stars of tomorrow, some will be legends of tomorrow”* and Sports clinic teacher 1 said, *“taking the kids out and learning, I believe this is an educational tour, they have learned alot through participating in sporting events we do not have and meeting other kids as well and relating with other kids and making friends.”*

This discussion revolved around the success of the event and how the event was unlike something they have seen before. Interestingly responses from the teachers mentioned how the event made a huge impact on youth because they are the ones who benefited the most in terms of knowing about the South African Defence Force and the opportunities that are available within the Defence force.

In terms of how the event can be improved in future, transport infrastructure and communication seems to be a key emerging theme which the SANDF may want to look towards improving for future events, this will ensure that wider communities are able to benefit from the event. One of the teachers mentioned their challenges and stated,

*“The challenge that we had, there was no proper communication between the transport service providers and the army, we were directed to the wrong place and we arrived here late. The challenge was poor communication between service providers and army. Apparently, there was another event next door to this place and we were directed there. We arrived late here and found out that they have started with some sessions. At least if we knew that we had to come here. There was a communication breakdown. Another teacher mentioned, “The recommendation that I have is that I feel this needs to be done not done once a year and especially for the learners if it could be done once a quarter or once in 6 months so that they can used to it, I like the order that I saw here today maybe*



*they can be orderly at schools looking at the order I saw here, they can grab something or learn something from that.*

Feedback of this nature from the schoolteachers is important because they enable the SANDF an opportunity to work towards improving the event and ensure that it is beneficial to all stakeholders involved.

#### **5.4. Media perspective**

An event of this magnitude attracts a lot of this media attention as it was the case with the Polokwane Armed Forces week. The media houses were happy to attend the event; however they raised a number of concerns. The impression was that there was a lot of secrecy surrounding the event, which hindered their ability to give fair reporting. It was mentioned that access to information is very difficult. The quote below from a media representative shows challenges such as secrecy around accessing the program.

*“An event like this is something that should be streamlined, it makes it very challenging to give positive press where positive press is deserved because armed forces police often get a bad reputation. We want to be as fair as possible but it is very difficult to be fair when logistically it is very difficult to do your job and that’s a big problem. Once we got here it was very rushed and the problem we have always had with covering demonstrations like these (and like I have said I have been doing this for years now) is there is not a programme. The military often decides that they do not want the programme to be leaked. It’s pretty much standard every year I think, we want to know when things are coming and how things are going so we can better film it. I am not sure if any representatives from the air force have been readily made available to us, I see there is a Colonel there at the moment but he won’t brief us who we supposed to speak to. They were not made available to us. I have had a great experience covering the military in the last six years but I feel like something as rudimentary a programme as this, there should be no problems, they should be ironed out completely. It is unnecessarily stressful, I am tired now and there is a night shoot that we were not briefed about. There is a lot of hiccups going on and I feel like it should have been ironed out.”*

By raising these challenges, the media is of the view that if briefed it will assist in covering the event in a fair and accurate manner. The media respondent illustrates, in the quote below, the need to have a media centre and dedicated army personnel with the communication knowledge. The information feed from the army is important to filming.

*“What is normally done with these events is that there is a media centre set up but we just came in here because we are hungry we did not even know we supposed to. ... In a media centre we immediately streamline all the media to go to a certain area and inform them on what is happening, so you can say there will be this and it will be this long, there will be these things displayed coming from this direction at this angle. This makes our jobs a lot easier than trying to guess where the aircraft is and how it’s going to shoot, this is just from a filming point of view. It is kind of frustrating, this is my third or fourth one now and every time it is like they enjoy the surprise of the air craft coming out which is great for the crowd but terrible for visuals because we cannot track and pan it accurately and get it right.”*



Limited communication leads to inaccurate reporting but it mentioned that a way communication can shape how it report. The quote below shows the communication with the army.

*“I think it’s a general feeling towards the media. One thing that I have always said to the media and I have always tried to push this point is that we can only report bad news if bad news is all we have access to. The information that comes out is that these weapons were stolen, the airplane landed at ... etc. obviously we will paint a negative light of you. Give us positive news that is coming out like the first Black female pilot, these are things that are not being highlighted. These are stories we can do, we need access to confidential information guys ....just let us in a little bit.”*

The mainstream media is no longer interested in the AFD. The challenges to access information and lack of communication has caused the media to lose interest in the event. The event attracts aviation enthusiast more than the news agencies since the SANDF has made it difficult for the mainstream media to have access to the information. The media can only report what they get access to which most of time is negative toward the army. It looks like the media has only negative views about the army. News agencies’ request a clear line of communication between the media and the Army for next year’s Armed Force Day. Below is the media’s suggested communication strategy;

*“. Have a media centre at the point of arrival and have that communicated to the members of the media when they have applied for accreditation, and then just explain the itinerary sort of ...arrival 9 o’clock and you are going here doing this just so to have an idea and you can actually plan and explain to your editors what the day is going to entail as opposed to rocking up and figuring out a story. Who do we speak to, just general facilitation, access that we need and the itinerary is really important.”*



## 6. Conclusions and recommendations

Armed Forces Day was instituted as an annual event by former President Jacob Zuma in 2012, when he proclaimed that AFD will be observed and commemorated each year on February 21<sup>st</sup>. The event would tie in with the commemoration of South Africa's biggest naval tragedy ever – the sinking of the troopship SS Mendi in the English Channel on this day in 1917. The event would form part of the SANDF's efforts to educate the public and ensure stronger public awareness, understanding and support for the SANDF. Each of the country's nine provinces would play host to the event on a rotational basis. On 21 February 2020, AFD was held in Limpopo in the city of Polokwane.

The 2020 AFD was received positively, rated highly, and had a positive impact on the residents of Polokwane, especially those who attended the events. There is no doubt that it boosted the image of the SANDF, with people especially impressed with the military hardware, technical skills and discipline on display. People who attended the events generally felt that it raised the profile of the SANDF and that it helped eliminate misconceptions, especially among the youth, that the SANDF was just about "violence and war".

The majority of the population in the city reported that they were fully aware (70%) and 17% were somewhat aware of the events. Only a relatively small share (22%) of the public said that they were not aware of the events under discussion. From a comparative perspective, levels of cognizance were similar to 2018 when the event was hosted in Kimberley. Much lower levels of cognizance were noted in Cape Town AFD. In that round of the AFDHS, half of the metropolitan stated that they were not aware of the AFD 2019. This notable variation is in all likelihood an issue of scale. In a smaller city and municipal context, it is easier for the SANDF to have a greater reach with its communication campaigns, and promote both greater awareness and visibility of AFD events and activities. By contrast, hosting such events in a large metropolitan municipality presents a range of additional logistical challenges, ranging from sensitizing the local public to the various activities on offer, motivating attendance, and ensuring ease of access to different venues.

Similarly, attendance was much higher in Kimberley (33%) and Limpopo (24%) relative to that recorded in Cape Town (13%). Based on the patterning of results presented throughout this report, it is our contention that the micro-level socio-economic and cultural impact of hosting Armed Forces Day events in smaller host cities is likely to be instrumentally greater and more enduring than in metropolitan locations. Smaller urban centres also do not have the added complexity typically encountered in metropolises of multiple events continuously competing for the attention and active participation of the metropolitan resident.

From a communications standpoint, the spatial and rural/urban character of the host city has an appreciable bearing on the nature of the campaign required to effectively inform the public and encourage turnout at AFD events. Interestingly, in Polokwane it was radio that influenced attendance the most, more so than television which influenced attendance the most in both Kimberley and Cape Town. The dominant explanation for non-participation in AFD 2020 offered by people from Limpopo was a lack of time and essentially work and educational commitments.

