

“opinionway for **LE JOURNAL L’AFRIQUE**

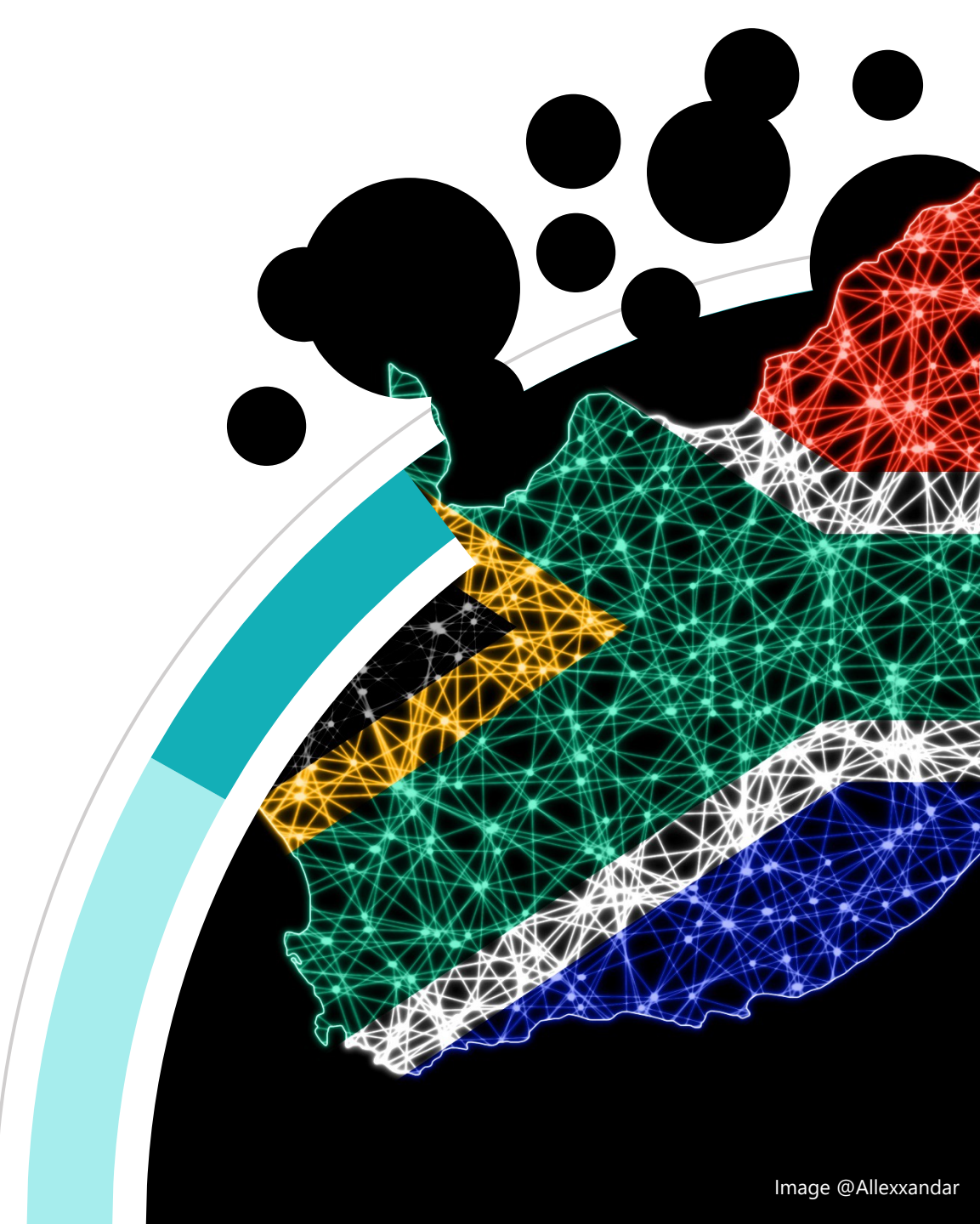
South Africans and the 2024 General Election

Wave 2

May 2024



ESOMAR²⁴
Corporate





Methodology



“ Methodology



Sample of **1,590 people**, representative of the South Africa population aged 18 and over.

The sample was compiled according to the **quota method**, based on the criteria of gender, age, ethnicity and region of residence.



The sample was interviewed **online** via Computer Assisted Web Interview (CAWI) system **and** by **Mobile phone** (CATI system) .



The interviews were conducted from May 14 to May 20 2024.



OpinionWay conducted this survey in accordance with the procedures and rules of the ISO 20252 standard.



The results of this survey must be read taking into account the margins of uncertainty: 1.2 to 2.7 points at most for a sample of 1600 respondents.



