

Results of Polity Survey – May 2003

Summary of conclusions

- **Responsiveness:** Polity users are highly responsive. All in all 15,7% of users sent the polity survey questionnaire responded to it, remarkably **38,2%** of these within **one hour** and almost **87%** of these within **two days**.
- **Location:** **53%** of Polity's South African users are located in **Gauteng**, with **18,6%** in the **Western Cape** and **10%** in **Kwa-Zulu Natal**. **8%** of polity users responding to the survey were from **outside South Africa**.
- **Maturity:** Over **85%** of Polity users fall into the key economically-active age group **between 22 and 60**. Surprisingly, **almost half** of the users of Polity (47,4%) are aged between **32 and 45**, with those between 22 and 31 making up 22,4% of users and those between 46 and 60 comprising 15,8% of users.
- **Race and gender:** The racial and gender balance of users of Polity's services reflects **significant usage by people of all South African race groups and both by men and women**. Women comprise just over 51% of Polity users. A racial breakdown shows that **35,5%** of Polity users are **black**, including Africans, coloureds and Indians, and **white users** comprise **56,5%**, with the racial identity of 7,9% Polity users being unknown.
- **Wide range of sectors:** Polity users are key strategic decision makers as 44,7% of users come from **financial (17,1%)**, **legal (15,8%)** and **governmental structures (11,8%)**. But the fact that policy watchers across a **wide range of sectors** rely on Polity for access to news, legislation and policy information is indicated by the fact that users are drawn from a variety of sectors including **academia (5,3%)**, **health and pharmaceutical (6,6%)**, the **media (6,6%)**, **research institutes (3,9%)** and **telecommunications and IT (3,9%)**.
- **Decision makers:** Polity users occupy powerful positions in their organisations with **34,2% of users at management level**, administrators making up 18,4% of users and researchers and advisors comprising 13,2%. Students also make up an important sector of Polity users, comprising roughly 8% of users.
- **Purchasing power:** Polity users enjoy significant purchasing power. **67,2%** of polity users are earning **upwards of R10 000 per month**, with as many as 54% earning over R15 000 per month and 23,7% earning over R20 000 per month.
- **Regular visitors:** Polity users visit the site regularly with **85%** visiting at least **once per month**, 54% visiting at least once per week and an impressive **25%** or **one in four** **visiting every day**.
- **Multiple usage:** Most Polity users visit the site for **more than one reason**. The most popular services offered are **access to legislation (81,6%)** and **access to policy documents (57,9%)**. The recently introduced daily news service is used by 42,1% of Polity users, with 43,4% searching the Polity archives and 18,4% using the site to access budget information.
- **Request for additional services:** An overwhelming **80%** of Polity users surveyed have requested the introduction of a **free daily e-mail service** to update them on daily news developments.

Background

During 2003 Polity Online has generated an average of over 310 000 page impressions

per month. These impressions were generated by over 40 000 unique visitors coming to www.polity.org.za each month in order to access the site's reliable source of daily news from around South Africa and the rest of the African continent. As well as to search the site's impressive database of legislation, policy documents and speeches by government officials.

The e-mail address of 513 users, who had corresponded with Polity Online in the past 6 months were gathered, and an e-mail questionnaire we sent out these users. The results of this survey are as follows:

General data

Number of questionnaire's sent:

513

Number of recorded non-deliveries:

29

5,7% of those sent

Number of replies:

76

14,8% of those sent

15,7% of those received

Speed of reply:

Day 1 (in one hour) 29

38,2% of respondents

Day 2 37

48,7% of respondents

Day 3 6

7,9% of respondents

Day 4 4

5,3% of respondents

Conclusion:

Polity users are highly responsive. All in all 15,7% of users sent the polity survey questionnaire responded to it, remarkably 38,2% of these within one hour and almost 87% of these within two days.

South African users by province

Eastern Cape	4	5,7% of SA users
Free State	1	1,4% of SA users
Gauteng	37	52,9% of SA users
Kwa Zulu Natal	7	10% of SA users
Limpopo	1	1,4% of SA users
Mpumalanga	1	1,4% of SA users
North West	2	2,9% of SA users
Northern Cape	0	0% of SA users
Western Cape	13	18,6% of SA users
No reply:	4	5,7% of SA users

Global spread of users

South Africa	70	92,1% of users
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Outside SA Countries	6	7,9% of users
	Swaziland	
	Germany	
	Australia	
	Botswana	
	Italy	
	United Kingdom	

Conclusion:

53% of polity's South African users are located in Gauteng, with 18,6% in the Western Cape and 10% in Kwa-Zulu Natal. 8% of polity users responding to the survey were from outside South Africa.

