

# 30 YEARS OF DEMOCRACY: SOUTH AFRICA'S 2024 ELECTIONS MARKED BY UNCERTAINTY AND A DESIRE FOR CHANGE

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Ipsos in South Africa

27 April 2024

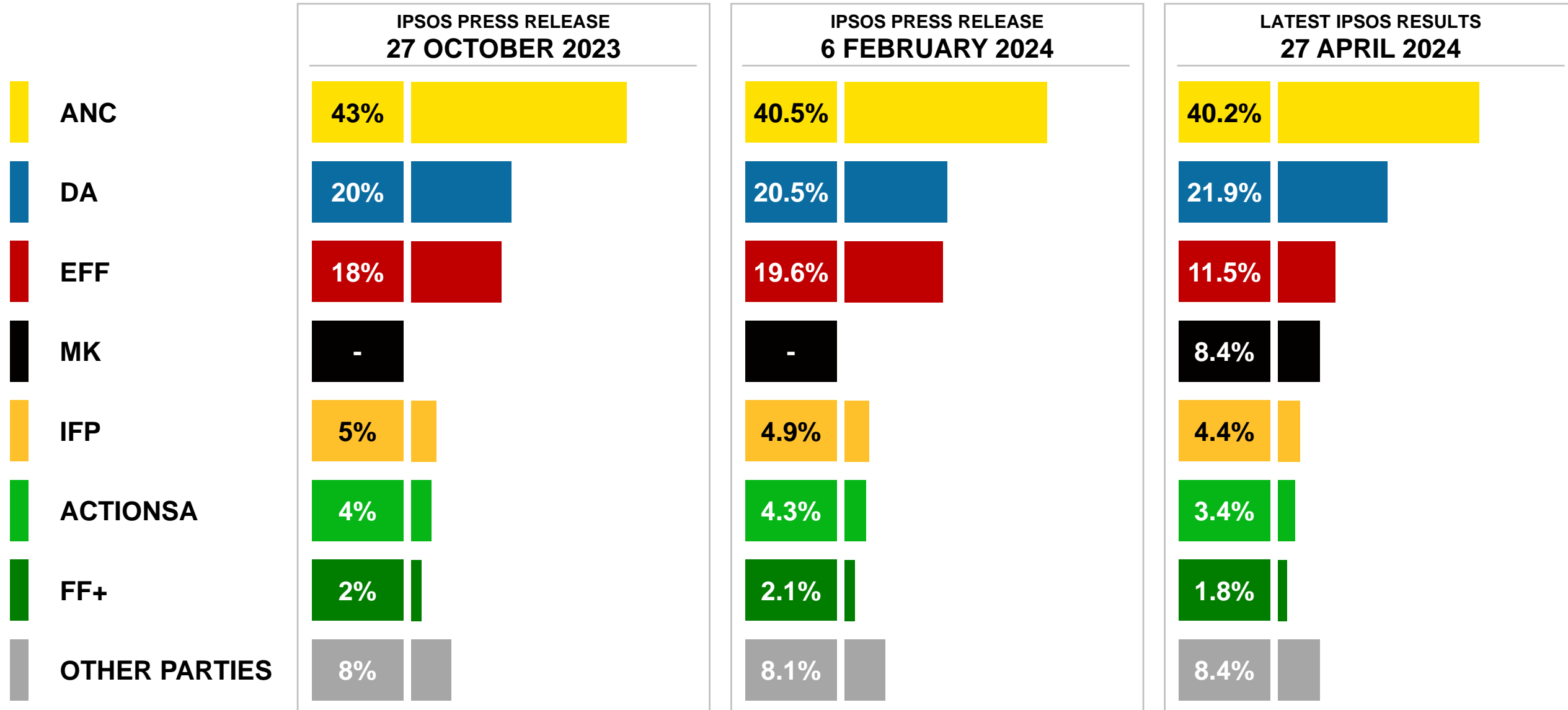
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**GAME CHANGERS**



