

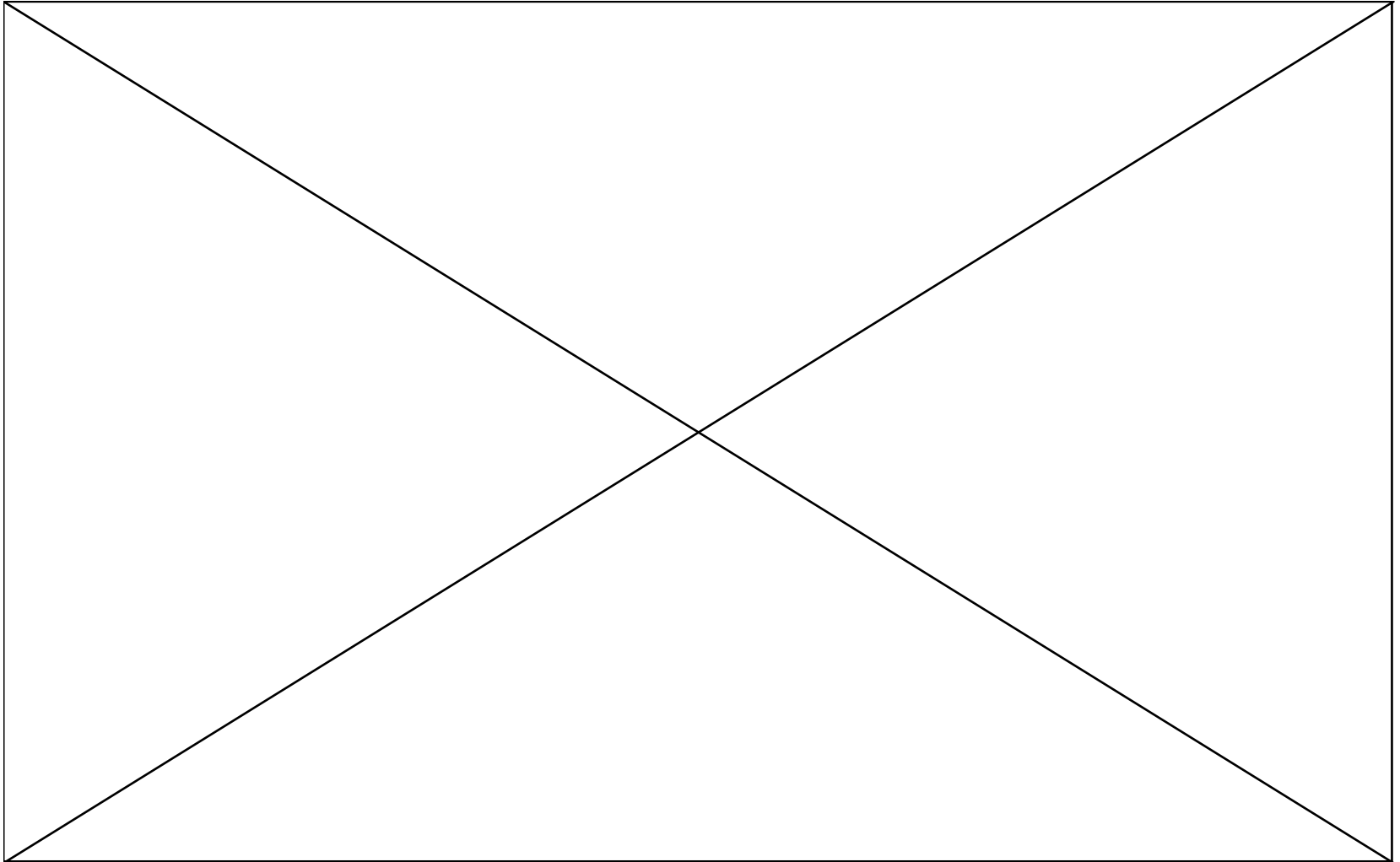
South Africa's elections

Polling trends and voter perceptions

3 June 2014

The ANC

ANC's framing of the election: Has South Africa progressed in the 20 years? Should we risk going backwards?

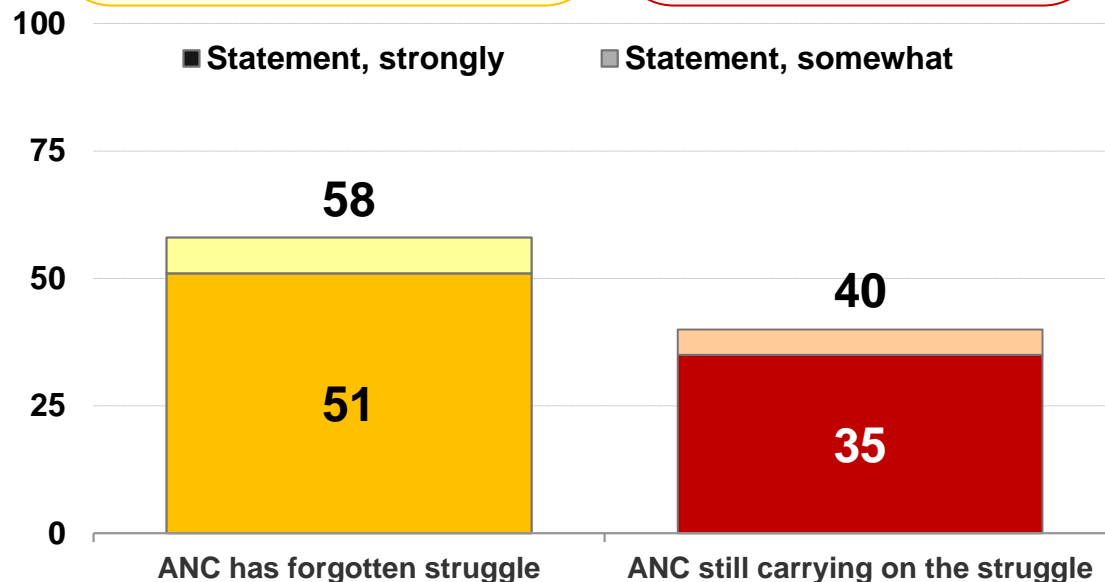


Voters credit the progress since 94, but think the ANC has gone astray in the last 5 years, and blame Zuma

Which one of these two statements comes closer to your view, even if neither is exactly right?

We made progress overcoming apartheid and to a better life under Mandela and Mbeki, but the ANC under Zuma has forgotten the struggle and only cares about themselves

The ANC still plays an historic role carrying on the struggle and working for a better life for all.



“They are arrogant at times. They have too much power. They have corruption in their leaders and Zuma is the worst. They promise a lot while knowing they can’t deliver.”

ANC voter, Johannesburg, May 2013

The strongest reason to vote ANC is to stop South Africa regressing.

Which ONE is the best reason to vote ANC?

To stop South Africa going back to apartheid



They would create jobs



They would boost education



Loyalty to the ANC and the struggle for freedom



They deliver basic services effectively



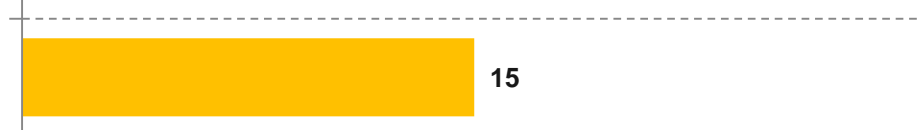
Jacob Zuma is a strong leader



They are on the side of people like you.