Limpopo residents overwhelmingly believed that AFD 2020 raised the profile of the SANDF, united South Africans behind the SANDF, gave the SANDF an opportunity to showcase its



military equipment and interact with communities, showcased job opportunities and demonstrated military combat readiness and as a result increased pride in the SANDF and helped generate knowledge of the SANDF. The success of each of the above elements was determined using a 0 to 10 scoring approach, with higher numbers representing more positive appraisals. On average, attendees provided a score for each of the different dimensions exceeding 9 out of 10 on the scale. The results convincingly demonstrate that attendees believed the SANDF met these key objectives. This evaluation was similar to what was found in Kimberley and one unit higher than the evaluations in Cape Town (where the score was on average 8 out of 10). These findings convey the message that the public attending the Limpopo AFD 2020 events generally believed that it was as a success in achieving a range of outcomes.

AFD 2020 attendees felt that the SANDF was successful in its messaging on diversity, effectiveness and career opportunities. A majority (85%) of adult residents believed that transformation within the military was progressing well, that racial discrimination was not common and that women could and should serve in the SANDF. With regards to all evaluative aspects of this report, including pride and trust in the SANDF, importance of Armed Forces Day type events, benefits to the host city, justification of defence spending on AFD events and a desire to attend SANDF events in future Polokwane residents were very positive. Knowledge transfer was also evident during AFD 2020 event.

A finding of this report which was also evident in the previous reports was that the minority race groups were generally less positive about SANDF events and less positive about the SANDF than black African adults.

## Recommendations

- **Locational choices.** When considering Armed Forces Days, priority should be given to **small and medium-sized urban centres**. The impact and socio-economic benefits are more pronounced in a smaller sized urban setting. A global positive transfer of attitudes (to non-attendees) are also more likely to occur in a smaller contained urban environment than in a metro or large urban city.
- The **magnitude of this event** was one of the contributing success factors. Showcasing different military hardware and artillery, such as armed vehicles, helicopters, and aeroplanes and its human resources, in the form of marching troop, were impressive to the extent that people experienced a surge of pride, recognising and acknowledging its magnitude. It is therefore a recommendation that despite the costs involved, AFDs should continue to be presented on this scale and should be seen as an opportunity to bolster its hardware and other resources.
- Many reflected on the **professionalism and conduct of SANDF personnel**. The importance of this component should not be disregarded since it seems to have a bearing on overall perceptions and seems to linger as lasting impressions.
- **More loudspeakers and big screens** should be strategically placed on the main route of the Armed Forces Day military parade so that the President and other speakers are clearly audible.
- The **Fun Run** is a unique activity that can be amplified by marketing this event among those who do Park runs. This event creates a unique opportunity for the public to



interact with the SANDF. In 2019 SANDF personnel participated in the fun run and this was appreciated by the participants with one participant stating that “this event was one of a kind” and another saying it was nice to “see our military ladies and gentleman doing their thing outside”. At the 2020 event, this event coincided with the Park Run and many people attended this event, partly because it was tailored to the Park Run. This fun run is very successful and should be continued.

- Learners have been identified as important constituents that can benefit from Armed Forces Day week activities. Secondary school learners, in particular, are invited to attend and special efforts are made to expose them to careers in the SANDF. This has been, and remain, one of the most valuable and critical contributions of AFD events. Learners are generally unaware of many of the careers offered by the SANDF and has an image of the military as a dangerous entity. By exposing these learners to the SANDF they gain a new perspective on the SANDF and also possible careers. The SANDF should therefore continue to target learners as an important group. SANDF personnel should be alerted to the impact they have on these youngsters and should continue to conduct themselves in a friendly and positive light since it leaves a lasting impression on these youngsters.

#### **Addressing non-participation / improving participation rates.**

Based on an examination of the reasons provided in the household survey for non-participation in any of the SANDF Armed Forces Day week events and activities by those residing in and around host cities, the following suggestions are made for consideration by the SANDF in planning for future such events:

- The introduction of an **after-hours programme of activities** at the Fan Park during the course of the week that focuses on providing local residents with work and other commitments during office hours an opportunity to experience different displays and activities. This could run for several hours (say 17:00 – 20:00) on either certain or all days during which the Fan Park operates. The experience of the night shoot event, which was the most positively evaluated AFD 2019 activity, speaks to the importance of an after-hours programme.
- Developing a **SANDF public transportation service** that would be freely provided, and based on well demarcated routes and at scheduled times throughout the host town / city and its vicinity. It is envisaged that this would operate during the Fan Park operating hours and facilitate the moving of people to and from their places of residence to the other satellite activities and events.
- Particular attention should be devoted to developing a **plan for those with special needs, in particular persons with disabilities and the elderly**. This would involve special SANDF transportation with chaperones to and from the Fan Park and other event venues. Logistics should also include special access and space at the venues, as well as the provision of meals.
- Consideration could be given to **showcasing the Military Health Service** by setting up mobile SANDF clinic services during Armed Forces Week, at the Fan Park and/or in strategic



locations in areas around the host town/city. This would be an important form of community exposure to this branch of the SANDF.

- From a communications strategy perspective, it is important to ensure that there is **wide dissemination of a schedule of Armed Forces Week events and activities** at key public installations around the host town/community so as to enhance public awareness.
- Try to ensure that **adequate provision for inclement weather** is made at the venues selected for the SANDF activities. This would include adequate shade, shelter or other arrangements for attendees during times of extreme heat, rainstorms and cold spells.

#### **Improving visibility from the media**

- The **media** is powerful and influential, both in terms of negative and positive news. According to media representatives, AFD offers an opportunity to showcase the SANDF in a positive light but in order to do this, the media should be properly and timeously briefed about events happening. One media representative suggested a media centre where journalists and photographers can get information from a central source. For instance, media about a female pilot flying a jet could be a positive story that could be followed up in the media.





## Appendices

### Appendix A: Event Survey questionnaire



# ARMED FORCES DAY (2020) EVENT SURVEY QUESTIONNAIRE

Questionnaire number:

RESPONDENTS AGED 16 YEARS +

Good (morning/afternoon/evening), I'm \_\_\_\_\_ from the Human Sciences Research Council (HSRC) and I am conducting a survey on behalf of the South African National Defence Force (SANDF). The aim of this survey is to determine the impact of events and activities around Armed Forces Day 2020 on Polokwane and its residents. To obtain reliable, scientific information we request that you answer the questions that follow as honestly as possible. Your opinion is important in this research. You have been randomly selected for the purpose of this survey. The information you give to us will be kept confidential. You will not be identified by name or address in the survey or in any of the reports we plan to write.

#### INTERVIEW DETAILS

INTERVIEW DATE:

(dd/mm/yy)

INTERVIEW START TIME:

(hour : minute)

Name of interviewer:

Type of Armed Forces Day event respondent is being interviewed at.

AFD Military Parade & Wreath Laying, Suid Street (CBD), Polokwane (21 February)	1
AFD Military Parade & Wreath Laying live streaming at Polokwane Cricket Club (21 February)	2
Fan Park at Polokwane Cricket Club (14-19 February)	3
Fun Run/Walk (SANDF & CISM) at the Old Peter Mokaba Stadium (15 February)	4
Military Music Concert at Ngoako Ramathodi Hall, Seshego (17 February)	5
Military Music Concert live streaming at Seshego Stadium (17 February)	6
Sports Clinics at Old Peter Mokaba Stadium and Polokwane Swimming Pool (17-19 February)	7
Other (specify)	9



1. How proud are you of the South African National Defence Force?

Very proud	1
Somewhat proud	2
Not very proud	3
Not proud at all	4
(Can't choose)	8

<Conceptual construct: pride/identity; ISSP / SASAS Citizenship 2003, 2013 (minor phrase change); SASAS SANDF 2014, 2017; SANDF AFD 2018 and 2019 events surveys>

2. Indicate the extent to which you trust or distrust the South African National Defence Force at present?

Strongly trust	1
Trust	2
Neither trust nor distrust	3
Distrust	4
Strongly distrust	5
(Do not know)	8

<Conceptual construct: Overall confidence in the SANDF; SASAS 2003-2017> [Old item: SASAS 2014/2017]

3. Apart from today, have you personally ever attended any other event that showcases the SANDF (such as SANDF shows, SANDF exhibits, etc.)?