Results





01

Voting intention

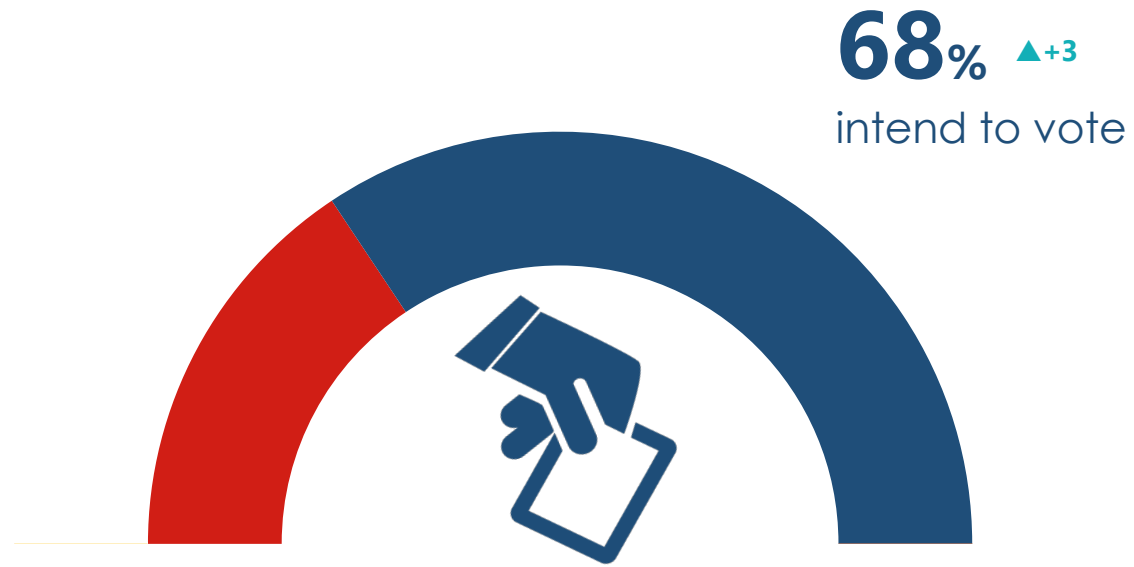




Turn out expectation



Q1. If the general election were held next Wednesday, on a scale of 1 to 10, how likely would you be to vote ?