None of the above

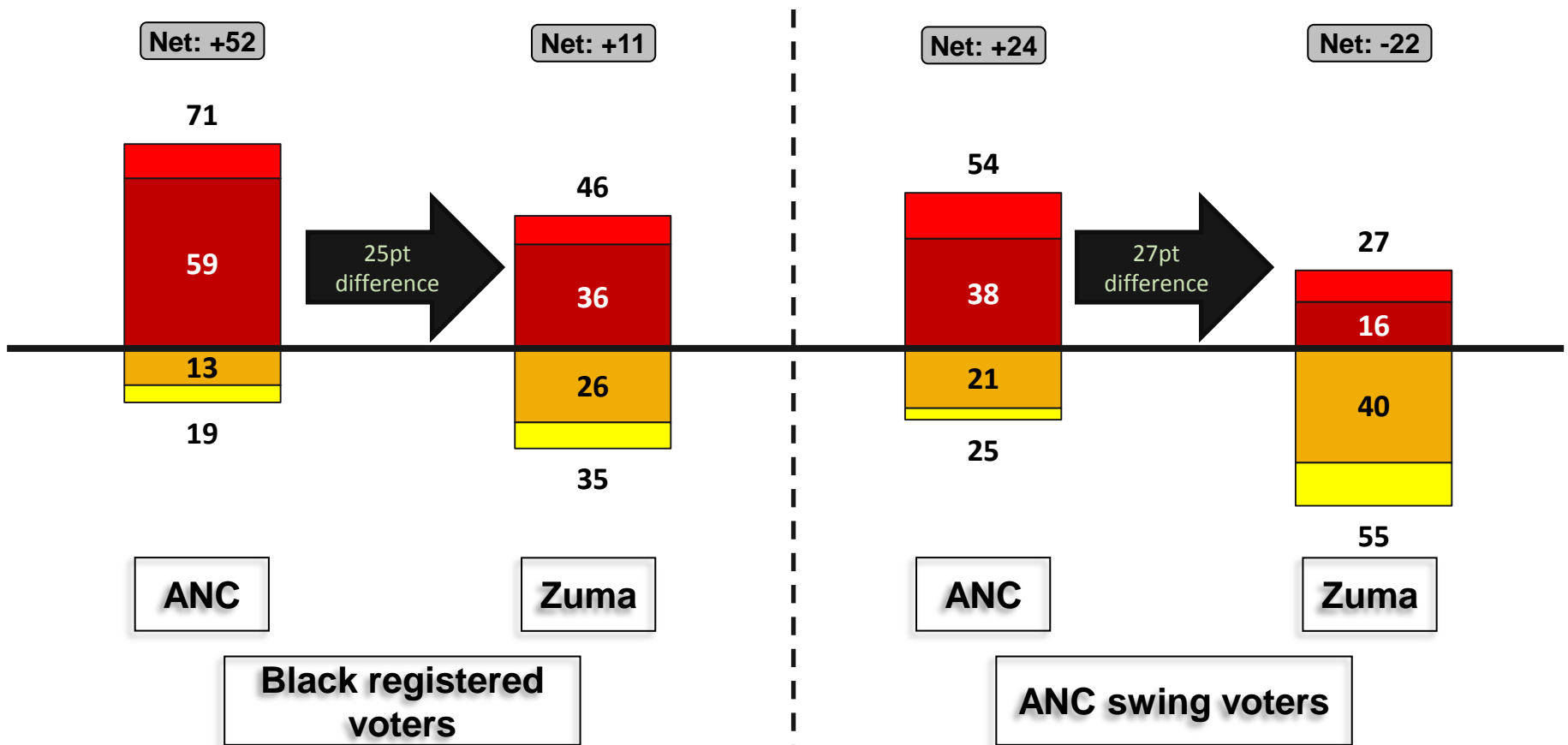


0 20

Zuma was a significant drag on the ANC

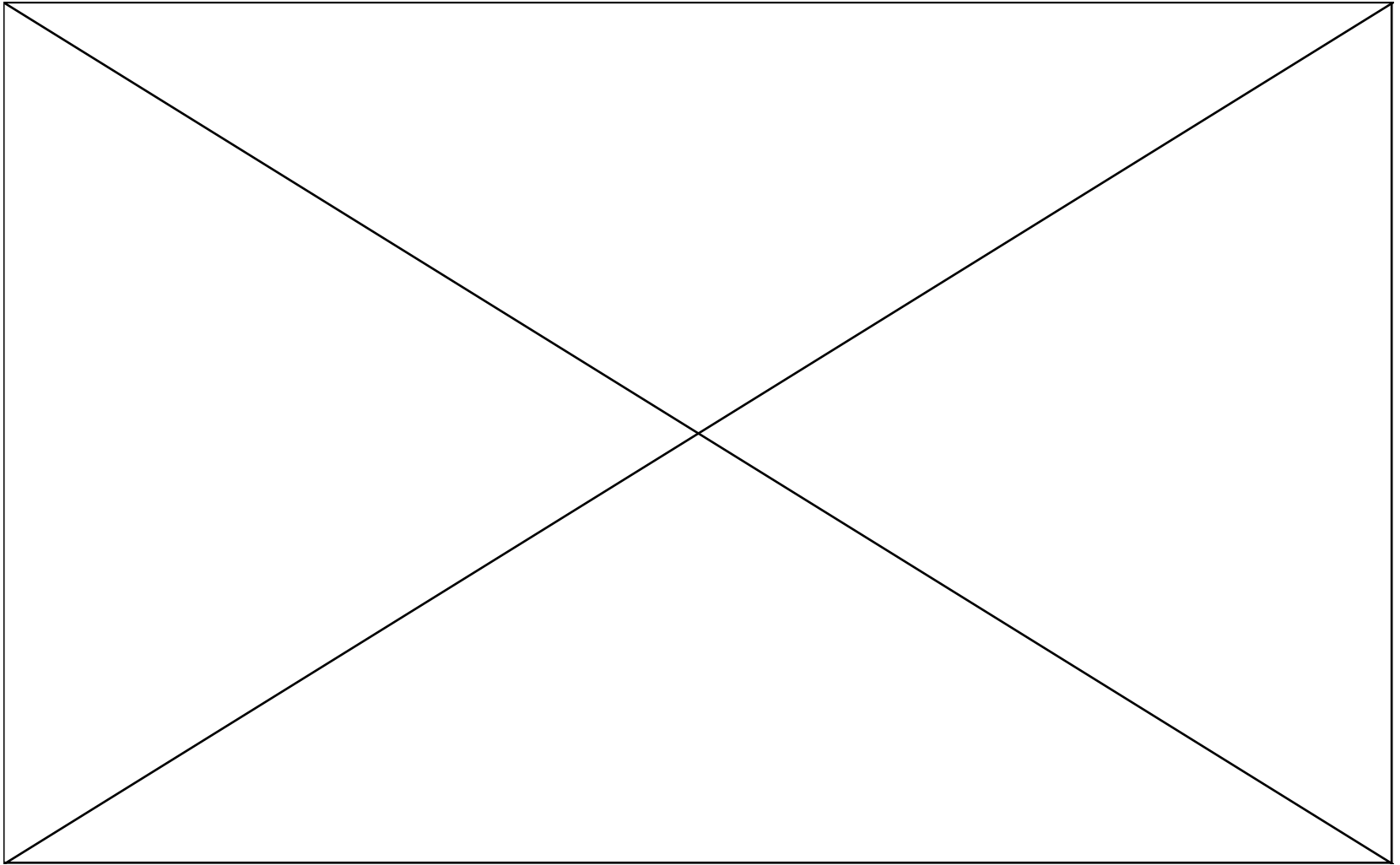
Please rate your feelings toward some people and organisations, with 100 meaning a very warm FAVOURABLE feeling; 0 meaning a very cold, UNFAVOURABLE feeling; and 50 meaning not particularly warm or cold.

