

SOUTH AFRICA'S PRE-ELECTION LANDSCAPE

Trust in political parties and leaders

Ipsos in South Africa

27 May, 2024

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GAME CHANGERS



TRUST IN POLITICAL PARTIES AND POLITICAL LEADERS

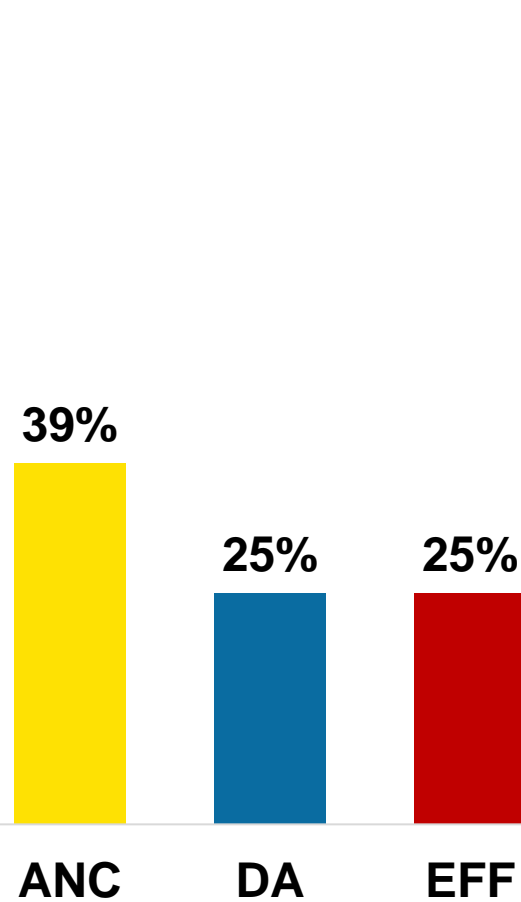
OWN PARTY SUPPORTERS

(Extremely / Very likely to trust)



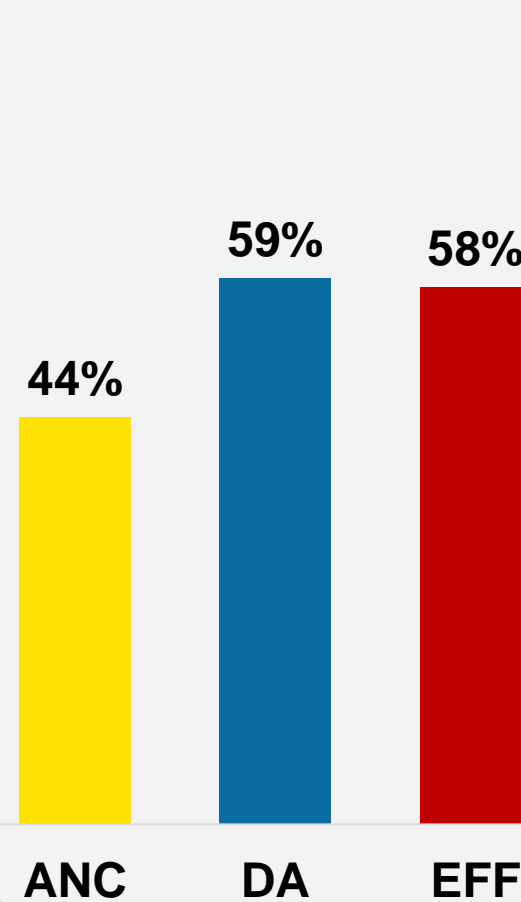
SOUTH AFRICANS REGISTERED TO VOTE

(Extremely / Very likely to trust)



SOUTH AFRICANS REGISTERED TO VOTE

(Not at all / Not very likely to trust)

