

POSSIBLE POLITICAL PARTY CHOICES IN THE 2024 ELECTION

Ipsos in South Africa

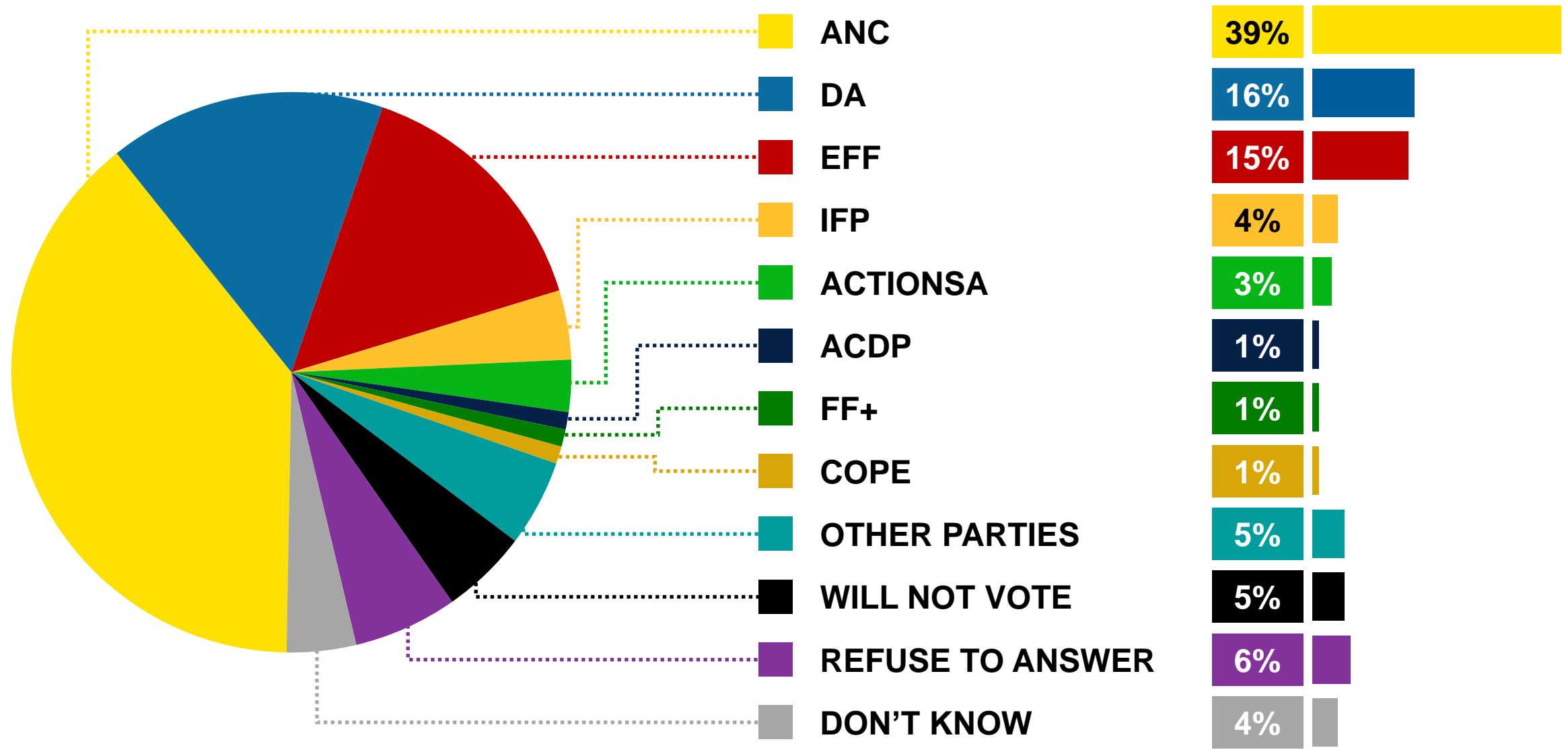