■ Very warm (75-100) ■ Warm (51-74) ■ Very cool (0-25) ■ Cool (26-49)



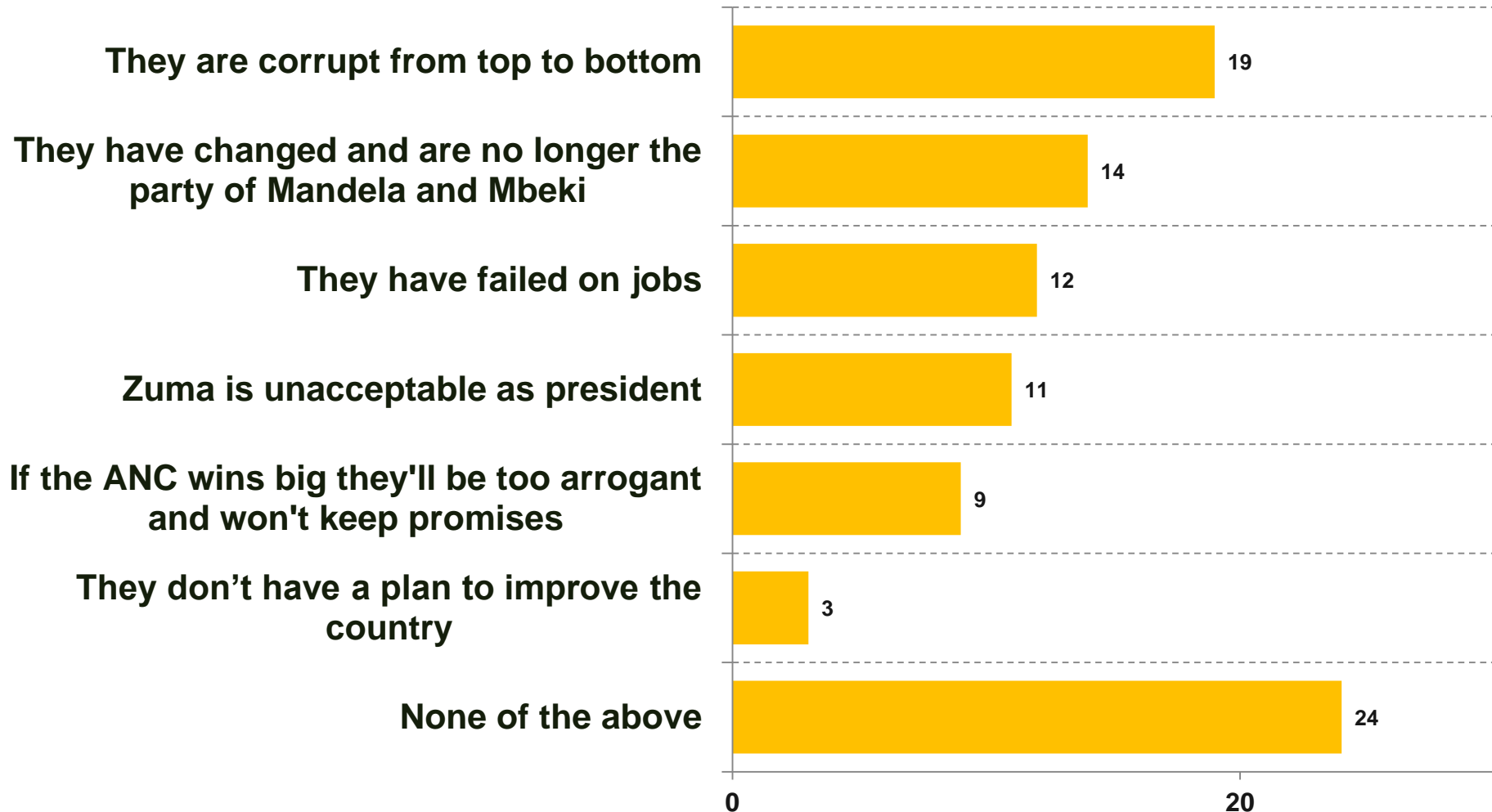
The DA

The Ayisafani ad

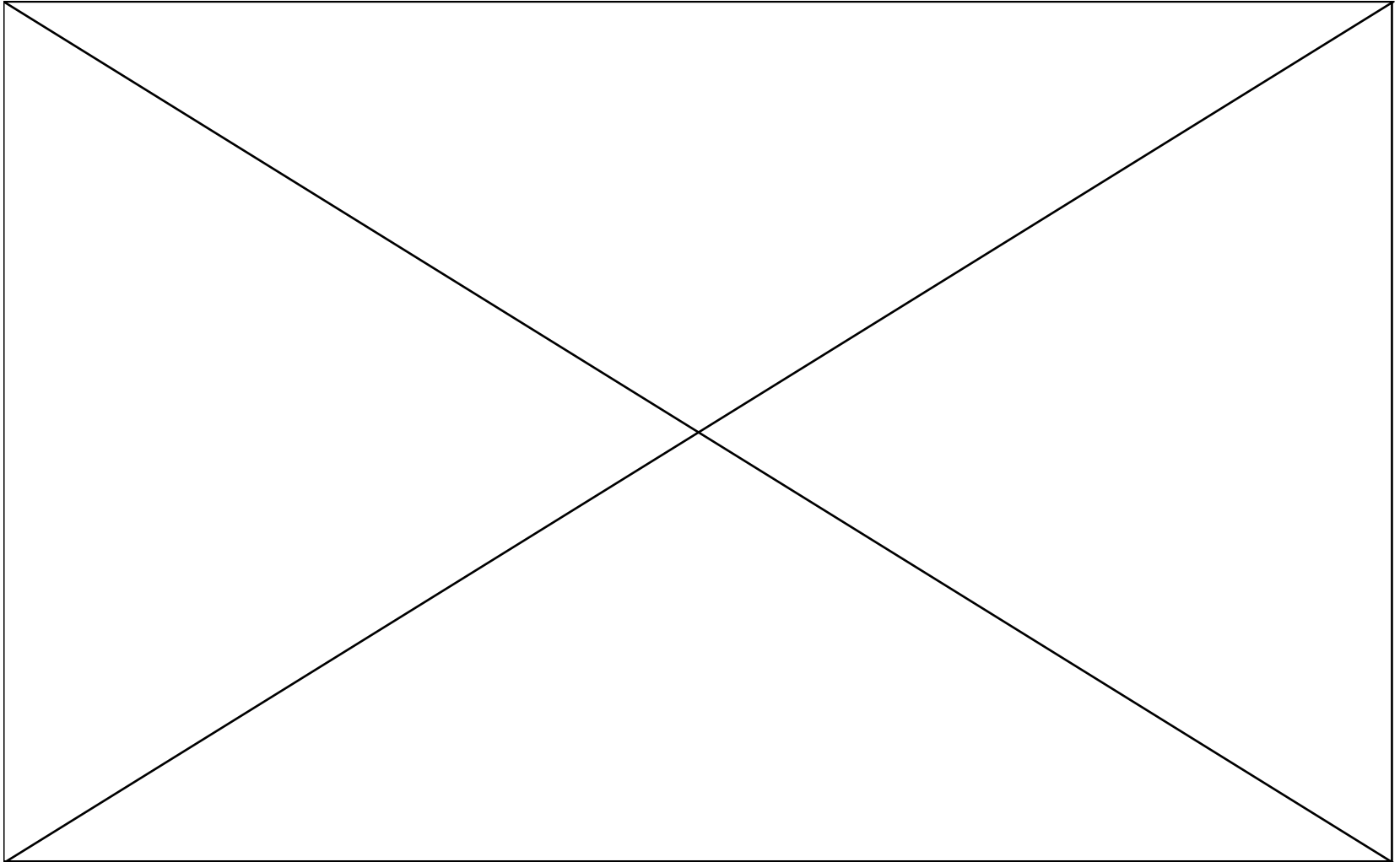


ANC doubts: corruption and betraying their own past

Which ONE is your biggest doubt about voting for the ANC?