Age

0-16	1	1,3% of users
17-21	3	3,9% of users
22-31	17	22,4% of users
32-45	36	47,4% of users
46-60	12	15,8% of users
61+	2	2,6% of users
No reply	7	9,2% of users

Conclusion:

Over 85% of Polity users fall into the key economically-active age group between 22 and 60. Surprisingly, almost half of the users of Polity (47,4%) are aged between 32 and 45, with those between 22 and 31 making up 22,4% of users and those between 46 and 60 comprising 15,8% of users.

Demographics

Gender	Women	39	51,3%
	Men	34	44,7%
	Unknown	3	3,9%

Race	Black	27	35,5%
	African	17	22,3%
	Indian	5	6,6%
	Coloured	5	6,6%
	White	43	56,5%
	Unknown	6	7.9%

Race and Gender

Women	Black	11	14,5%
	African	6	7,8%
	Indian	3	4%
	Coloured	2	2,6%

	White	27	35,5%
Men	Black	16	21,1%
	African	11	14,5%
	Indian	2	2,6%
	Coloured	3	4%
	White	16	21,1%
Unknown		6	7,9%

Conclusion

The racial and gender balance of users of Polity's services reflects significant usage by people of all South African race groups and both by men and women. Women comprise just over 51% of Polity users. A racial breakdown shows that 35,5% of Polity users are black, including Africans, coloureds and Indians, and white users comprise 56,5%, with the racial identity of 7,9% Polity users being unknown.

Industry

Advertising/marketing/media	5	6,6% of users
Agriculture		
Computers/electronics	1	1,3% of users
Educations/academic	4	5,3% of users
Energy/mining	1	1.3% of users
Entertainment		
Legal	12	15,8% of users
Finance/Insurance/Real Estate	13	17,1% of users
Government/Public service	9	11,8% of users
Manufacturing	1	1,3% of users
Medical/Health service/pharmaceutical	5	6,6% of users
Public policy/research	3	3,9% of users
Students	4	5.3% of users
Telecommunications/IT	3	3,9% of users
Travel/transport	1	1,3% of users
Not working/retired/unemployed		
No reply	4	5,3% of users
Other	10	13,2% of users

Sectors:

Broadcasting and telecoms
Photographic industry
Chartered Accountant
Treasury / financial management
Chemical industry
Employment services
Services industry
Trade union
Petroleum
NGO

Conclusion:

Polity users are key strategic decision makers as 44,7% of users come from financial (17,1%), legal (15,8%) and governmental structures (11,8%). But the fact that policy watchers across a wide range of sectors rely on Polity for access to news, legislation and policy information is indicated by the fact that users are drawn from a variety of sectors including academia (5,3%), health and pharmaceutical (6,6%), the media (6,6%), research institutes (3,9%) and telecommunications and IT (3,9%).

Position

Administration	14	18,4% of users
Lecturer	1	1.3% of users
Management	26	34,2% of users
Researcher/Advisor	10	13.2% of users
Student	6	7.9% of users
No reply	8	10,5% of users
Other	11	14,5% of users

Positions:

Company Secretary
Journalist
Senior Consultant / Head of Department
Practicing Advocate
Judge
Attorney
Marketer
Labour Relations Manager
IT instructor
Trade Union General Secretary
Personal Assistant

Conclusion:

Polity users occupy powerful positions in their organisations with 34,2% of users at management level, administrators making up 18,4% of users and researchers and advisors comprising 13,2%. Students also make up an important sector of Polity users, comprising roughly 8% of users.

Monthly income

R0 -R4 999	10 (incl. 6 students)	13,2%,	5,7% (excl students)
R5 000 – R9 999	14	18,4%	20%
R10 000 – R14 999	10	13,2%	14,3%
R15 000 – R19 999	5	6,6%	7,1%
R20 000+	18	23,7%	25,7%
No reply	18	23,7%	25,7%

Conclusion:

Polity users enjoy significant purchasing power. 67,2% of polity users are earning upwards of R10 000 per month, with as many as 54% earning over R15 000 per month and 23,7% earning over R20 000 per month.