Yes, I have attended in the past year	1
Yes, I have attended it in the last 5 years	2
Yes, I have attended but it was more than 5 years ago	3
No, I have not attended such events before	4
(Do not know)	8

<Conceptual construct: Past attendance at SANDF events>

4. All things considered, how satisfied are you with your overall experience of the SANDF Armed Forces Day event you have attended today? Please answer using this card, where 0 means extremely dissatisfied and 10 means extremely satisfied.

<b>Extremely dissatisfied</b>											<b>Extremely satisfied</b>	(Refusal)	(Do not know)
00	01	02	03	04	05	06	07	08	09	10	77	88	

<Conceptual construct: Overall evaluation of SANDF Armed Forces Day event>

5. What aspects of the Armed Forces Day event did you enjoy the most? Please provide up to three answers

INTERVIEWER: PLEASE WRITE DOWN THE ANSWER OF THE RESPONDENT IN THE SPACE PROVIDED BELOW. IF NECESSARY PROBE: ANYTHING ELSE?



<Conceptual construct: Positive evaluations>

6. What aspects of the Armed Forces Day event did you enjoy the least? Please provide up to three answers

**INTERVIEWER: PLEASE WRITE DOWN THE ANSWER OF THE RESPONDENT IN THE SPACE PROVIDED BELOW. IF NECESSARY PROBE: ANYTHING ELSE?**

<Conceptual construct: Negative evaluations>

7. Which of the following media most influenced your decision to attend the Armed Forces Day event today?

**INTERVIEWER: MULTIPLE RESPONSES ALLOWED - CIRCLE ALL THAT APPLY**

a	Newspapers	01
b	Television	02
c	Radio	03
d	Posters/billboards	04
e	Pamphlets	05
f	SANDF website or another website	06
g	Social media, such as twitter and Facebook	07
h	Word of mouth	08
i	Civil society organizations (e.g. churches, residents' associations etc.)	09
j	Other (SPECIFY)...	66
k	(Don't know)	88

<Conceptual construct: Informational exposure and influence>

Please tell me to what extent you agree or disagree with each of the following statements about your experience of Armed Forces Day. Choose your answer from a scale where 0 means you completely disagree with the statement and 10 means you agree completely.

		Completely disagree										Completely agree	(Can't Choose)
8.	Armed Forces Day has raised the profile of the SANDF	00	01	02	03	04	05	06	07	08	09	10	88
9.	Armed Forces Day has allowed the SANDF an opportunity to interact with communities	00	01	02	03	04	05	06	07	08	09	10	88
10.	Armed Forces Day has helped South Africans to feel proud of the country	00	01	02	03	04	05	06	07	08	09	10	88
11.	Armed Forces Day has united South Africans behind the SANDF	00	01	02	03	04	05	06	07	08	09	10	88
12.	Armed Forces Day has given the SANDF an opportunity to	00	01	02	03	04	05	06	07	08	09	10	88



	showcase its latest military equipment and power																
13.	Armed Forces Day has showcased job opportunities within the SANDF	00	01	02	03	04	05	06	07	08	09	10	11	88			
14.	Armed Forces Day has helped me gain knowledge of the SANDF	00	01	02	03	04	05	06	07	08	09	10	11	88			
15.	Armed Forces Day has demonstrated military combat readiness	00	01	02	03	04	05	06	07	08	09	10	11	88			
16.	Armed Forces Day has reminded me of the past	00	01	02	03	04	05	06	07	08	09	10	11	88			

<Conceptual construct: Evaluation of SANDF Armed Forces Day outcomes against objectives>

**How successful or unsuccessful do you think that the Armed Forces Day event has been in demonstrating that...?**

		Very successful	Somewhat successful	Neither successful nor unsuccessful	Somewhat unsuccessful	Very unsuccessful	(Don't know)
17.	...the SANDF is representative of all South Africans	1	2	3	4	5	8
18.	...the SANDF offers good career opportunities for youth	1	2	3	4	5	8
19.	...the SANDF offers good career opportunities for women	1	2	3	4	5	8
20.	...the SANDF is professional and disciplined	1	2	3	4	5	8

<Conceptual construct: Evaluation of SANDF Armed Forces Day in promoting messages of diversity, effectiveness and career opportunities>

**21. To what extent do you feel that it is important for the SANDF to showcase its operations through shows, exhibitions and Armed Forces Days?**

Very important	1
Fairly important	2
Important	3
Neither nor	4
Not important	5
Not important at all	8
(Don't Know)	

<Conceptual construct: importance of such events; New item: SASAS 2017>



**22. Taking into account all that you know about Armed Forces Day and thinking about your own experience, would you say that the costs of these SANDF events are justifiable or not?**

Definitely justifiable	1
Somewhat justifiable	2
Not really justifiable	3
Not at all justifiable	4
(Do not know)	8

<Conceptual construct: expenditure on such events; newly designed>

**23. Please say whether you would like to see more or less spending by the SANDF on shows, exhibitions and Armed Forces Days?**

Spend much more	1
Spend more	2
Spend the same as now	3
Spend less	4
Spend much less	5
(Can't choose)	8

<Conceptual construct: expenditure on such events; SASAS 2014/2017>

**24. To what extent do you agree or disagree that the SANDF Armed Forces Day event has brought socio-economic benefits to Polokwane?**

Strongly agree	1
Agree	2
Neither agree nor disagree	3
Disagree	4
Strongly disagree	5
(Do not know)	8

<Conceptual construct: Benefit to the host community; newly designed for AFD 2018>

**25. Please give reasons for your answer.**

**INTERVIEWER: PLEASE WRITE DOWN THE ANSWER OF THE RESPONDENT IN THE SPACE PROVIDED BELOW. IF NECESSARY PROBE: ANYTHING ELSE?**

<Conceptual construct: Benefit to the host community; newly designed for AFD 2018>

**26. In future, would you be interested in attending other similar events that showcase the SANDF (such as SANDF shows, SANDF exhibits, etc.)?**

Definitely	1
Possibly	2
Possibly not	3
Definitely not	4
(Do not know)	8

<Conceptual construct: personal desire to attend such events in future; newly designed for AFD 2018>



**RESPONDENT CHARACTERISTICS**

**27. Gender of respondent**

Male	1
Female	2

**28. Race of respondent**

Black African	1
Coloured	2
Indian/Asian	3
White	4
Other	5

**29. Age of respondent in completed years**

			Years
--	--	--	-------

(Don't know) = 998

**30. Have you personally ever had any military experience or training?**

Yes, before 1994	1
Yes, after 1994	2
Yes, both before and after 1994	3
No, never	4
(Do not know)	8

< Conceptual construct = contact/experience > [Old item: SASAS 2014/2017]

**31. Has a family member or close friend ever had any military experience or training?**

Yes, before 1994	1
Yes, after 1994	2
Yes, both before and after 1994	3
No, never	4
(Do not know)	8

< Conceptual construct = contact/experience > [Old item: SASAS 2014/2017]