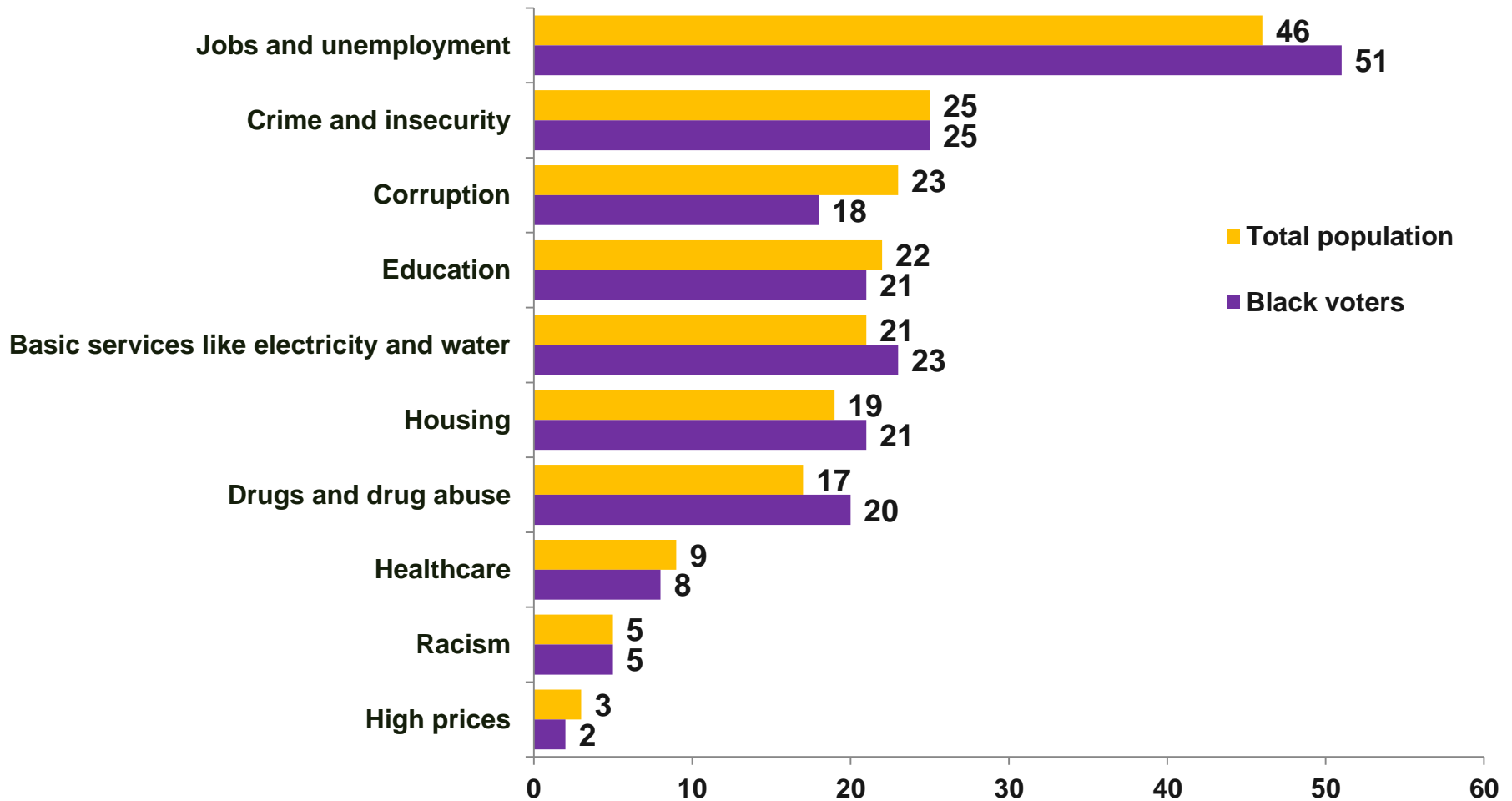


The closing ad was more positive – DA momentum and job creation



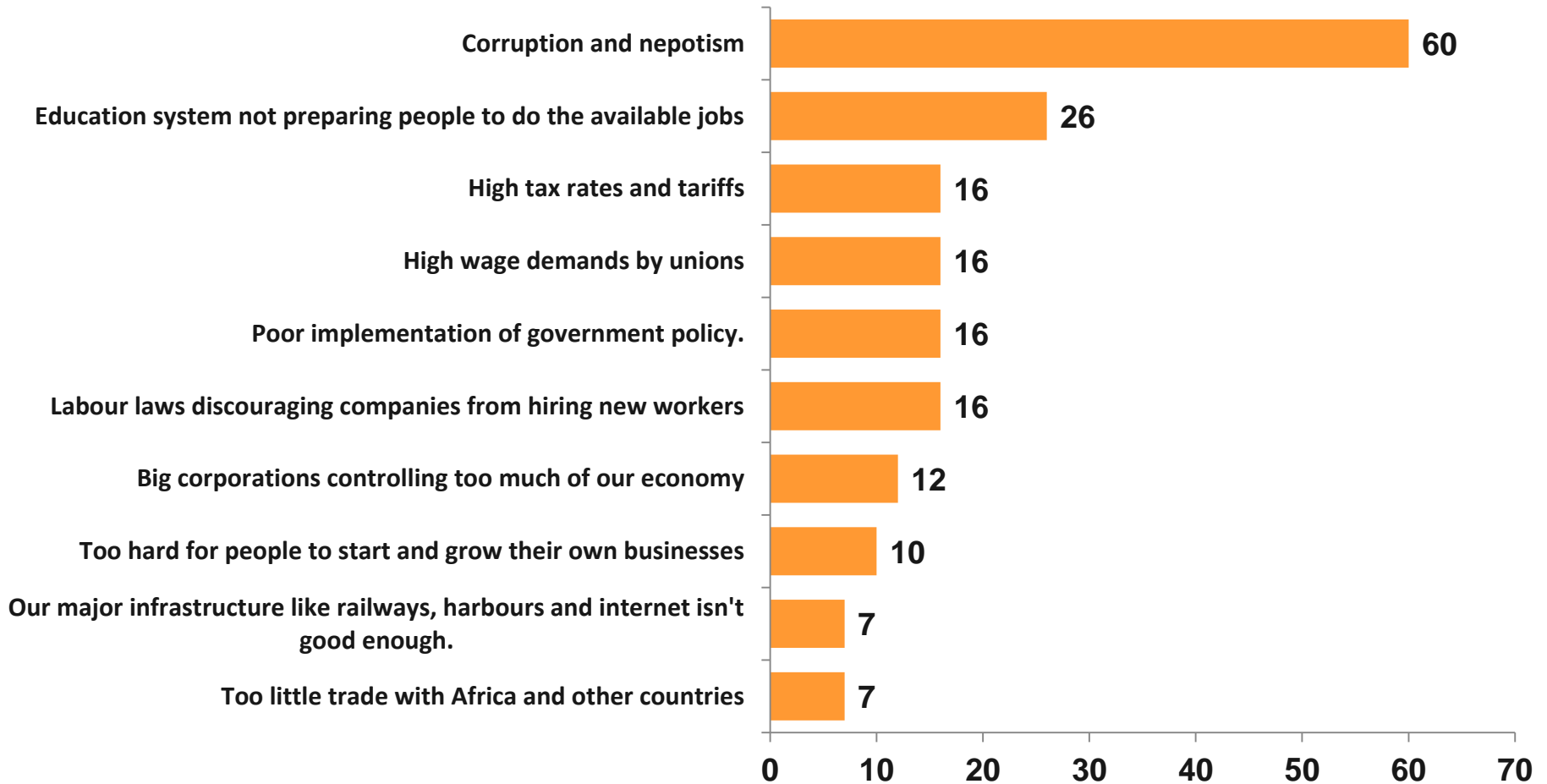
Jobs was the key issue

What are the TWO issues you think