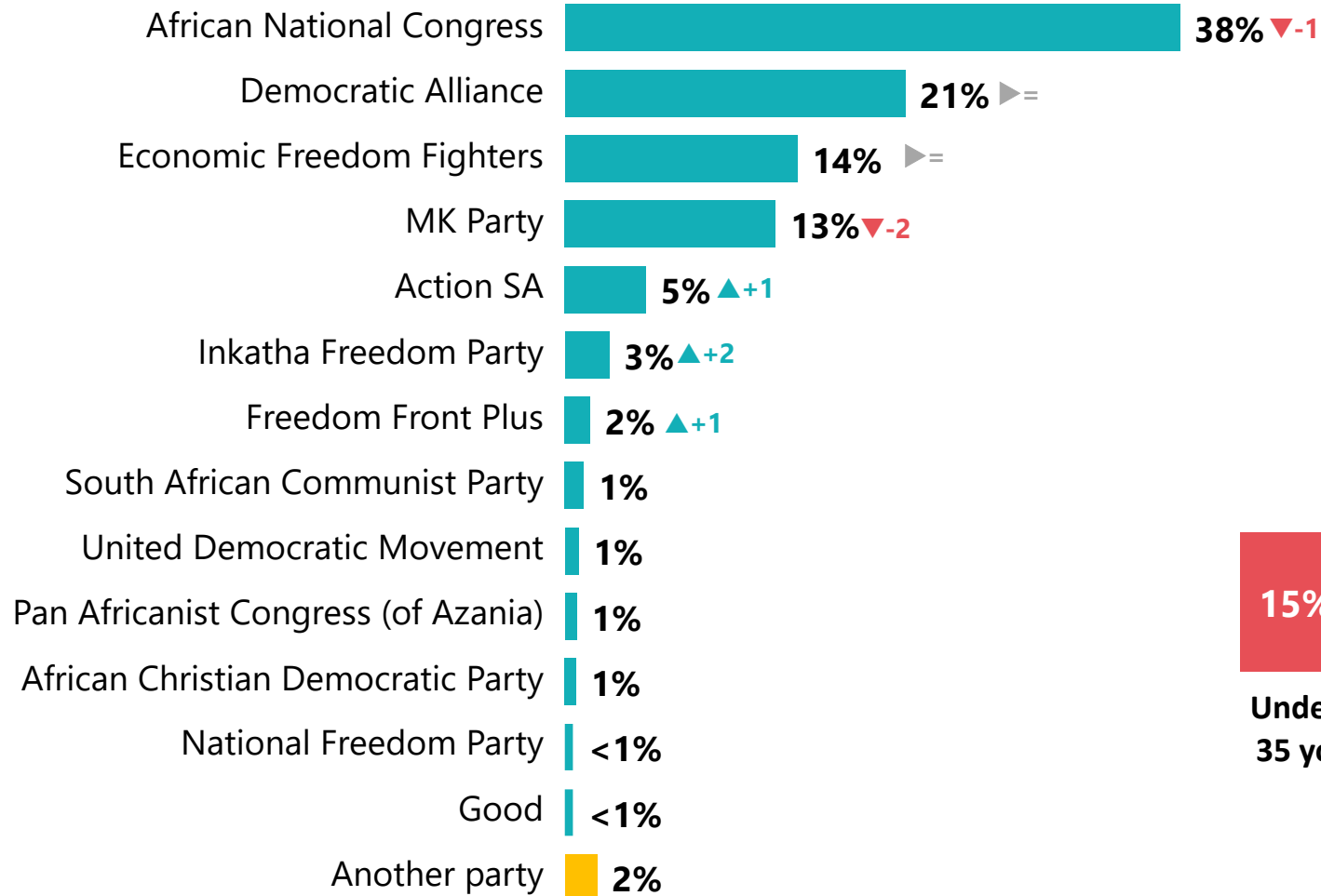


Vote intention

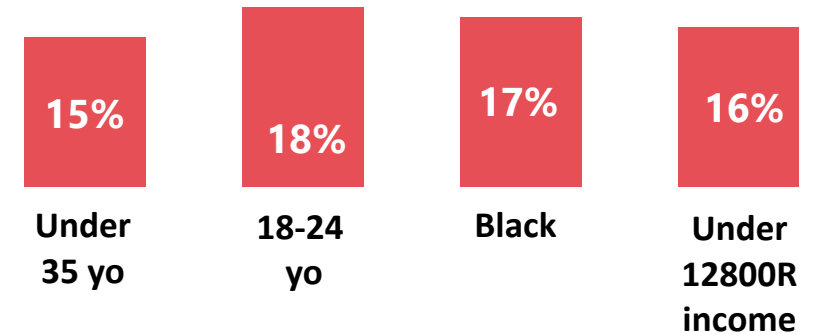


Q2. Thinking ahead to the next general election, which party will you vote for?

Base : Intend to vote



Among who MK perform best?



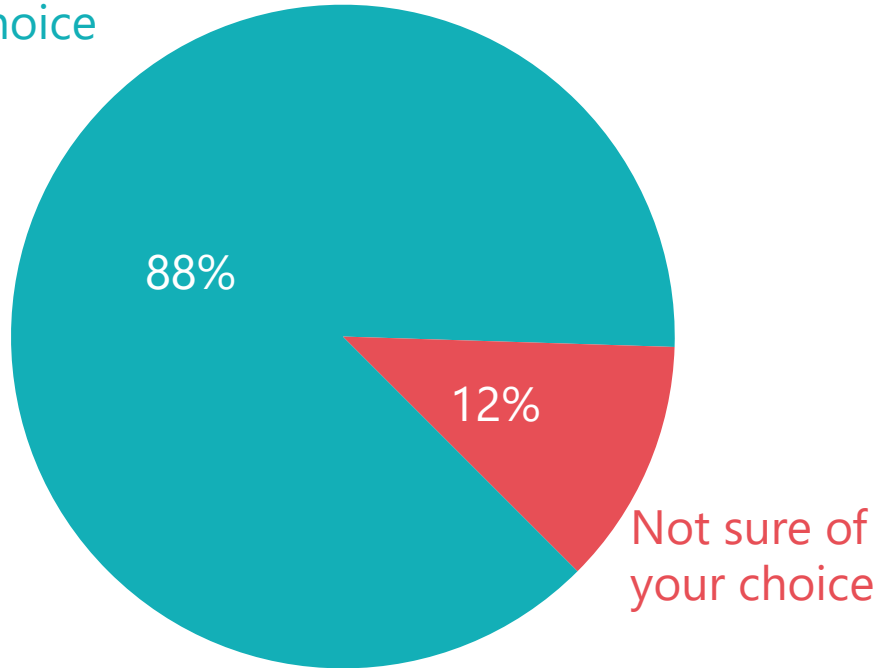


Certainty of choice

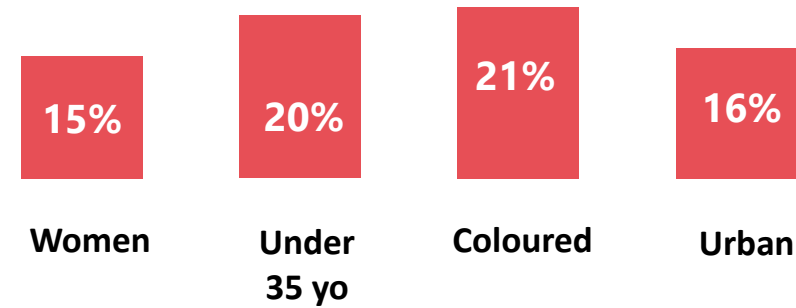
Q3. Regarding your voting intention, would you say you are?



Sure of your choice



Who are the most undecided?