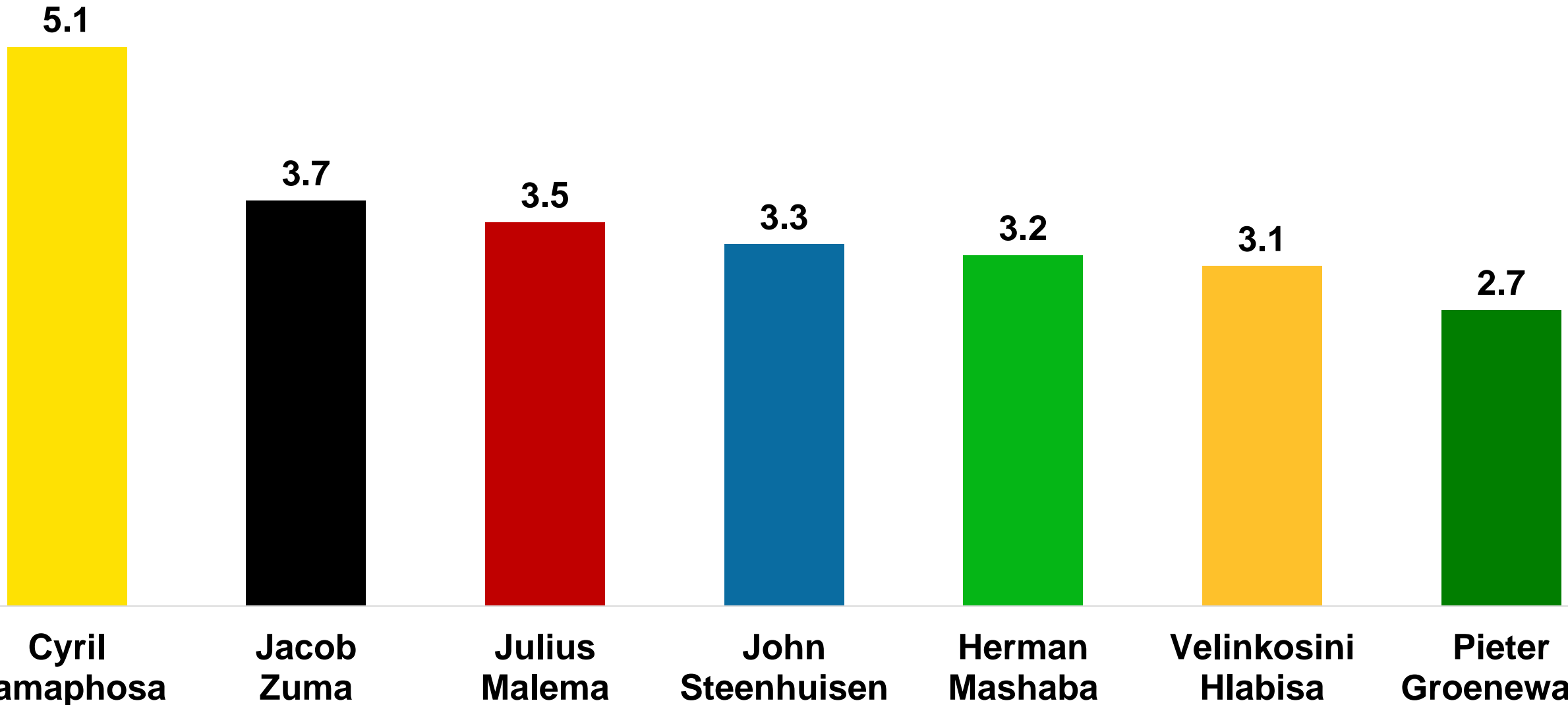


TRUST INDEX

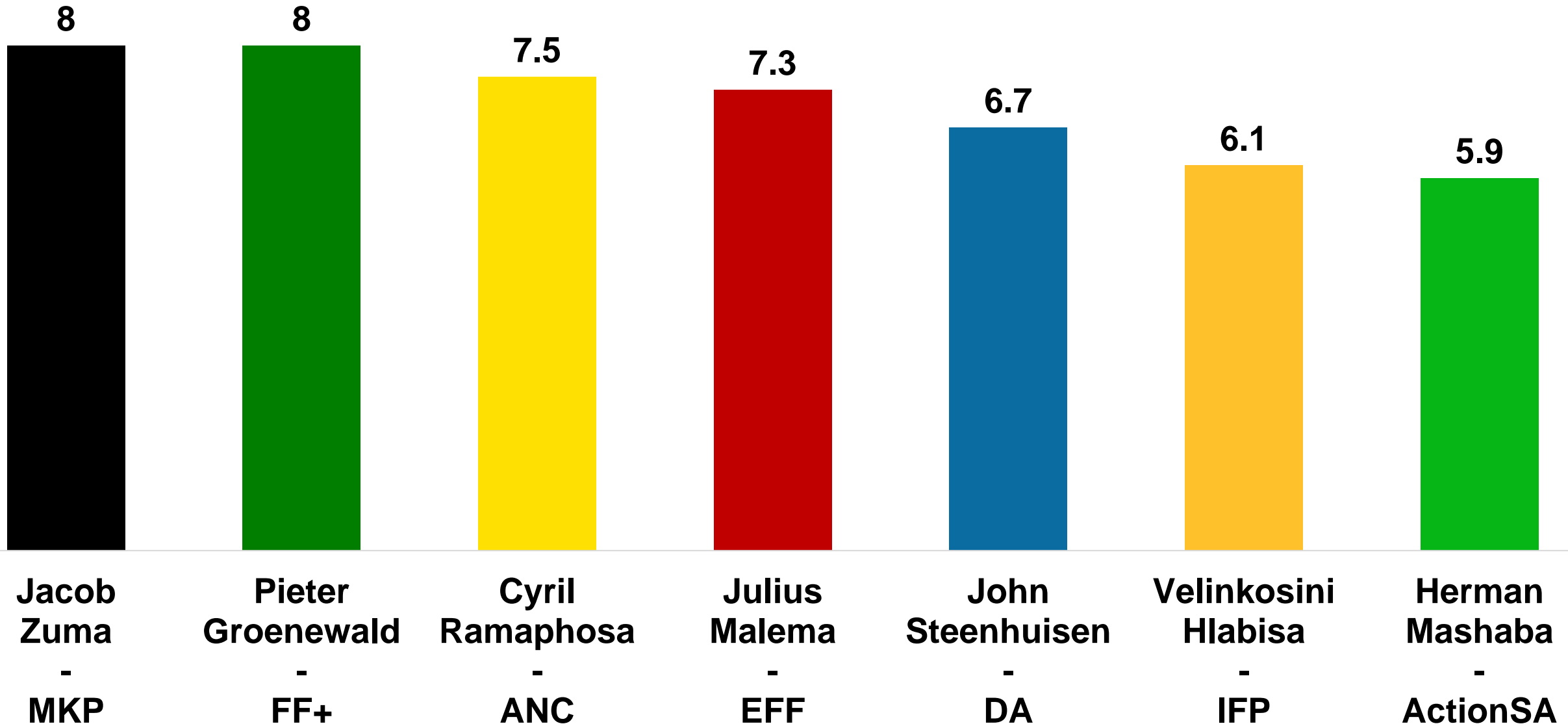
(Trust minus mistrust)



EVALUATION OF POLITICAL LEADERS BY REGISTERED VOTERS



EVALUATION OF LEADERS BY THEIR OWN PARTY SUPPORTERS



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.*
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- *ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP*
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THANK YOU

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