should be the top priorities for the government



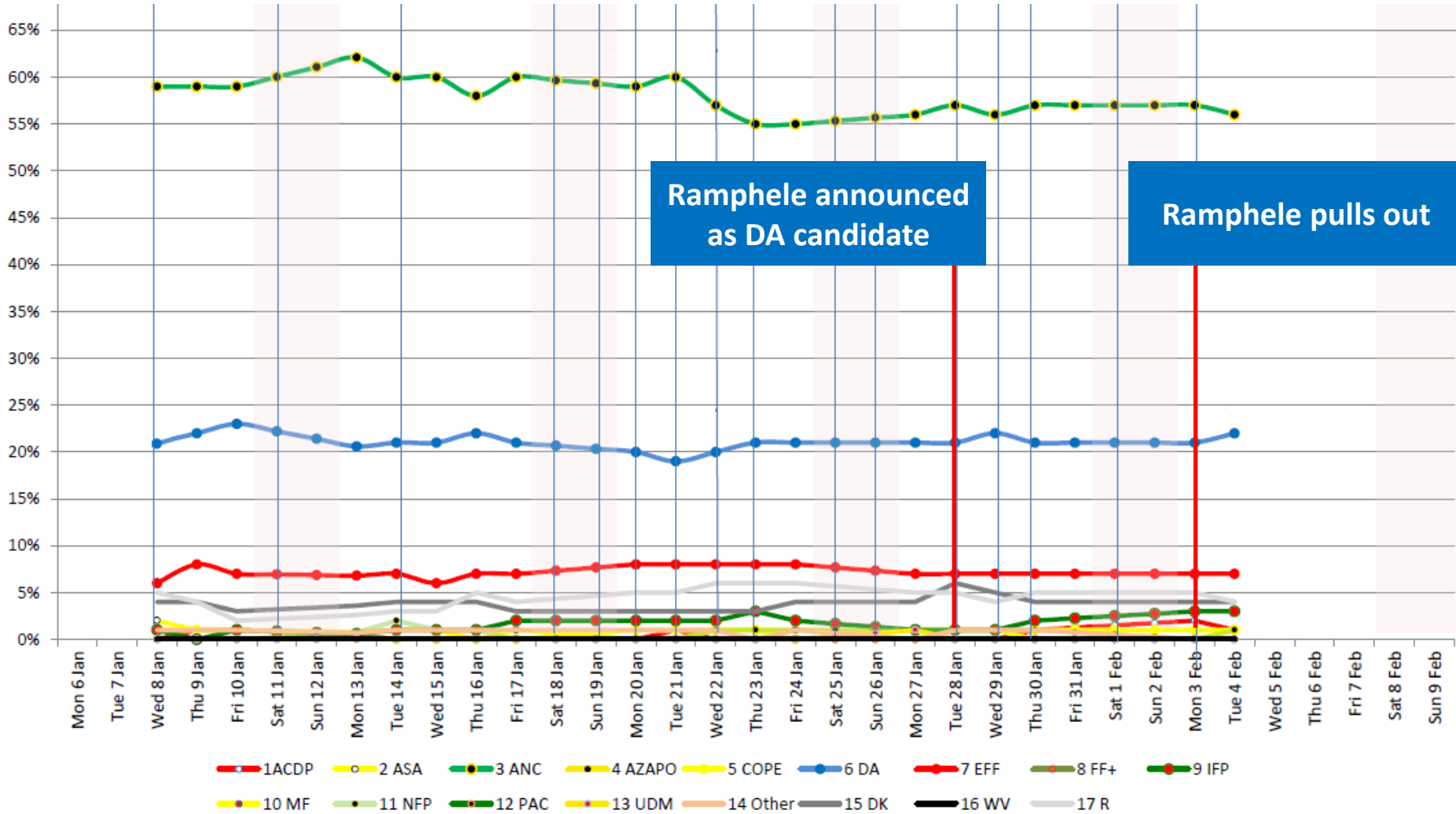
Key cause of unemployment: corruption

In your opinion, which of the following are the TWO biggest causes of unemployment:

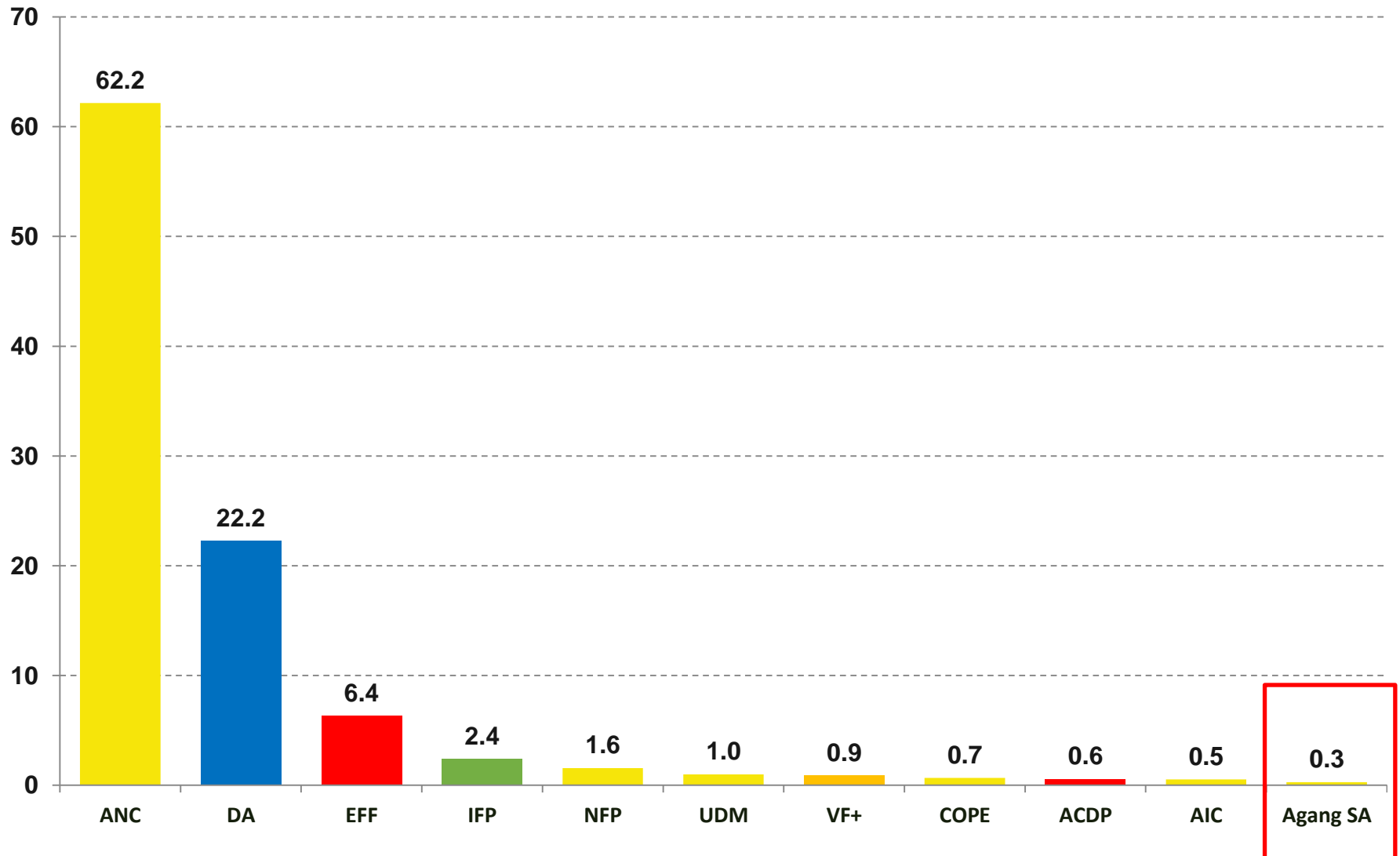


Agang

The Ramphele story had no impact on the voting intention



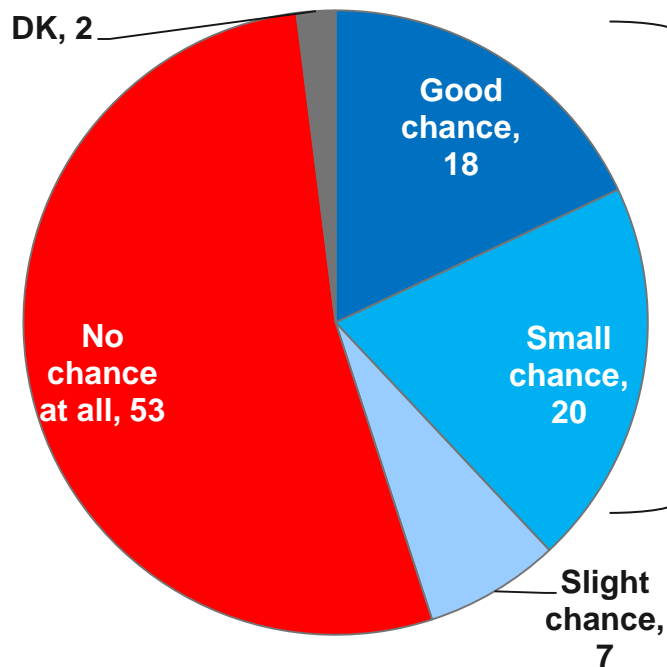
Agang finished 11th with less than 0.3%



The EFF

Despite their opposing ideological positions, there was a sizeable block of voters available to both EFF and DA

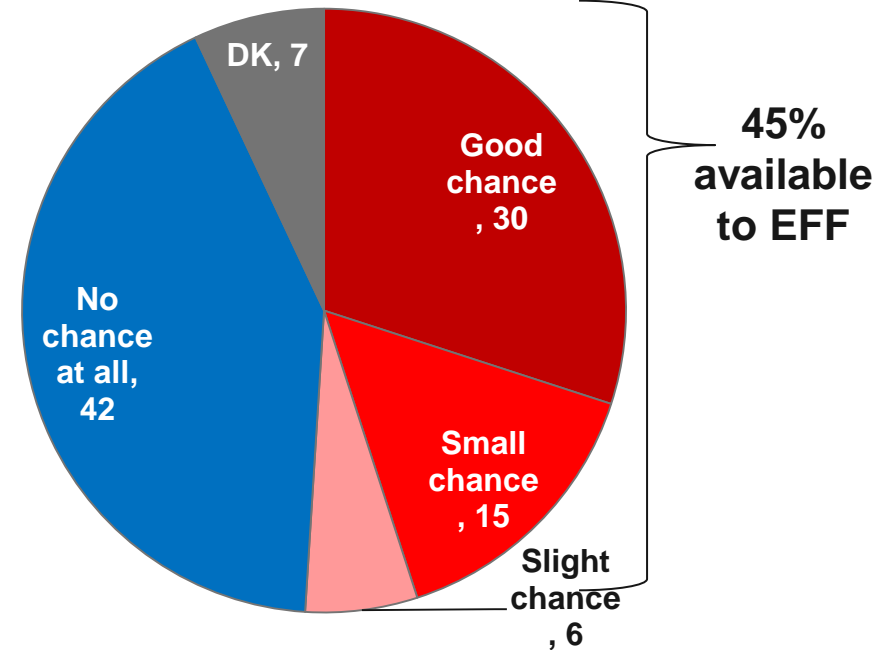
Even though you are not supporting the DA / EFF right now, what are the chances that you might support the DA / EFF in the national election in 2014