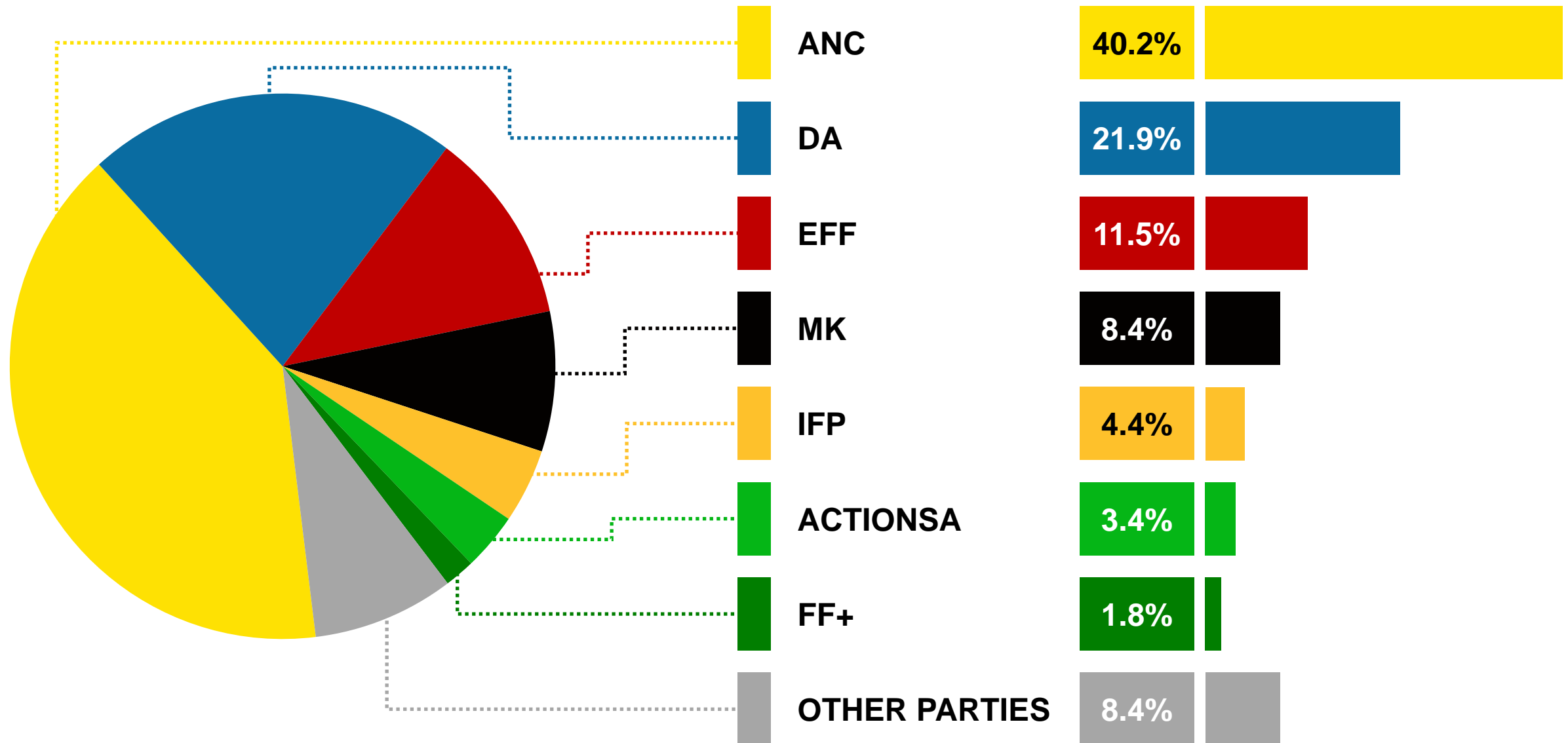
# POLITICAL PARTY SUPPORT

Ipsos regularly test political opinions in South Africa regularly (at least every six months), in both election years and non-election years.



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## About the study

- *This press release is based on the views of 2,545 registered voters. Interviews were conducted by trained Ipsos interviewers in the homes and home languages of respondents.*
- *Interviews were conducted from 9 March 2024 to 15 April 2024.*
- *A scientific process of multi-stage stratified random selection distributed interviews in all areas of the county, including deep rural areas. This methodology ensured that the results are representative of the views of the universe (South Africans eligible to vote) and that findings can be weighted and projected to the universe.*
- *Those registered to vote were filtered from the total sample and separately weighted – using the voter registration figures from the IEC (Independent Electoral Commission).*
- *Trained quantitative fieldworkers were responsible for the interviewing and CAPI (Computer-Assisted Personal Interviewing) was used.*
- *All results were collated and analysed in an aggregate format to protect the identity and confidentiality of respondents.*
- *Using a ballot paper like that used in an election, respondents had to “vote for” their choice of political party. The question specified that they needed to consider their choice as if the election were happening the next day.*
- *All sample surveys are subject to a margin of error, determined by sample size, sampling methodology and response rate. The sample error for this sample at a 95% confidence level is a maximum of plus or minus 1.9%.*

## About Ipsos

- *Ipsos is one of the largest market research companies in the world, present in 90 markets and employing more than 18,000 people.*
- *Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers, or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.*
- *Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.*
- *Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).*
- *ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP*
- [www.ipsos.com/en-za](http://www.ipsos.com/en-za)

# THANK YOU

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