27 October, 2023

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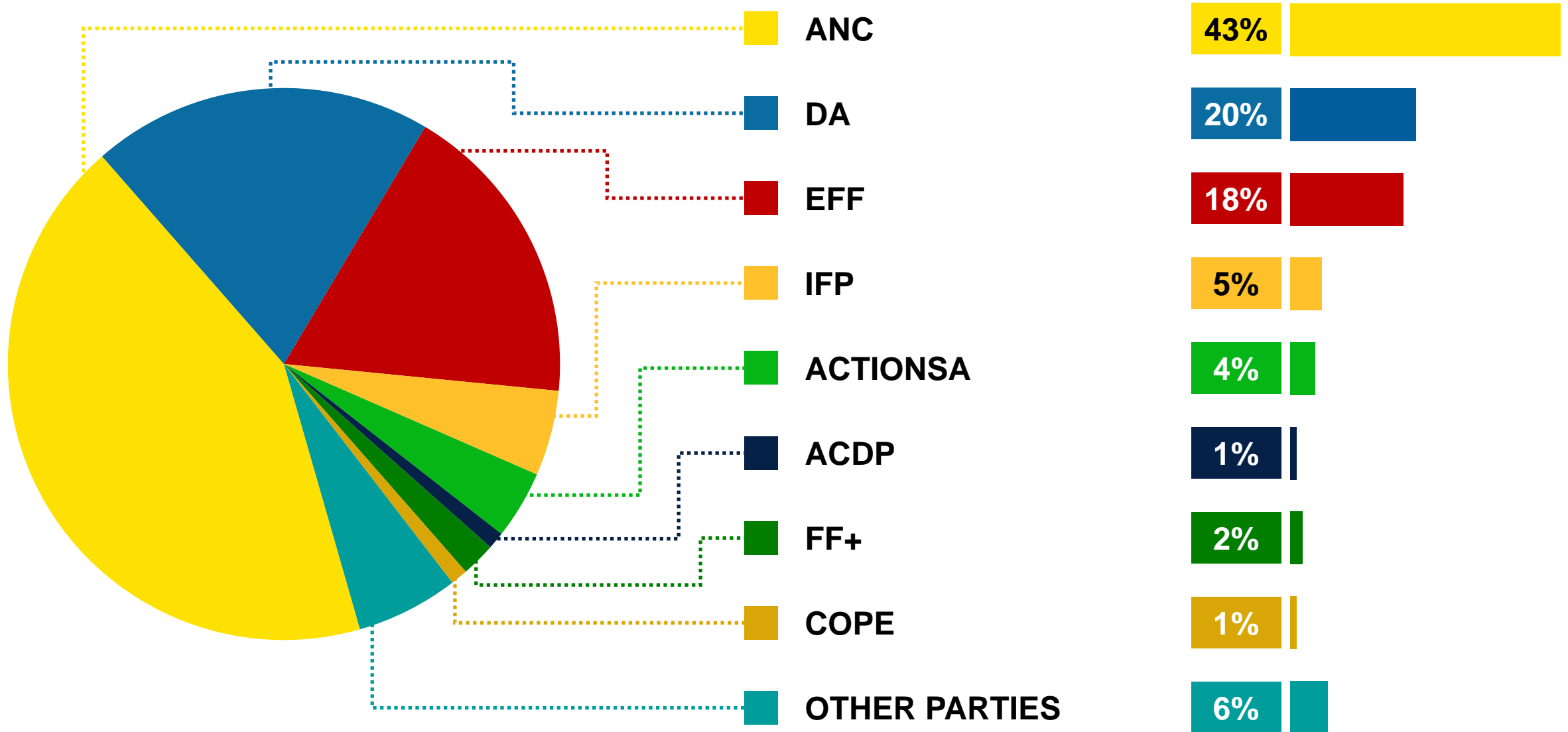
GAME CHANGERS