**32. What is the highest level of education that you have ever completed?**

No schooling	00
Grade R/ Grade 0	01
Grade 1/ Sub A/Class 1	02
Grade 2 / Sub B/Class 2	03
Grade 3/Standard 1/ ABET 1 (Kha Ri Gude, Sanli)	04
Grade 4/ Standard 2	05
Grade 5/ Standard 3/ ABET 2	06
Grade 6/Standard 4	07
Grade 7/Standard 5/ ABET 3	08
Grade 8/Standard 6/Form 1	09
Grade 9/Standard 7/Form 2/ ABET 4	10
Grade 10/ Standard 8/ Form 3	11
Grade 11/ Standard 9/ Form 4	12
Grade 12/Standard 10/Form 5/Matric	13
NTC 1/ N1/NC (V) Level 2	14
NTC 2/ N2/ NC (V) Level 3	15



NTC 3/ N3/NC (V) Level 4	16
N4/NTC 4	17
N5/NTC 5	18
N6/NTC 6	19
Diploma	20
Advanced diploma (AD)	21
Bachelor degree	22
Post graduate diploma (PGD)	23
Honours degree	24
Master degree	25
Doctorate degree, Laureatus in Technology	26
Other (specify)	27
(Do not know)	88

**33. What language do you speak mostly at home?**

Sesotho	01
Setswana	02
Sepedi	03
Siswati	04
IsiNdebele	05
IsiXhosa	06
IsiZulu	07
Xitsonga	08
Tshivenda/Lemba	09
Afrikaans	10
English	11
Other African language	12
European language	13
Indian language	14
Other (specify) .....	15

**34. What is your current employment status? (Which of the following best describes your present work situation?)**

Employed full time	01
Employed part time	02
Employed less than part time (casual work/piecework)	03
Temporarily sick	04
Unemployed, not looking for work	05
Unemployed, looking for work	06
Pensioner (aged/retired)	07
Permanently sick or disabled	08
Housewife, not working at all, not looking for work	09
Housewife, looking for work	10
Student/learner	11
Other (specify) .....	12

**We are now asking questions that are sensitive and we hope you will assist us with answers. We just want to remind you again that the information is confidential.**



35. Would you say that you and your family are...

Wealthy	1
Very comfortable	2
Reasonably comfortable	3
Just getting along	4
Poor	5
Very poor	6

36. Please give me the letter that best describes your **PERSONAL TOTAL MONTHLY INCOME** before tax and other deductions. Please include all sources of income i.e. salaries, pensions, income from investment, etc.

	No income	01
<b>K</b>	R1 – R500	02
<b>L</b>	R501 –R750	03
<b>M</b>	R751 – R1 000	04
<b>N</b>	R1 001-R1 500	05
<b>O</b>	R1 501 – R2 000	06
<b>P</b>	R2 001 – R3 000	07
<b>Q</b>	R3 001 – R5 000	08
<b>R</b>	R5 001 – R7 500	09
<b>S</b>	R7 501 – R10 000	10
<b>T</b>	R10 001 – R15 000	11
<b>U</b>	R15 001 – R20 000	12
<b>V</b>	R20 001 – R30 000	13
<b>W</b>	R30 001 – R50 000	14
<b>X</b>	R 50 001 +	15
	(Refuse to answer)	97
	(Uncertain/Don't know)	98

**THANK YOU FOR YOUR COOPERATION**





### Appendix B: Household Survey questionnaire



## ARMED FORCES DAY (2020) HOUSEHOLD SURVEY QUESTIONNAIRE

### RESPONDENTS AGED 16 YEARS +

Good (morning/afternoon/evening), I'm \_\_\_\_\_ from the Human Sciences Research Council (HSRC) and I am conducting a survey on behalf of the South African National Defence Force (SANDF). As you might be aware, Armed Forces Day was held in Polokwane in February 2020 and the aim of this survey is to determine the impact of events and activities around Armed Forces Day 2020 on Polokwane and its residents. To obtain reliable, scientific information we request that you answer the questions that follow as honestly as possible. Your opinion is important in this research. The area in which you live and you yourself have been selected randomly for the purpose of this survey. The fact that you have been chosen is thus quite coincidental. The information you give to us will be kept confidential. You and your household members will not be identified by name or address in any of the reports we plan to write.

#### PARTICULARS OF VISITS

	DAY	MONTH	TIME STARTED		TIME COMPLETED		**RESPONSE	
			HR	MIN	HR	MIN		
First visit	<input type="text"/>	<input type="text"/>	<input type="text"/> 2020		<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Second visit	<input type="text"/>	<input type="text"/>	<input type="text"/> 2020		<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Third visit	<input type="text"/>	<input type="text"/>	<input type="text"/> 2020		<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

<b>**RESPONSE CODES</b>	
Completed questionnaire	= 01
Partially completed questionnaire (specify reason)	= 02
<u>Revisit</u>	
Appointment made	= 03
Selected respondent not at home	= 04
No one home	= 05
<u>Do not qualify</u>	
Vacant house/flat/stand/not a house or flat/demolished	= 06
No person qualifies according to the survey specifications	= 07
Respondent cannot communicate with interviewer because of language	= 08
Respondent is physically/mentally not fit to be interviewed	= 09
<u>Refusals</u>	
Contact person refused	= 10
Interview refused by selected respondent	= 11
Interview refused by parent	= 12
Interview refused by other household member	= 13
<u>OFFICE USE</u>	= 14

STRICTLY CONFIDENTIAL



Name of interviewer .....

Number of interviewer


Checked by

Signature of supervisor \_\_\_\_\_

**FIELDWORK CONTROL**

CONTROL	YES	NO	REMARKS
Personal	1	2	
Telephonic	1	2	
Name	SIGNATURE		
.....	DATE ...../...../.....2020		

**RESPONDENT SELECTION PROCEDURE**

Number of households at visiting point

--	--

Number of persons 16 years and older at visiting point

--	--

*Please list all persons at the visiting point/on the stand who are 16 years and older and were resident 15 out of the past 30 days. Once this is completed, use the Kish grid on next page to determine which person is to be interviewed.*

Names of Persons Aged 16 and Older	
	01
	02
	03
	04
	05
	06
	07
	08
	09
	10
	11
	12
	13
	14
	15
	16
	17
	18
	19
	20
	21
	22
	23
	24
	25

NAME OF RESPONDENT:
ADDRESS OF RESPONDENT:
.....
.....
TEL NO.:



**GRID TO SELECT RESPONDENT**

NUMBER OF QUESTIONNAIRE				NUMBER OF PERSONS FROM WHICH RESPONDENT MUST BE DRAWN																								
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
1	26	51	76	1	1	1	3	2	4	1	3	5	8	6	5	12	10	1	6	8	7	19	19	13	21	13	24	25
2	27	52	77	1	2	3	4	3	1	2	2	3	4	8	3	7	2	5	14	4	15	4	8	6	16	14	22	19
3	28	53	78	1	1	2	1	4	2	7	6	9	3	5	11	2	1	3	11	7	10	16	16	10	5	2	2	3
4	29	54	79	1	2	3	2	1	3	5	8	6	2	4	2	4	8	11	10	16	6	9	10	15	11	12	11	18
5	30	55	80	1	1	1	4	5	6	3	5	7	5	9	8	14	3	2	13	5	18	1	4	1	20	11	5	24
6	31	56	81	1	2	2	2	3	5	7	7	8	7	1	4	9	14	8	2	17	17	14	12	14	22	10	3	14
7	32	57	82	1	2	1	1	4	1	4	1	4	6	3	6	5	7	13	9	2	3	13	14	8	2	7	20	4
8	33	58	83	1	1	2	3	2	5	1	4	2	1	7	10	6	5	4	15	10	5	2	13	4	17	5	17	8
9	34	59	84	1	1	3	2	5	6	2	2	1	9	10	1	10	4	6	6	1	9	10	1	5	6	9	1	12
10	35	60	85	1	2	2	4	1	3	3	6	9	10	11	12	3	9	15	7	8	11	6	3	9	4	3	10	1
11	36	61	86	1	1	1	3	1	4	5	3	1	6	2	9	13	11	14	4	11	4	15	15	17	1	1	23	2
12	37	62	87	1	2	3	1	3	2	7	5	6	5	7	7	8	6	10	3	3	1	12	20	7	13	22	12	16
13	38	63	88	1	1	2	1	5	3	6	4	3	4	6	2	11	13	12	1	15	8	7	2	12	15	21	13	7
14	39	64	89	1	2	3	2	4	1	4	7	8	2	5	6	11	12	9	16	13	16	11	18	18	14	16	18	23
15	40	65	90	1	2	1	4	2	4	3	8	7	7	11	1	3	5	7	12	14	13	8	17	20	19	20	19	11
16	41	66	91	1	1	3	3	1	6	5	1	5	9	10	3	2	11	13	8	12	12	5	6	21	8	8	4	15
17	42	67	92	1	1	2	2	3	4	2	6	2	3	2	12	5	2	10	13	5	8	18	9	16	10	17	16	20
18	43	68	93	1	2	1	4	2	6	4	1	4	8	9	10	7	9	3	12	12	9	7	20	19	9	19	21	13
19	44	69	94	1	2	2	1	3	5	2	8	9	10	4	9	8	13	1	1	14	10	19	10	11	18	15	7	6
20	45	70	95	1	1	3	2	5	4	1	3	8	1	3	8	6	6	9	5	7	13	4	15	1	7	22	15	21
21	46	71	96	1	1	1	2	5	1	7	2	3	2	1	11	4	7	5	3	2	1	3	12	18	5	19	14	9
22	47	72	97	1	2	1	3	1	3	2	6	2	1	8	7	1	4	2	11	8	2	17	4	17	21	16	3	5
23	48	73	98	1	2	3	4	2	2	6	7	7	8	3	4	9	3	6	2	11	11	16	2	8	11	23	6	22
24	49	74	99	1	1	2	1	4	6	3	5	5	3	1	5	13	1	14	8	14	6	15	9	14	3	6	9	17
25	50	75	100	1	1	2	3	3	2	4	6	4	7	5	3	12	12	12	4	6	2	17	11	2	12	4	8	10



**ARMED FORCES DAY HOUSEHOLD SURVEY QUESTIONNAIRE: FEB/MAR 2020**

Number of persons in this household

Number of persons 16 years and older in this household


**INTERVIEWER: PLEASE CIRCLE APPROPRIATE CODES**

Household schedule	Write in from oldest (top) to youngest (bottom)	Person number	Household head	How old is [name]? (in completed years; less than 1 year =00)	Is [name] a male or a female?  M=1 F=2	What population group does [name] belong to?	What is [name]'s relationship to the respondent
<p><i>Please list all persons in the household who eat from the same cooking pot and who were resident 15 out of the past 30 days</i></p> <p><i>Note: Circle the number next to the name of the household head.</i></p>		01	01				
		02	02				
		03	03				
		04	04				
		05	05				
		06	06				
		07	07				
		08	08				
		09	09				
		10	10		a.		
		11	11				
		12	12				
		13	13				
		14	14				
		15	15				
		16	16				
		17	17				
		18	18				
		19	19				
		20	20				
		21	21				
		22	22				
		23	23				
		24	24				
		25	25				

Population Group
1 = Black African
2 = Coloured
3 = Indian or Asian
4 = White
5 = Other ( <i>specify</i> )

Relationship to respondent codes
1 = Respondent
2 = Wife or husband or partner
3 = Son/daughter/stepchild/adopted child/foster child
4 = Father/mother/ step father/step mother
5 = Brother/sister/step brother/step sister
6 = Grandchild/great grandchild
7 = Grandparent/great grandparent
8 = Mother- or father-in-law
9 = Son- or daughter-in-law
10 = Brother- or sister-in-law
11 = Other relation (e.g. aunt/uncle)
12 = Non-relation



**1. How proud are you of the South African National Defence Force?**

Very proud	1
Somewhat proud	2
Not very proud	3
Not proud at all	4
(Can't choose)	8

**2. Indicate the extent to which you trust or distrust the South African National Defence Force at present?**

Strongly trust	1
Trust	2
Neither trust nor distrust	3
Distrust	4
Strongly distrust	5
(Do not know)	8

**3. The SANDF recently hosted Armed Forces Day 2020 in Polokwane. Please tell me the extent to which you were aware of this event.**

Fully aware	1
Somewhat aware	2
Not aware at all (Skip to Q 5)	3

**4. From which of the following sources did you get information about Armed Forces Day (Polokwane)?**

a	Newspapers	01
b	Television	02
c	Radio	03
d	Posters/billboards	04
e	Pamphlets	05
f	SANDF website or another website	06
g	Social media, such as twitter and Facebook	07
h	Word of mouth	08
i	Civil society organizations (e.g. churches, residents' associations etc.)	09
j	Other (SPECIFY)...	66
k	(Don't know)	88

**5. Did you attend any of the Armed Forces Day 2020 events and activities?**

Yes	1	Ask Q.6
No	2	Skip to Q 19

**6. Which of the following Armed Forces Day activities did you attend?**

**INTERVIEWER: MULTIPLE RESPONSES ALLOWED. CIRCLE ALL THAT APPLY.**

a.	AFD Military Parade & Wreath Laying, Suid Street (CBD), Polokwane (21 February)	1
b.	AFD Military Parade & Wreath Laying live streaming at Polokwane Cricket Club (21 February)	2
c.	Fan Park at Polokwane Cricket Club (14-19 February)	3
d.	Fun Run/Walk (SANDF & CISM) at the Old Peter Mokaba Stadium (15 February)	4
e.	Military Music Concert at Ngoako Ramathodi Hall, Seshego (17 February)	5
f.	Military Music Concert live streaming at Seshego Stadium (17 February)	6
g.	Sports Clinics at Old Peter Mokaba Stadium and Polokwane Swimming Pool (17-19 February)	7
h.	Other (specify)	9



7. Which of the following media most influenced your decision to attend the Armed Forces Day event?

**INTERVIEWER: MULTIPLE RESPONSES ALLOWED - CIRCLE ALL THAT APPLY**

a	Newspapers	01
b	Television	02
c	Radio	03
d	Posters/billboards	04
e	Pamphlets	05
F	SANDF website or another website	06
g	Social media, such as twitter and Facebook	07
h	Word of mouth	08
I	Civil society organizations (e.g. churches, residents' associations etc.)	09
J	Other (SPECIFY)...	66
k	(Don't know)	88

8. All things considered, how satisfied are you with your overall experience of the SANDF Armed Forces Day 2020 event? Please answer using this card, where 0 means extremely dissatisfied and 10 means extremely satisfied.

<b>Extremely dissatisfied</b>												<b>Extremely satisfied</b>	(Refusal)	(Do not know)
00	01	02	03	04	05	06	07	08	09	10			77	88

9. What aspects of the Armed Forces Day events did you enjoy the most? Please provide up to three answers

**INTERVIEWER: PLEASE WRITE DOWN THE ANSWER OF THE RESPONDENT IN THE SPACE PROVIDED BELOW. IF NECESSARY PROBE: ANYTHING ELSE?**

10. What aspects of the Armed Forces Day events did you enjoy the least? Please provide up to three answers

**INTERVIEWER: PLEASE WRITE DOWN THE ANSWER OF THE RESPONDENT IN THE SPACE PROVIDED BELOW. IF NECESSARY PROBE: ANYTHING ELSE?**



Please tell me to what extent you agree or disagree with each of the following statements about your experience of Armed Forces Day. Choose your answer from a scale where 0 means you completely disagree and 10 means you completely agree.