02

**Perception of the situation of
South Africa**

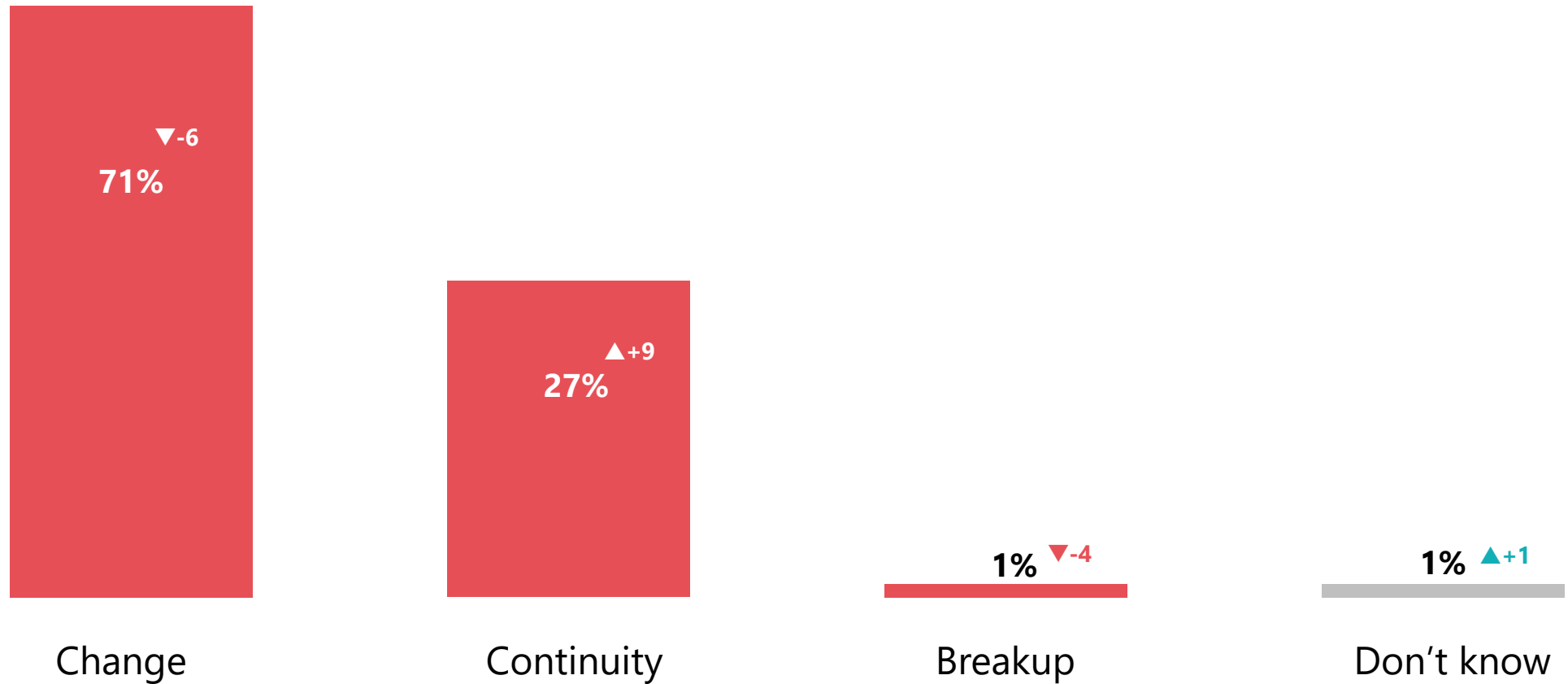




Expectations towards the party one intends to vote for



Q7. The party you intend to vote for must embody?





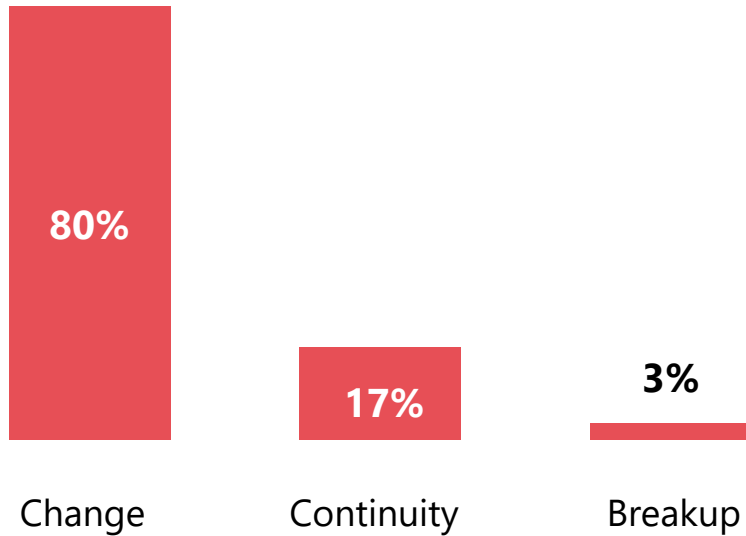
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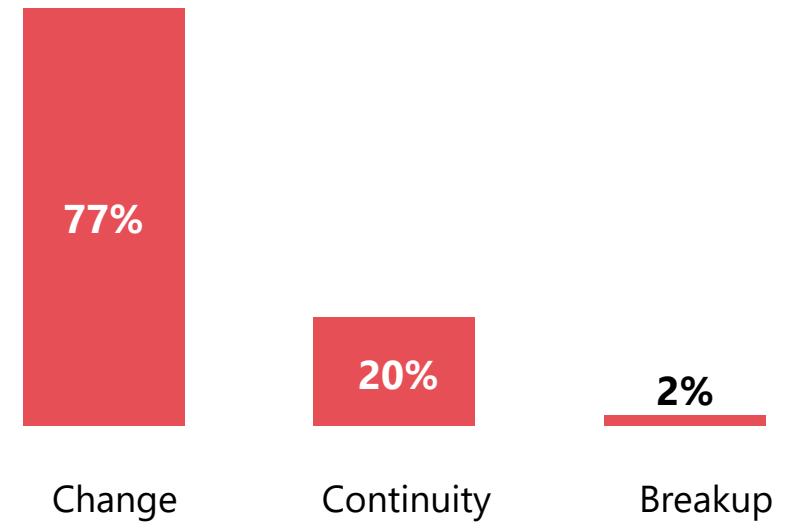
Abstainers, MK potential voters