EFF voters

**38%
available
to DA**

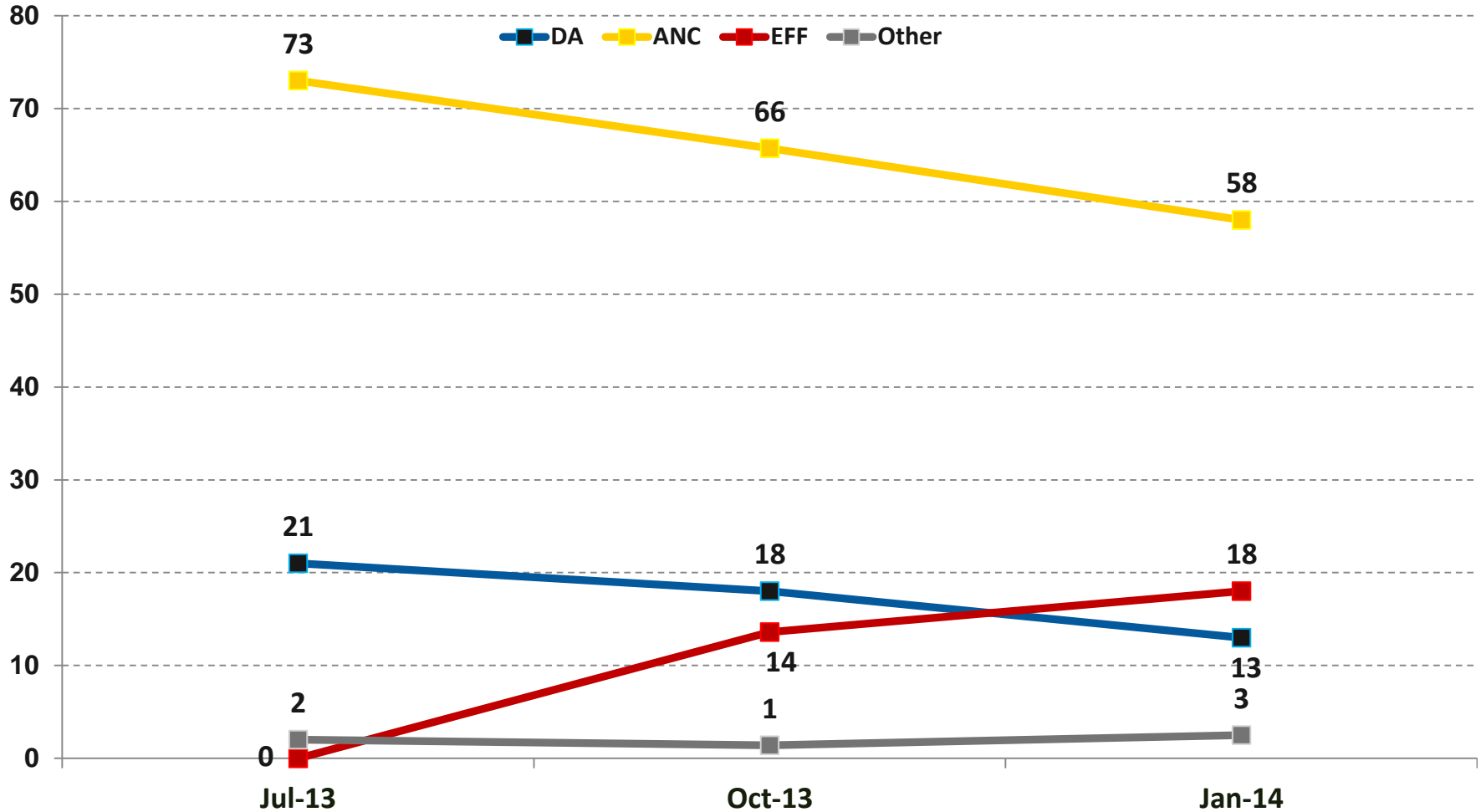
DA voters



**45%
available
to EFF**

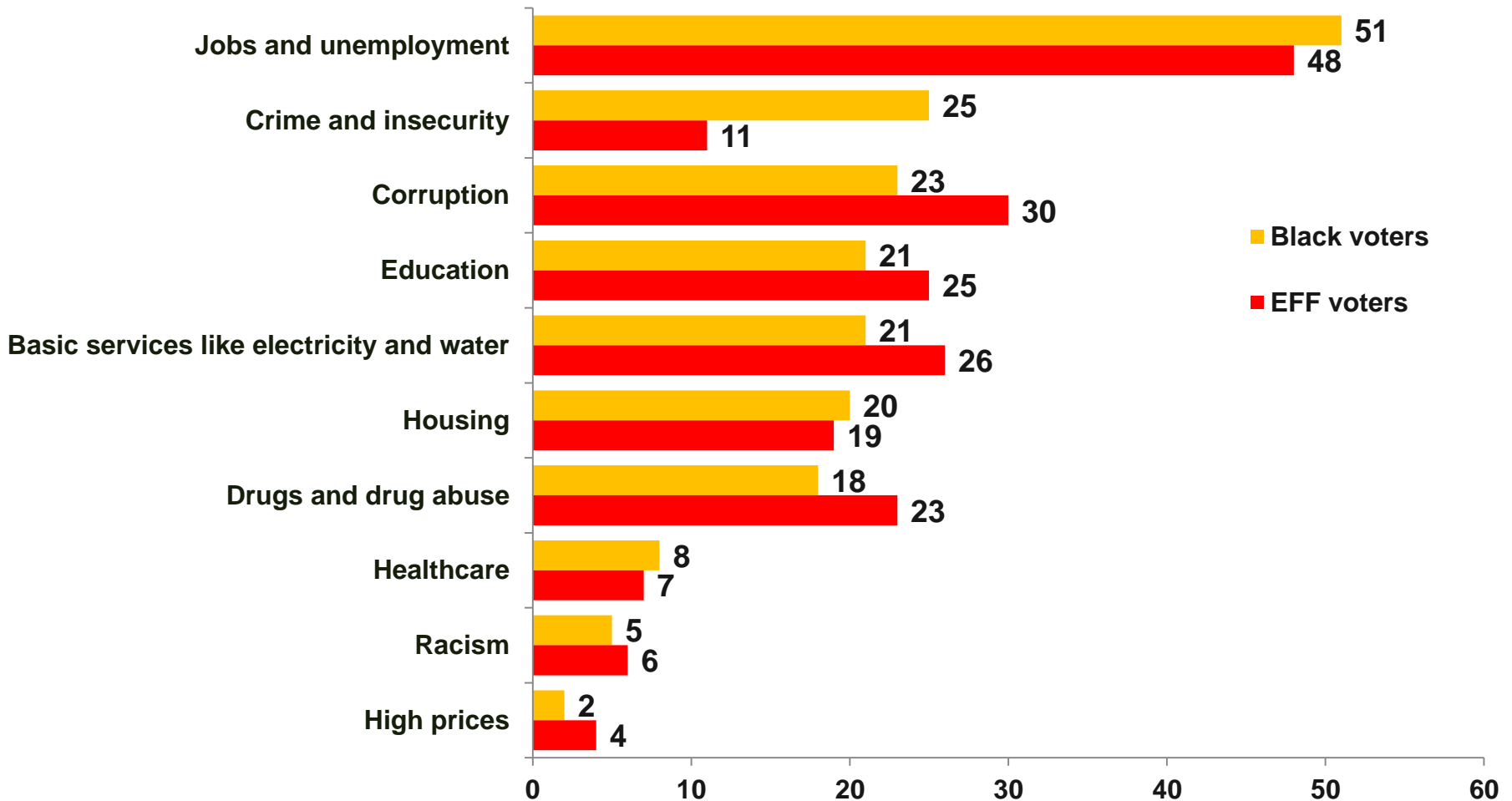
The appearance of the EFF took black voters from both the DA and the ANC

If an election was held today, which party would you vote for on the provincial ballot in Gauteng? [Adjusted to exclude Refused / Would not vote / DK]