		Completely disagree										Completely agree	(Can't Choose)
11.	Armed Forces Day has raised the profile of the SANDF	00	01	02	03	04	05	06	07	08	09	10	88
12.	Armed Forces Day has allowed the SANDF an opportunity to interact with communities	00	01	02	03	04	05	06	07	08	09	10	88
13.	Armed Forces Day has helped South Africans to feel proud of the country	00	01	02	03	04	05	06	07	08	09	10	88
14.	Armed Forces Day has united South Africans behind the SANDF	00	01	02	03	04	05	06	07	08	09	10	88
15.	Armed Forces Day has given the SANDF an opportunity to showcase its latest military equipment and power	00	01	02	03	04	05	06	07	08	09	10	88
16.	Armed Forces Day has showcased job opportunities within the SANDF	00	01	02	03	04	05	06	07	08	09	10	88
17.	Armed Forces Day has helped me gain knowledge of the SANDF	00	01	02	03	04	05	06	07	08	09	10	88
18.	Armed Forces Day has demonstrated military combat readiness	00	01	02	03	04	05	06	07	08	09	10	88

→ ANSWER Q18, AND THEN SKIP TO Q.23

19. Please give the reasons why you did not attend any of the Armed Forces Day 2020 activities.

INTERVIEWER: PLEASE WRITE DOWN THE ANSWER OF THE RESPONDENT IN THE SPACE PROVIDED BELOW. IF NECESSARY PROBE: ANYTHING ELSE?

20. Did any of your family members or friends attend any of the Armed Forces Day events in Polokwane?

Yes	1
No	2

Skip to Q.22



**21. Was their experience of Armed Forces Day positive or negative?**

Very positive	1
Positive	2
Neither positive nor negative	3
Negative	4
Very negative	5
(Do not know/They did not say)	8

**22. In your opinion what can the SANDF do to encourage you attend event that showcases the military (such as SANDF shows, SANDF exhibits, etc.)?**

**ASK ALL:**

**23. Apart from Armed Forces Day (2020), have you personally ever attended any other event that showcases the SANDF (such as SANDF shows, SANDF exhibits, etc.)?**

Yes, I have attended in the past year	1
Yes, I have attended it in the past 5 years	2
Yes, I have attended it in the more distant past (more than 5 years ago)	3
No, I have never attended but would be interested in attending in future	4
No, I have never attended and would not be interested in attending such events	5
(Do not know)	8

**24. To what extent do you feel that it is important for the SANDF to showcase its operations through shows, exhibitions and Armed Forces Days?**

Very important	1
Fairly important	2
Important	3
Neither nor	4
Not important	5
Not important at all	8
(Don't know)	88

**25. To what extent do you agree or disagree that enough information was provided about the Armed Forces Day events that took place in Polokwane?**

Strongly agree	1
Agree	2
Neither agree nor disagree	3
Disagree	4
Strongly disagree	5
(Do not know)	8





There are different reasons why it is important for the SANDF to hold events such as Armed Forces Day. In your view how important are each of the following as reasons why the SANDF should hold shows and exhibitions. Choose your answer from a scale where 0 is not important at all and 10 is extremely important. Shows are important because....

		Not important at all										Extremely important	(Can't Choose)
26.	It raises the profile of the SANDF	00	01	02	03	04	05	06	07	08	09	10	88
27.	It allows the SANDF an opportunity to interact with communities	00	01	02	03	04	05	06	07	08	09	10	88
28.	It helps South Africans to feel proud of the country	00	01	02	03	04	05	06	07	08	09	10	88
29.	It unites South Africans behind the SANDF	00	01	02	03	04	05	06	07	08	09	10	88
30.	It gives the SANDF an opportunity to showcase its latest military equipment and power	00	01	02	03	04	05	06	07	08	09	10	88
31.	It showcases job opportunities within the SANDF	00	01	02	03	04	05	06	07	08	09	10	88
32.	It helps ordinary people to gain knowledge of the SANDF	00	01	02	03	04	05	06	07	08	09	10	88
33.	It demonstrates military combat readiness	00	01	02	03	04	05	06	07	08	09	10	88

34. Taking into account all that you know about Armed Forces Day and thinking about your own experiences, would you say that the costs of these SANDF events are justifiable or not?

Definitely justifiable	1
Somewhat justifiable	2
Not really justifiable	3
Not at all justifiable	4
(Do not know)	8

35. Please say whether you think the SANDF should spend more or less on shows and exhibitions?

Spend much more	1
Spend more	2
Spend the same as now	3
Spend less	4
Spend much less	5
(Can't choose)	8

36. We would like to know what you think Armed Forces Day cost. Many people are not exactly sure about this, but your best guess will be close enough. This may be difficult, but it is very important. So please try. Do you think it cost...

Less than a R1 million	1
Between R1 million and R5 million	2
Between R5 million and R10 million	3
Between R10 million and R20 million	4
More than R20 million	5
(Don't know/Can't choose)	8



37. To what extent do you agree or disagree that the SANDF Armed Forces Day event has brought socio-economic benefits to Polokwane?

Strongly agree	1
Agree	2
Neither agree nor disagree	3
Disagree	4
Strongly disagree	5
(Do not know)	8

38. Please give reasons for your answer.

**INTERVIEWER: PLEASE WRITE DOWN THE ANSWER OF THE RESPONDENT IN THE SPACE PROVIDED BELOW. IF NECESSARY PROBE: ANYTHING ELSE?**

I would now like to ask some more general questions about your views on defence and the South African National Defence Force (SANDF).

39. Overall, would you say you are very knowledgeable, somewhat knowledgeable, not very knowledgeable, or not at all knowledgeable about the South African National Defence Force?

Very knowledgeable	1
Somewhat knowledgeable	2
Not very knowledgeable	3
Not at all knowledgeable	4
(Don't know)	8

40. Which of the following do you think are branches of the South African National Defence Force?

**INTERVIEWER: MULTIPLE RESPONSES ALLOWED. CIRCLE ALL THAT APPLY.**

a. Air Force	1
b. Army	2
c. Military Health Service	3
d. Navy	4
e. (None of the above)	5
f. (Don't know)	8

41. Compared to before 1994 and considering the degree to which the country is now threatened, to what extent does South Africa still need a strong defence force? A strong national defence force is...

Much needed	1
Needed	2
Neither nor	3
Unnecessary	4
Very unnecessary	5
(Don't Know)	8



42. To what extent do you agree or disagree that there is a role for the South African National Defence Force during times of peace?

Strongly agree	1
Agree	2
Neither agree nor disagree	3
Disagree	4
Strongly disagree	5
(Don't Know)	8

43. Taking into account all the things that you expect the South African National Defence Force (SANDF) to do, to what extent do you believe they are doing a good job or a bad job?

Very good job	1
Good job	2
Neither good nor bad job	3
Bad job	4
Very bad job	5
(Do not know)	8

Think about the job that the South African National Defence Force (SANDF) is doing. As far as you are concerned personally on a scale of 1 to 7, do you think that the SANDF is...?