52 respondents



Lost ANC voters

317 respondents

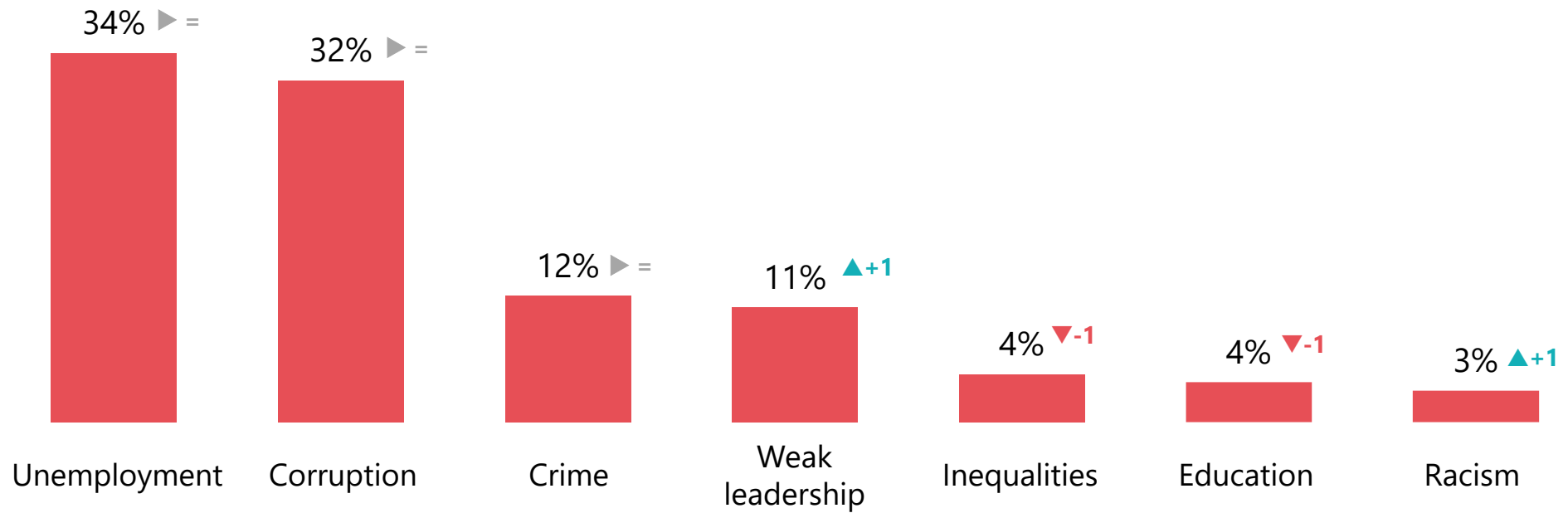




The main problem for South Africa



Q8. What do you think is the biggest problem facing South Africa right now?





The main problem for South Africa



Q8. What do you think is the biggest problem facing South Africa right now?