PARTY CHOICES OF SOUTH AFRICANS WHO ARE REGISTERED TO VOTE WITH THE IEC

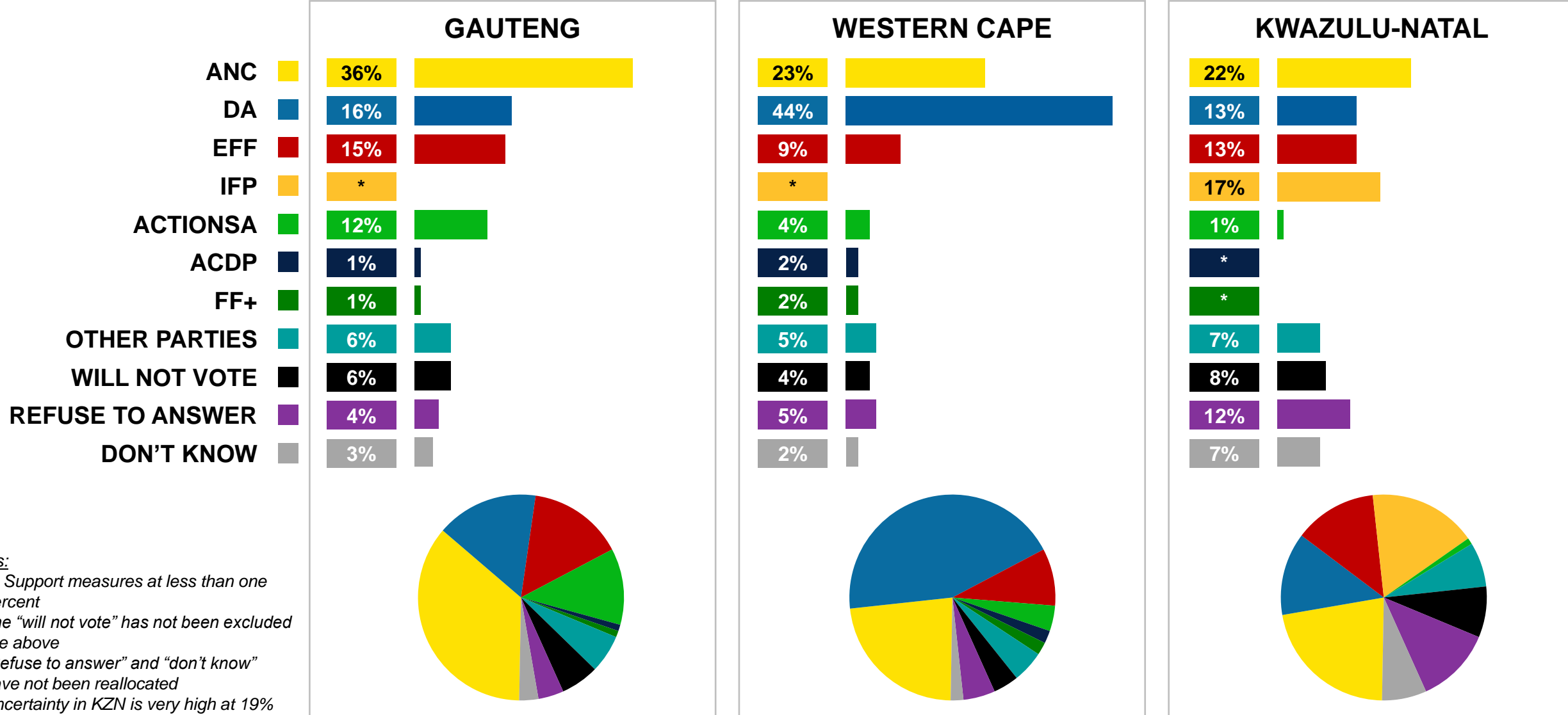


PROBABLE PARTY CHOICES OF SOUTH AFRICANS REGISTERED TO VOTE*



*Survey results are reworked as described above.

POLITICAL PARTY CHOICES OF REGISTERED VOTERS IN GAUTENG, THE WESTERN CAPE AND KWAZULU-NATAL



- Notes:**
- *= Support measures at less than one percent
 - The "will not vote" has not been excluded like above
 - "Refuse to answer" and "don't know" have not been reallocated
 - Uncertainty in KZN is very high at 19%



About the study

- *3,600 face-to-face interviews were conducted by trained Ipsos interviewers in the homes and home languages of respondents.*
- *Interviews were conducted from 1 June 2023 to 20 July 2023.*
- *A scientific process of multi-stage stratified random selection distributed interviews in all areas of the county, including deep rural areas.*
- *All results were aggregated and then analysed as described.*
- *The margin of error of this study, at a 95% confidence level is plus or minus 0.65.*

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

THANK YOU

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