How often do you visit

Every day	19	25%
At least once a week	22	29%
At least once a month	24	31,6%
Once per year	9	11,8%
No reply	2	2,6%

Conclusion:

Polity users visit the site regularly with 85% visiting at least once per month, 54% visiting at least once per week and an impressive 25% or one in four visiting every day.

Which sections do you visit

Access to legislation	62	81,6%
News update	32	42,1%
Access to policy documents	44	57,9%
Budget information	14	18,4%
To Search Archives	33	43,4%

Conclusion:

Most Polity users visit the site for more than one reason. The most popular services offered are access to legislation (81,6%) and access to policy documents (57,9%). The recently introduced daily news service is used by 42,1% of Polity users, with 43,4% searching the Polity archives and 18,4% using the site to access budget information.

Would you like to receive FDE's

Yes	60	80%
No	11	14,5%
No reply	4	5,5%

Conclusion:

An overwhelming 80% of Polity users surveyed have requested the introduction of a free daily e-mail service to update them on daily news developments.

Any further comments

- Get alliances with universities, law departments especially, so that students have easier access to these acts and archives.
- Beauty of Web-site is easy access to legislation (wants communications interception act)

- Try and be more up to date with government gazettes
- Want government gazette in PDF form.
- Access is often delayed.
- I wish to receive weekly news from polity (like media bytes).
- Complete data base of SA and Namibian legislation as well regular amendments to legislation which are incorporated in the original legislation.
- How do you report under Promotion of Access to Information Act.
- Health legislation needed for students (OHSA, HBA and regulations)
- I have battled to search the site when I don't know the exact name of the Act.
- Site is invaluable keep up the hard work.
- I would like to receive FDE's for current awareness purposes as a historically disadvantaged university. Need to know more about AU, Nepad, SADC, etc.
- Would like to see site expanded to deal with older legislation and earlier listing of draft legislation gazetted for public comment.
- Need policy on petroleum spill clean up and other standards.
- Impossible to view legislation, not user friendly, cannot download or view it.
- Need labour legislation in the plastics industry, specifically hours of work for labour and management.

List of companies and organisations from which they come

1. Large corporates / potential advertisers

Sentech
 Sanlam
 Safcor Panalpina
 Investec
 Price Waterhouse Coopers
 MRI Criticare (Call center)
 Astra Zeneca (pharma)
 Anglo American
 Old Mutual
 Irvin and Johnson limited
 Rentmeester Assurance limited
 Financial Services Board
 AT&T South Africa
 Teba bank Limited
 Adcorp Account Ability (temporary employment services)
 Telesure Investment holdings
 Pharmasoft (health, North West)
 Pelegrin tax and fiduciary consultants
 Spoornet
 Unilever

2. Less well known entities

Chieta
 Grimaldi Corporation (legal)
 Shavian Management Consultants
 General Petroleum Installations
 SITA

Misna (Italy)
Sestso Africa
Technowledge
Infection Control Consultant
Wokforce group (services)
GC Hahn and co (Germany)
Sneller recordings
Prosperity Management services 9finance, insurance)
Chemin (chemical industry)
Phototechnik
Nolands (Finance, insurance)
AE
ISDL (computers, Western Cape)
FIETA
Witransd Hospital
Grow your wealth
TCTA (treasury and finance management)
Fortress Fund Management (Australia)
Unison Risk Management Alliance
CE Consulting
Weizengold Brewery Limited
ADreach (advertising)

3. Not for profit sector

Sangonet
Commission on Gender Equality
Civil Service (Swaziland)
ECCAWUSA (trade union)
University of the Transkei
Ezemvelo KZN Wildlife
Department of justice (judge)
Society of Advocates
Democratic Alliance
SA Reflexology society
National Treasury
Delft Debt Solutions
National Land Commission
Breedevalley Municipality
University of Warwick
University of Pretoria
University of the North
University of the Western Cape
Center for Applied Legal Studies

Credibility Note:

ORIGINAL SURVEY DATA AVAILABLE FOR INSPECTION AT PREMISES OF CREAMER MEDIA, BY APPOINTMENT