Total

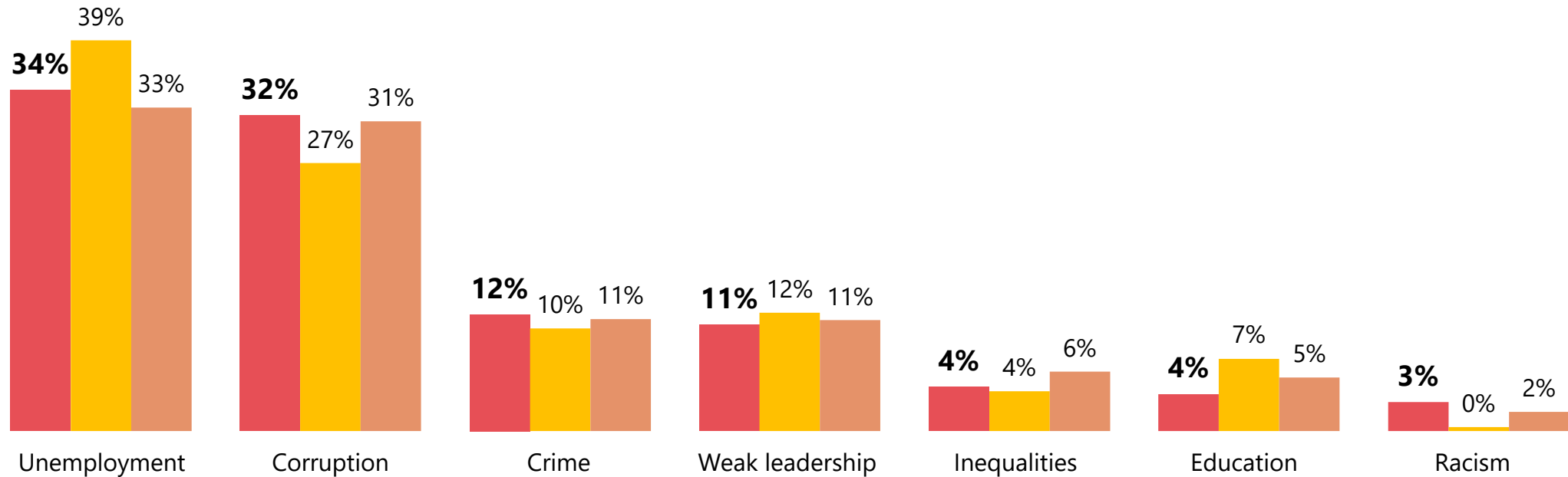
1,590 respondents

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03

Coalition expectations

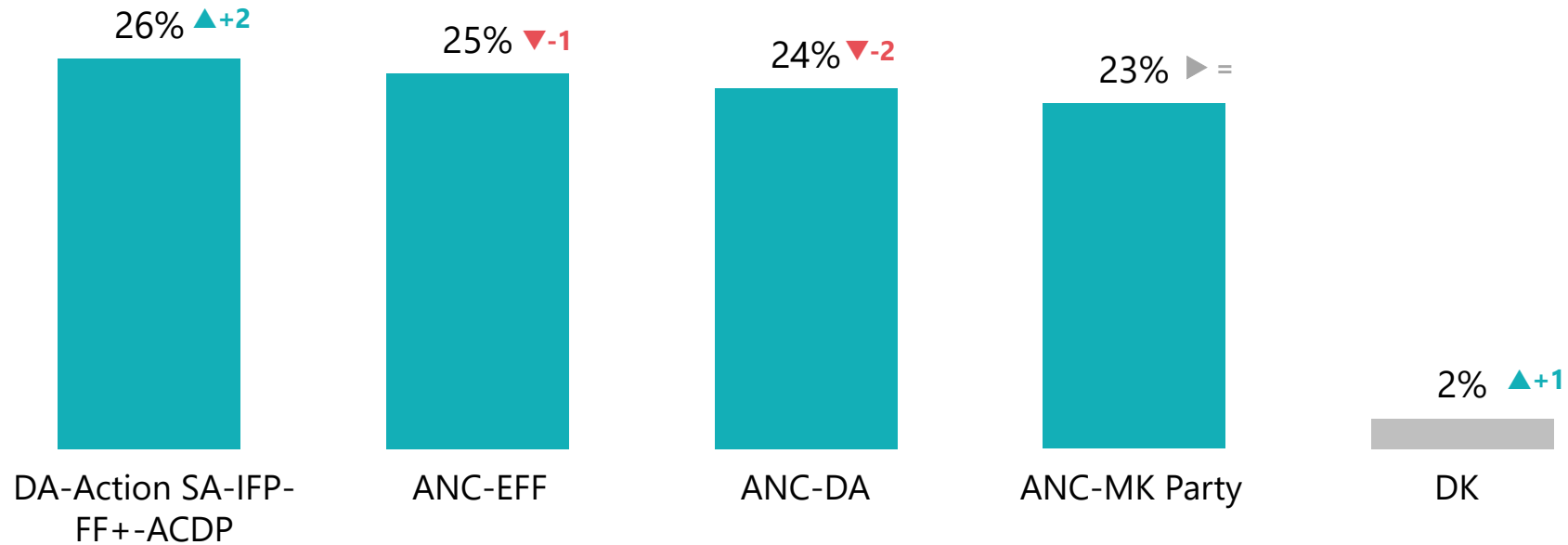




Favorite coalition to run the country



Q9. Which coalition would you prefer to govern the country after next general elections among these one?





Favorite coalition to run the country



Q9. Which coalition would you prefer to govern the country after next general elections among these one?