44.	<b>Fair</b>						<b>Unfair</b>	<b>(Can't Choose)</b>
	1	2	3	4	5	6	7	88

45.	<b>Successful</b>						<b>Unsuccessful</b>	<b>(Can't Choose)</b>
	1	2	3	4	5	6	7	88

46.	<b>Professional</b>						<b>Unprofessional</b>	<b>(Can't Choose)</b>
	1	2	3	4	5	6	7	88

47.	<b>Disciplined</b>						<b>Undisciplined</b>	<b>(Can't Choose)</b>
	1	2	3	4	5	6	7	88



Based on what you have heard or your own experience how successful do you think the South African National Defence Force is in performing the following roles? Choose your answer from a scale where 0 is extremely unsuccessful and 10 is extremely successful.

		Extremely unsuccessful										Extremely successful	(Can't Choose)
48.	Helping other countries in times of disaster or emergency	00	01	02	03	04	05	06	07	08	09	10	88
49.	Defending and protecting South Africa	00	01	02	03	04	05	06	07	08	09	10	88
50.	Peacekeeping in other countries	00	01	02	03	04	05	06	07	08	09	10	88
51.	Safeguarding and patrolling the country's borders	00	01	02	03	04	05	06	07	08	09	10	88
52.	Providing young South Africans with skills, values and discipline	00	01	02	03	04	05	06	07	08	09	10	88

53. There are different opinions as to what it takes to be a good citizen. As far as you are concerned personally, how important is it to be willing to serve in the military at a time of need? Choose your answer from a scale of 1 to 7, where 1 is "not at all important" and 7 is "very important".

Not at all important							Very important	(Can't choose)
1	2	3	4	5	6	7	8	

To what extent do you agree or disagree with the following statements? [Showcard 1]

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	(Do not know)	
54.	I would be proud to be a member of the Defence Force (SANDF)	1	2	3	4	5	8
55.	The SANDF stands up for values that are important to people like me	1	2	3	4	5	8
56.	I support how the SANDF usually performs their functions	1	2	3	4	5	8

57. To what extent do you agree or disagree that the Defence Force is representative of all South Africans?

Strongly agree	1
Agree	2
Neither agree nor disagree	3
Disagree	4
Strongly disagree	5
(Don't Know)	8



**58. Transformation in the Defence Force is....READ OUT...?**

...Progressing very well	1
Progressing well	2
Progressing reasonably well	3
Progressing badly	4
Progressing very badly	5
(Don't Know)	8

**To what extent do you agree or disagree that the SANDF offers good career opportunities...?**

	Strongly agree	Agree	Neither agree nor disagree	Dis-agree	Strongly disagree	(Do not know)
59. ...for people like you?	1	2	3	4	5	8
60. ...for youth?	1	2	3	4	5	8
61. ...for women?	1	2	3	4	5	8

**To what extent do you agree or disagree with the following statements?**

	Strongly agree	Agree	Neither agree nor disagree	Dis-agree	Strongly disagree	(Do not know)
62. Women can perform as well as men in all areas of the military	1	2	3	4	5	8
63. A special attempt should be made to recruit more women into the Defence Force	1	2	3	4	5	8

**64. To what extent do you think racism or racial discrimination occurs in the Defence Force?**

Not at all	1
To a small extent	2
To a fair extent	3
To a considerable extent	4
To a great extent	5
(Don't Know)	8

**65. Please say whether you would like to see more or less government spending in the area of military and defence. Remember that if you say "much more", it might require a tax increase to pay for it.**

Spend much more	1
Spend more	2
Spend the same as now	3
Spend less	4
Spend much less	5
(Can't choose)	8



**RESPONDENT CHARACTERISTICS**

**66. Gender of respondent [copy from contact sheet]**

Male	1
Female	2

**67. Race of respondent [copy from contact sheet]**

Black African	1
Coloured	2
Indian/Asian	3
White	4
Other	5

**68. Age of respondent in completed years [copy from contact sheet]**

<input type="text"/>	<input type="text"/>	<input type="text"/>	Years
----------------------	----------------------	----------------------	-------

(Don't know) = 998

**69. What is your current marital status?**

Married	1
Separated from spouse / partner	2
Divorced	3
Widowed	4
Never married but engaged	5
Never married and not engaged	6
(Refused to answer)	7
(Do not know)	8

**70. Do you have a spouse/partner and if yes, do you share the same household?**

Yes, I have a spouse/partner and we live in the same household	1
Yes, I have a spouse/partner but we don't live in the same household	2
No spouse/partner	3
(Refused)	9

**71. Have you personally ever had any military experience or training?**

Yes, before 1994	1
Yes, after 1994	2
Yes, both before and after 1994	3
No, never	4
(Do not know)	8

**72. Has a family member or close friend ever had any military experience or training?**

Yes, before 1994	1
Yes, after 1994	2
Yes, both before and after 1994	3
No, never	4
(Do not know)	8



**73. What is the highest level of education that you have ever completed?**

No schooling	00
Grade R/ Grade 0	01
Grade 1/ Sub A/Class 1	02
Grade 2 / Sub B/Class 2	03
Grade 3/Standard 1/ ABET 1 (Kha Ri Gude, Sanli)	04
Grade 4/ Standard 2	05
Grade 5/ Standard 3/ ABET 2	06
Grade 6/Standard 4	07
Grade 7/Standard 5/ ABET 3	08
Grade 8/Standard 6/Form 1	09
Grade 9/Standard 7/Form 2/ ABET 4	10
Grade 10/ Standard 8/ Form 3	11
Grade 11/ Standard 9/ Form 4	12
Grade 12/Standard 10/Form 5/Matric	13
NTC 1/ N1/NC (V) Level 2	14
NTC 2/ N2/ NC (V) Level 3	15
NTC 3/ N3/NC (V) Level 4	16
N4/NTC 4	17
N5/NTC 5	18
N6/NTC 6	19
Diploma	20
Advanced diploma (AD)	21
Bachelor's degree	22
Post graduate diploma (PGD)	23
Honours degree	24
Master's degree	25
Doctorate degree, Laureatus in Technology	26
Other (specify)	27
(Do not know)	88

**74. What language do you speak mostly at home?**

Sesotho	01
Setswana	02
Sepedi	03
Siswati	04
IsiNdebele	05
IsiXhosa	06
IsiZulu	07
Xitsonga	08
Tshivenda/Lemba	09
Afrikaans	10
English	11
Other African language	12
European language	13
Indian language	14
Other (specify) .....	15



75. Can you please on a scale of 0 - 10, tell me how religious you are? Where 0 is not at all religious and 10 is very religious.

Not at all religious										Very religious	(Do not know)
00	01	02	03	04	05	06	07	08	09	10	88

76. What is your current employment status? (Which of the following best describes your present work situation?)

Employed full time	01
Employed part time	02
Employed less than part time (casual work/piecework)	03
Temporarily sick	04
Unemployed, not looking for work	05
Unemployed, looking for work	06
Pensioner (aged/retired)	07
Permanently sick or disabled	08
Housewife, not working at all, not looking for work	09
Housewife, looking for work	10
Student/learner	11
Other (specify) .....	12

77. Would you say that you and your family are...

Wealthy	1
Very comfortable	2
Reasonably comfortable	3
Just getting along	4
Poor	5
Very poor	6

78. Do you have access to the Internet?

**INTERVIEWER: MULTIPLE RESPONSES ALLOWED. CIRCLE ALL THAT APPLY.**

a.	Yes, at home	1
b.	Yes, at work	2
c.	Yes, at an educational institution	3
d.	Yes, at an internet cafe	4
e.	Yes, at a community centre	5
f.	Yes, through a wifi hotspot	6
g.	Yes, through a cellphone	7
h.	Yes, other (SPECIFY)	8
i.	None	9





79. Please give me the letter that best describes the **TOTAL MONTHLY HOUSEHOLD INCOME** of all the people in your household before tax and other deductions. Please include all sources of income i.e. salaries, pensions, income from investment, etc.
80. Please give me the letter that best describes your **PERSONAL TOTAL MONTHLY INCOME** before tax and other deductions. Please include all sources of income i.e. salaries, pensions, income from investment, etc.

