Executive Summary

By

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City of Tshwane/Pretoria
2010 FIFA World Cup™ Host City
South Africa

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EXECUTIVE SUMMARY

- Majority of the respondents were males (64.3%); consisted of largely young and middle age individuals between 25-34 (43.3%) years of age, and one third (33.3%) had a secondary education.

- An overwhelming majority of respondents identified themselves as Black (83.1%), and numerous occupations were reported that ranged from being a student (22.7%) to a business owner (7.6%).

- Respondents were asked to indicate their household income level from all sources in the year of 2009. Almost one-third (30.6%) reported less than R9, 999, while 16.3% noted R210, 000 and above.

- Household size varied with 39.9% of respondents noted 2-3 individuals, and 23.6% noted two individuals in their household were under 18 years of age.

- Just over 15% (15.2%) reported that they worked in the tourism industry in South Africa and the same percentage (15.2%) indicated they were working with a government department responsible for the delivery of the World Cup and a further 8.3% said they worked for the 2010 FIFA World Cup™ organizing committee.

- The vast majority of residents (89.9%) were not Small, Micro and Medium-Sized (SMME) business owners.

- About one-third (34%) had registered to volunteer for the World Cup at the time of the data collection. Those who had not registered noted reasons such as: Distance, Expensive, No Interest, No Time, Not Qualified, Uniformed, and Work Obligations.

- Majority of the respondents (68.4%) had planned to attend at least one match during the 2010 FIFA World Cup™. Those that did not plan to attend noted reasons such as: Crowded, Distance, Expensive, No Time, No Interest, Ticket Process, Travel, Television, and Work Obligations.

- Respondents agreed (20.8%) as well as strong disagreed (21.6%) that that the 2010 FIFA World Cup™ tickets were priced correctly. Also, only 17.3% agreed that tickets were accessible for all.

- Overall, residents perceived that the 2010 FIFA World Cup™ will benefit tourism and improve sport and non-sport related infrastructure, as well as enhance the image of South Africa worldwide.

- Sixty-eight percent of residents strongly agreed that hosting the World Cup would improve tourism infrastructure such as hotels and attractions. Residents also strongly agreed that the World Cup will bring people together (54.9%), increase community spirit (45.8%) and national pride (49.4%), and assist with the development of sport participation in the future (46.2%).

- Residents did not demonstrate strong convictions that the World Cup would reduce racial segregation (28.5%) and 33.9% felt that hosting the World Cup would increase the crime rate. However, only 24.6% strongly agreed that the construction of facilities for visitors associated with the World Cup was a waste of tax payers’ money.

- Overall, residents were supportive of hosting but only modestly supportive of the associated impacts perceived to be received from the event.

- Perceived quality of life preceding the 2010 FIFA World Cup™ identified that residents were happy did not want to move away from South Africa, and strongly believed that the future of the country was bright. They generally felt that their quality of life would improve due to the World Cup.

- Generally, residents were supportive of their government. However, respondents also noted that they either strongly disagreed or disagreed with issues such as government’s competency, trust and representation of people’s interest.
- Respondents noted the following as the biggest challenge that faces South Africa: Crime, Economy, Employment, Politics, Racism, Transportation, Health, Infrastructure, Youth, Terrorism, Xenophobia, Education, Services, Tourism, and the Environment. Also, 55.4% responded that hosting the 2010 FIFA World Cup™ would not resolve these challenges, while 23% noted otherwise.

- The vast majority, (90.7%) noted that South Africa was the Nation they identified with most strongly. Residents’ evaluations of both national and ethnic identity were between 5 and 6 (on a 7 point scale), which shows the degree to which they identify with their nation and their ethnic group. Respondents identified more strongly with South Africa than their respective ethnic groups.

- With regards to social capital, residents’ perceptions were around the middle of a five point scale. The overall mean for items related to collective action was 3.54, for trust and safety 3.18, for social connections 3.71, for tolerance and diversity 3.66 and for value of life 3.90. Compared with the means for the other concepts measured, all of these are quite low.

- The individual questionnaire items measuring social capital provide some good insights. Just over 40% report that they volunteer at least sometimes in their community. Over half (56.5%) indicated that their community feels like home to them and 49.8% rated their communities as somewhat safe. Over 40% reported they could get help from a friend when they needed it and 51.8% said that they had spoken with friends on the telephone over the past week. In terms of tolerance of diversity 62.4% at least somewhat agreed that multiculturalism made life in their community better and 71.2% generally enjoyed living with people with different lifestyles. Just over 65% somewhat agreed that they felt valued by society and 72.1% generally valued the society that they live in.

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