Total

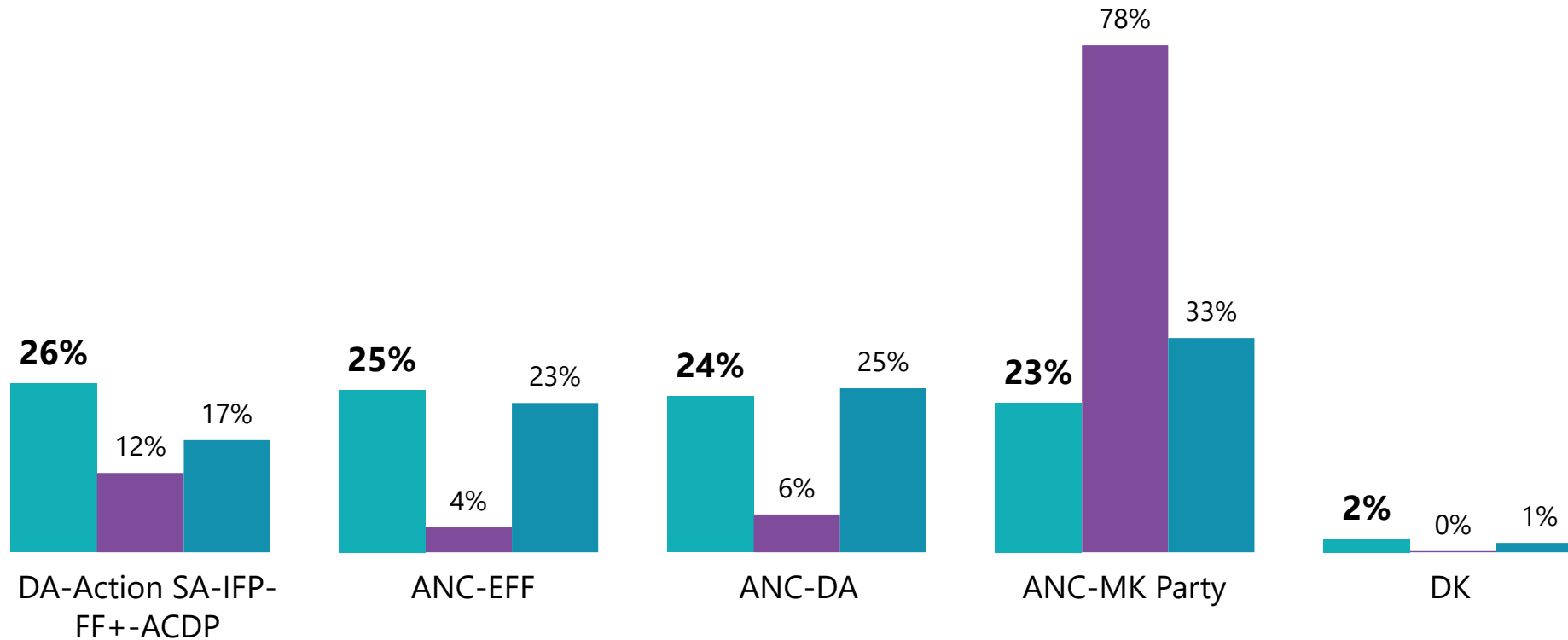
1,590 respondents

Abstainers, MK potential voters

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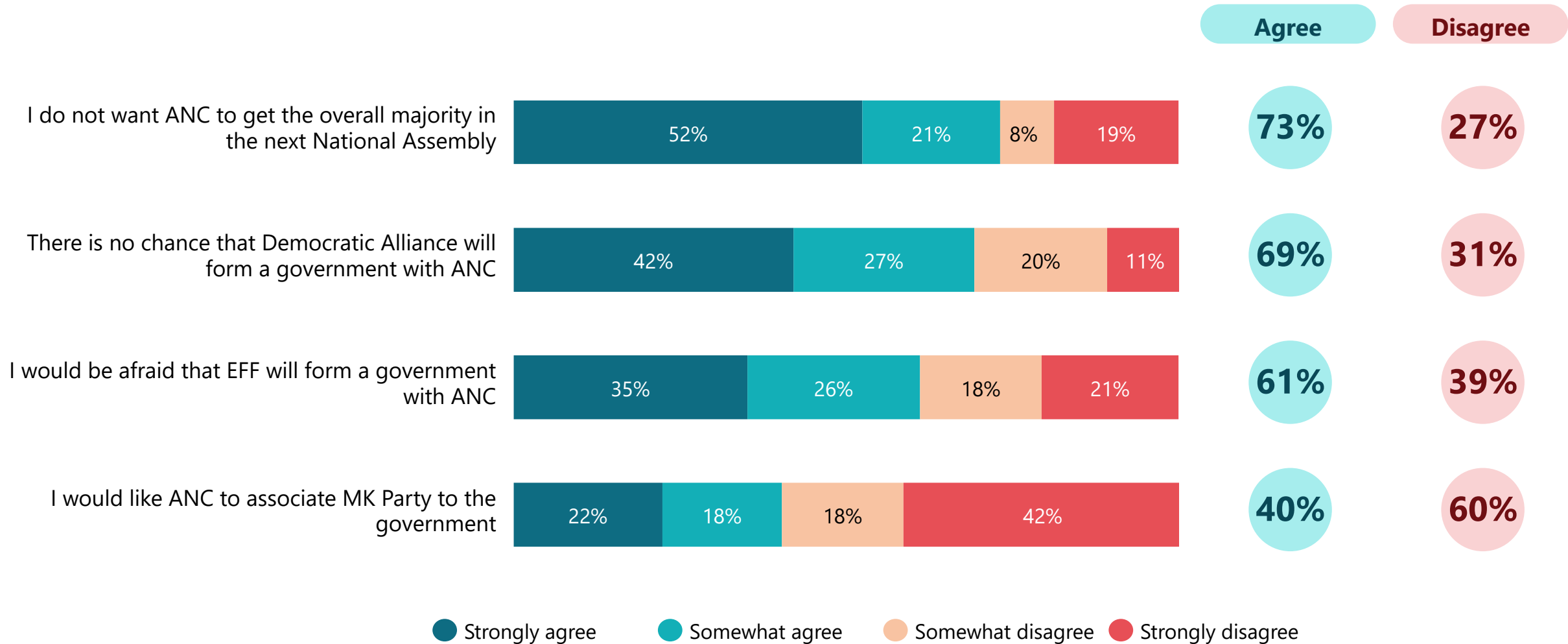




Opinions regarding possible coalitions



Q10. Do you agree or disagree with the following opinions?