		0.Household	36.Personal
	No income	01	01
<b>K</b>	R1 – R500	02	02
<b>L</b>	R501 –R750	03	03
<b>M</b>	R751 – R1 000	04	04
<b>N</b>	R1 001-R1 500	05	05
<b>O</b>	R1 501 – R2 000	06	06
<b>P</b>	R2 001 – R3 000	07	07
<b>Q</b>	R3 001 – R5 000	08	08
<b>R</b>	R5 001 – R7 500	09	09
<b>S</b>	R7 501 – R10 000	10	10
<b>T</b>	R10 001 – R15 000	11	11
<b>U</b>	R15 001 – R20 000	12	12
<b>V</b>	R20 001 – R30 000	13	13
<b>W</b>	R30 001 – R50 000	14	14
<b>X</b>	R 50 001 +	15	15
	(Refuse to answer)	97	97
	(Uncertain/Don't know)	98	98

81. What monthly income level do you consider to be minimal for your household, i.e. your household could not make ends meet with less?

Amount (In Rands)

R	
---	--

(Don't know = 98)

82. Is the total monthly income of your household higher, lower or more or less the same as this figure?

Much higher	1
Higher	2
More or less the same	3
Lower	4
Much lower	5
(Don't know)	8

**THANK YOU FOR YOUR COOPERATION**



## Appendix C: Youth Focus Group interview schedule

### Interview Schedule for Youth Focus Group Discussions

**Introduction:** The HSRC has been asked by the South African National Defence Force to undertake research to determine the impact of Armed Forces Day. In 2020 Armed Forces Day was held in Polokwane and we would like to ask you what your experience was of Armed Forces Day, whether you enjoyed the event and if the event generally had a positive or negative impact on you and on the Polokwane. Research has shown that events such as Armed Forces Day can be important, and we want to determine your views of Armed Forces Day 2020. This focus group will therefore attempt to explore:

- Positive or negative attitudes about Armed Forces Day
- Impact of Armed Forces Day on you personally and on Polokwane
- Expectations regarding Armed Forces Day
- Importance of Armed Forces Day
- Impact on knowledge

**Participants:** School going children in Grades 10-12 will be selected as participants in the focus groups. Focus groups will be held after Armed Forces Day 2020 with school children to determine expectations as well as the impact of the event.

**Participant Consent:** Participants will sign a consent form to participate in the focus group discussion. One copy of the informed consent form should be given to participants and a second copy should be kept by the focus group facilitator. Participants should be informed if any audio-taping will be used for data collection.

**Demographic data:** It is important to collect anonymous demographic data from focus group participants. Simple questionnaires for this purpose could be handed out as participants arrive, then collected at the end of the focus group and kept with the tapes of the focus group.

**Discussion guides:** This discussion guide will facilitate structuring the focus group discussion by highlighting the topics that need to be covered. Though it is not to be used rigidly, like a questionnaire, it will assist with structuring the focus group. At the focus group discussion, the facilitator will encourage participants to explore topics in depth, to reflect, to raise their own issues, etc.

**Data collection:** The discussions will be audio-taped if agreed by participants, and transcribed verbatim for analysis. The recordings need to be securely stored until transcribed and then destroyed. The transcription shall not contain information that would allow individuals to be linked to specific statements. Confidentiality will be strictly preserved, except where disclosure is mandated by a court of law.

**Time and Place for Focus Group:** The focus group can last about two hours, and can have breaks in between for refreshments. Participants will receive clear details of where and when the focus group will take place and how long it will last.



### **Facilitator's welcome, introduction and instructions to participants**

**Welcome** and thank you for volunteering to take part in this focus group. You have been asked to participate in this focus group as your point of view is important to us and the SANDF. I realize you are busy but I appreciate your time that you have put aside to participate in this survey

**Introduction:** This focus group discussion is designed to determine your views of Armed Forces Day and your current thoughts and feelings about the event. The focus group discussion will take no more than two hours. May I tape the discussion to facilitate its recollection ? (if yes, switch on the recorder)

**Anonymity:** Despite being taped, I would like to assure you that the discussion will be anonymous. The tapes will be kept safely in a locked facility until they are transcribed word for word, then they will be destroyed. The transcribed notes of the focus group will contain no information that would allow individual subjects to be linked to specific statements. You should try to answer and comment as accurately and truthfully as possible. I and the other focus group participants would appreciate it if you would refrain from discussing the comments of other group members outside the focus group. If there are any questions or discussions that you do not wish to answer or participate in, you do not have to do so; however please try to answer and be as involved as possible.

### **Ground rules**

- The most important rule is that only one person speaks at a time. There may be a temptation to jump in when someone is talking but please wait until they have finished.
- There are no right or wrong answers
- You do not have to speak in any particular order
- When you do have something to say, please do so. There are many of you in the group and it is important that I obtain the views of each of you
- You do not have to agree with the views of other people in the group
- Does anyone have any questions? (answers).
- OK, let's begin

### **Warm up**

- First, I'd like everyone to introduce themselves. Can you tell us your name ?



### Introductory question

I am just going to give you a couple of minutes to think about your experience on Armed Forces Day. Please think about the event, your expectations regarding the event as well as the negative things associated with the event. I will then ask you a few questions about Armed Forces Day and your thoughts about this event.

### Guiding questions

- 1. Overall, can you please give me your impressions of this Armed Forces Day (2020)? Probe. Did it meet expectations or disappoint.**

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- 2. What aspects of the Armed Forces Day event did you enjoy the most?**

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- 3. What aspects of the Armed Forces Day event did you enjoy the least?**

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- 4. After attending this event, do you feel any different about the SANDF? If so, what is the difference? Did this event change your image of the SANDF? If so, how and was this in a positive or negative way?**

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- 5. Did you learn anything new about the SANDF by attending this Armed Forces Day (2020)? Do you now know more about the SANDF than before attending Armed Forces Day?**

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- 6. After attending the event, did it make you think about career opportunities in the SANDF? Do you think that the SANDF offers good career opportunities for people like you? Would you personally consider a career in the SANDF?**

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- 7. How proud are you of the South African National Defence Force? Did attending the Armed Forces Day make you more or less proud of the SANDF? Do you think that the SANDF is an institution that you feel you relate to and can trust?**

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- 8. Do you think that the South African National Defence Force has done well in transforming itself into an institution that is representative of the country in terms of age, gender and race?**

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- 9. Taking into account all the things that you expect the South African National Defence Force (SANDF) to do, to what extent do you believe they are doing a good job or a bad job?**

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- 10. Do you think the SANDF should spend more or less money on shows and exhibitions? Do you think the money that was spend on Armed Forces Day was worth it or should the money rather be spend on other issues?**

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- 11. Do you think the Armed Forces Day event was good for Polokwane? Do you think it has had a positive impact on you and your community?**

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- 12. What do you think would have made the Armed Forces Day 2020 event better?**

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- 13. Would you like the event to take place in Polokwane again? Please give reasons for your answer?**

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**Concluding question**

- 14. Of all the things we've discussed today, what would you say are the most important issues you would like to express about Armed Forces Day?**

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**Conclusion**

Thank you for participating. This has been a very successful discussion

Your opinions will be a valuable asset to the study

We hope you have found the discussion interesting

If there is anything you are unhappy with or wish to complain about, please contact the local PI or speak to me later

I would like to remind you that any comments featuring in this report will be anonymous

Please, write your report based on the results of the focus group. Please remember to maintain confidentiality of the participating individuals by not disclosing their names.



*Armed Forces Day 2020, Polokwane*