

- 85% of respondents in 2005 "strongly agreed" or "agreed" with the view that hosting the event would make South African cities more competitive internationally, as compared to 82% of respondents in 2006.

The survey provides benchmark indicators on public attitudes towards the international showpiece. The HSRC will conduct an annual poll of public attitudes towards the World Cup - to be hosted by an African country for the first time - in order to conduct longitudinal analysis. The next, and third, installment of this longitudinal series will be conducted towards the latter half of 2007, with the results to follow early in 2007. This will allow changing attitudes to be analysed, providing policy-makers and practitioners alike with decisive planning information in the run-up to the event.

The HSRC's World Cup project extends beyond the annual survey, with a bi-annual digest assessing the state of development interventions ahead of the event, a special journal issue, and a 'flagship' book in 2008, among the anticipated outputs.

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ATTITUDES TO THE 2010 WORLD CUP

Results from the first (2005)
and second (2006) wave of the
HSRC's longitudinal survey



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South Africans continue to hold positive expectations and attitudes towards the 2010 World Cup. A comparison of the 2006 polling data from the HSRC's ongoing 2010 longitudinal survey shows relatively little change in broad public expectations from those held in 2005, when the first HSRC poll was undertaken.


The dominant segment (i.e. not a majority in all cases but the largest group segment) of respondents continue to believe that the event will bring lasting and widespread economic benefits to the country and their area of residence. And respondents continue to believe that the country and their local authority will be ready to host the event. In 2005, respondents were almost equally divided whether these expected benefits would be of a "lasting" or "short term" nature. In the first survey 47% believed the benefits of hosting the event would be long term, while 44% said the benefits would be short term. In the second survey this changed slightly, some 50% of respondents still believe the event will bring lasting benefits while 39% said benefits would be short term.

Detailed analysis of the polling data from the second longitudinal survey shows that, in some cases, public attitudes are becoming more nuanced, and respondents more critical about specific issues around 2010.

First, respondents continue to believe that the main advantage to South Africa's

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hosting of the World Cup will be in the form of economic and employment benefits. In the first survey, some 62% of respondents believed that economic growth and job creation would result; in the just-completed survey this dropped to 51%. This is an appreciable decrease, although partly countered by respondents who - over the two waves of the survey - felt that the World Cup will result in "increased business opportunities", for instance.

This result suggested that with the more visible and public-focused planning for the event, and debate that was more widespread, respondents were being more specific in their expectations, and not seeing benefits in broad, amorphous terms.

Second, 57% of respondents believed that their local authority would be able to meet the demands of hosting the event. This reflected a drop from the 62% of respondents in the first survey. Respondents in the Eastern Cape showed the biggest increase in critical assessment of local authority readiness - doubling from 22% in 2005 to 44% last year. Respondents may well feel that failure on the part of their municipalities to deliver basic services over the past year mitigates against them meeting more stringent and demanding 2010 World Cup obligations in the run-up to the event.

Third, public assessment of the main disadvantage to hosting the event shows some possibly significant changes over the two year period. In the first survey, the largest segment of respondents (25%) believed that consumer price increases would be the main drawback of hosting the event, followed by those who believed that it would lead to an increase in crime (20%).

The latest survey shows that these categories are now reversed. Twenty-nine percent of respondents now believe that an increase in crime would be the main disadvantage, followed, at 22%, by those who fear an increase in prices. The pervasive crime situation in the country possibly explains this shift, with respondents probably feeling that hosting the World Cup could well provide criminal elements with an environment further conducive to perpetuating their trade.

Fear of crime was spread reasonably uniformly around the country, although slightly higher among urban formal housing dwellers and among respondents in farming areas. 34% percent of wealthier respondents, measured on the living standards measurement (LSM) barometer, cited fear of crime as a major drawback associated with the hosting of the event, compared to 25% and 27% of persons on the "low" and "medium" categories on the LSM scale.

The latest survey also recorded a large increase in public knowledge of South Africa's hosting of the world's premier sports event. It jumped by some 16% over the two-year period, to now stand at 89% of respondents. Persons living in rural areas continue to display low public knowledge of the event. While only 8% to 10% of persons living in urban areas said they did not know that South Africa would host the event, between 15% and 19% of respondents living in either the former 'homelands' or on farms remained ignorant of this.

The first and second survey additionally probed public attitudes towards six statements drawn from public debate generated by hosting the 2010 World Cup. They ranged from the readiness of the country to hosting the event, to the impact that it would have in regenerating run-down areas in South African cities.

The following is a comparison, in summary form, of the first and second survey results: -

- 72% of respondents indicated in the second wave that they "strongly agreed" or "agreed" with the statement that South Africa would be ready to host the World Cup as compared to 82% in the first wave;
- 46% of respondents in the latest survey "strongly agreed" or "agreed" with the proposition that the World Cup would delay the provision of basic services to the poor areas in the country. This is a decrease of just 1% from the first survey results;
- 81% of respondents in both the first and second survey "strongly agreed" or "agreed" with the proposition that small business would benefit;
- 82% of respondents in the second wave "strongly agreed" or "agreed" that hosting the event will improve black economic empowerment (a South African government policy designed to change inherited racial ownership of wealth in the country) as compared to 78% of respondents in the previous survey;
- 65% of respondents indicated in the first survey that they "strongly agree" or "agree" that hosting the event would help upgrade run down parts of the locality in which they lived. This decreased to 58% in the second survey;