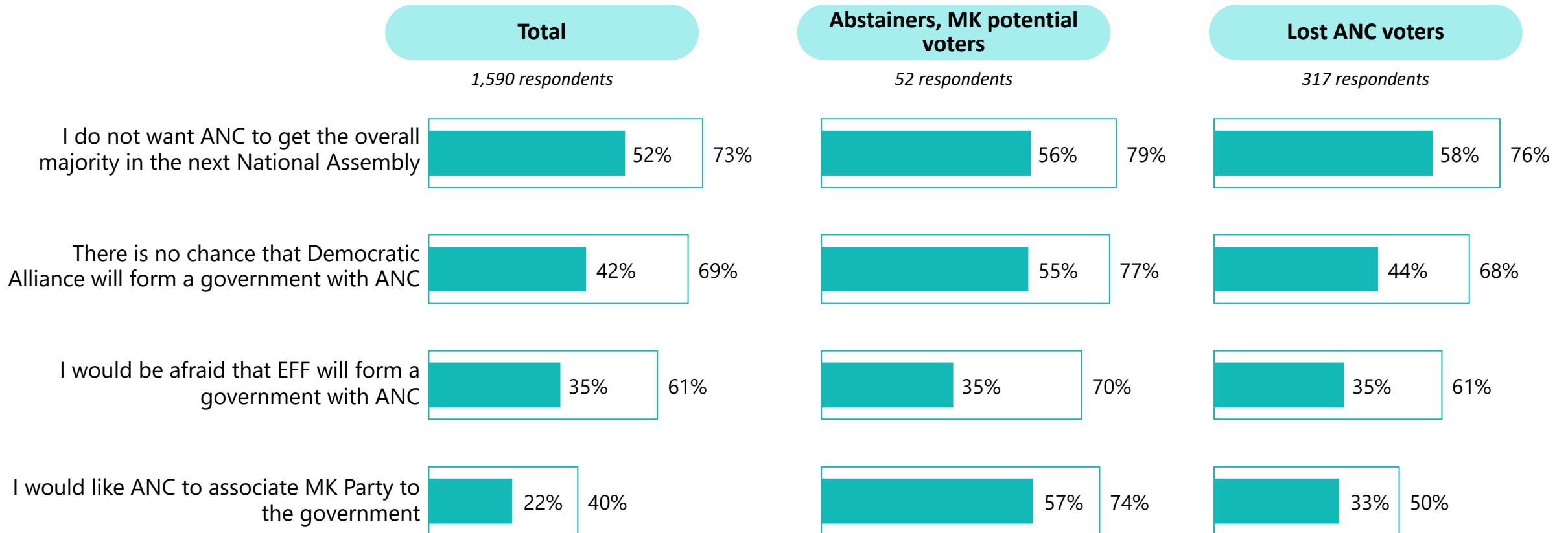


Opinions regarding possible coalitions



Q10. Do you agree or disagree with the following opinions?

Strongly agree Total agree





04

Main leaders rating





Perception of several political leaders



Q11. What is your opinion of the following people?



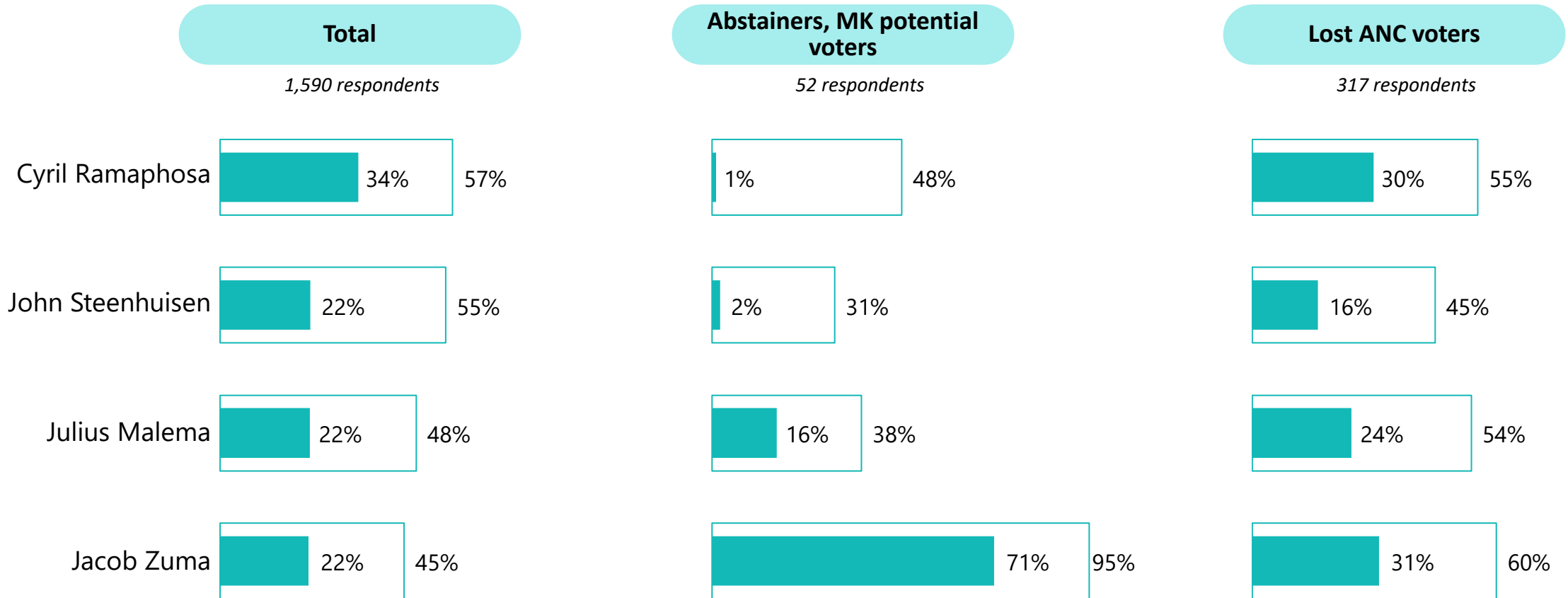


Perception of several political leaders



Q11. What is your opinion of the following people?

Very positive Total positive



WE ARE DIGITAL !

Founded in 2000 on this radically innovative idea for its time, OpinionWay has been a forerunner in renewing the practices of the marketing and opinion research profession.

With continuous growth since its creation, the company has never stopped opening up to new horizons in order to better address all marketing and societal issues, by integrating Social Media Intelligence, smart data, creative co-construction, community approaches and storytelling into its methodologies.

Today, OpinionWay is pursuing its growth dynamic by expanding geographically into high-potential areas such as Eastern Europe and Africa.



MAKING THE WORLD INTELLIGIBLE TO ACT TODAY AND IMAGINE TOMORROW

This is the mission that drives OpinionWay's employees and underpins the relationship they build with their clients.

The pleasure they feel in providing answers to the questions they ask themselves, in reducing uncertainty about the decisions to be made, in tracking relevant insights and in co-constructing solutions for the future, feeds all the projects they work on.

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