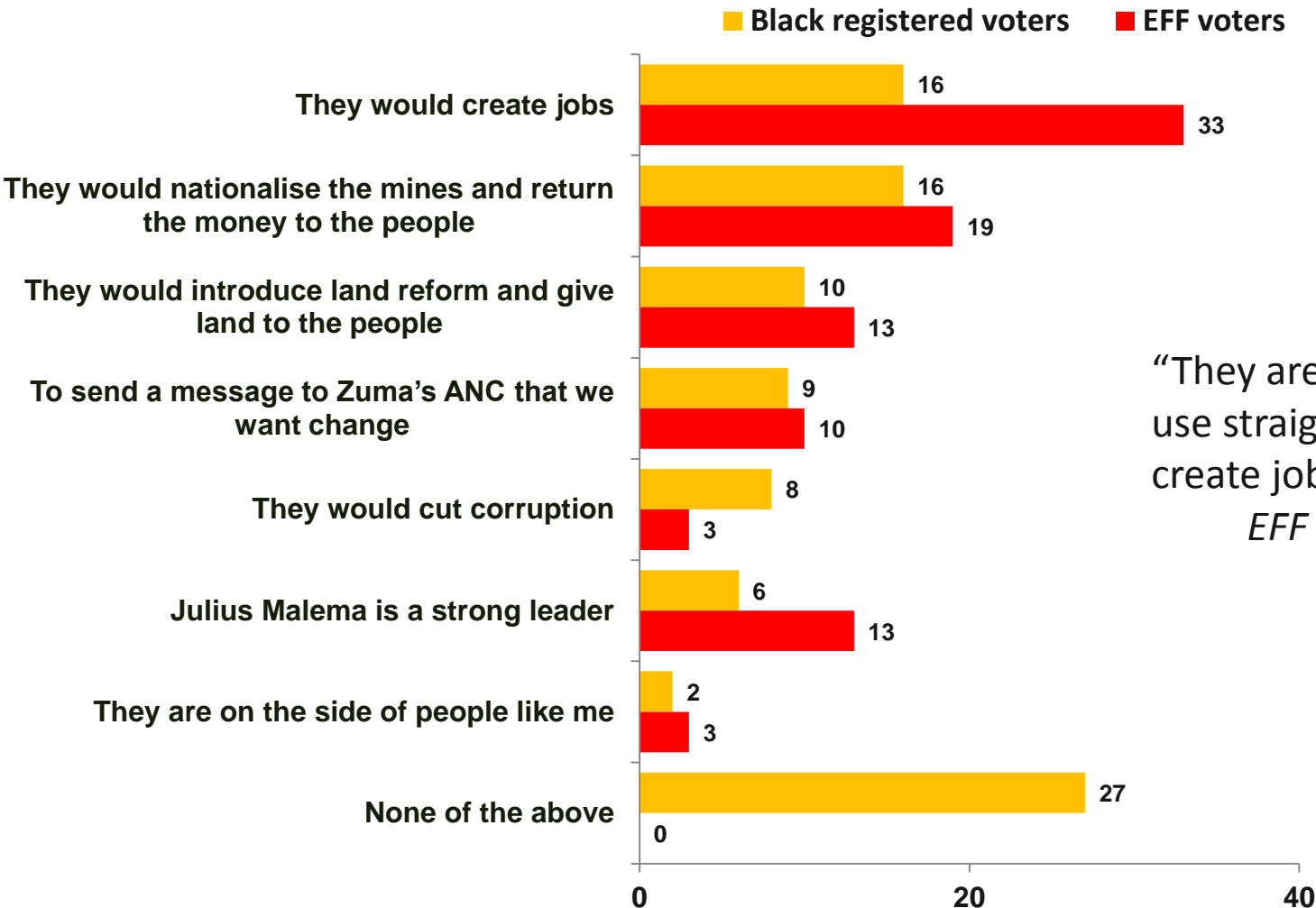
Concerns of EFF voters essentially the same as all black voters – centered on jobs.

What are the TWO issues you think should be the top priorities for the government



The power of the EFF lay in an overall jobs offer, less than the policies on mines and land which got the headlines

Which ONE is the best reason to vote EFF?

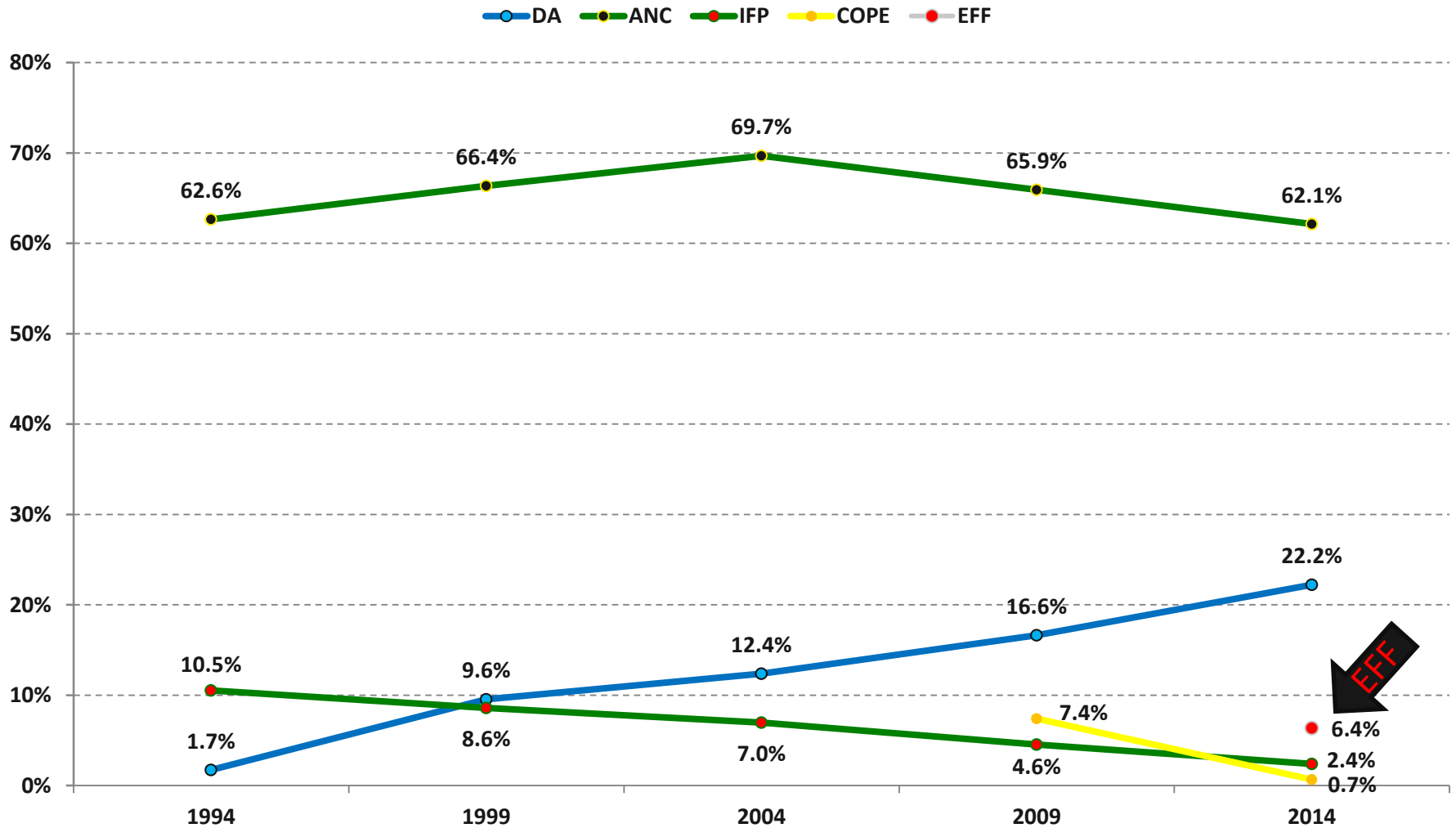


“They are active and they use straight talk. They’ll create jobs for us.”

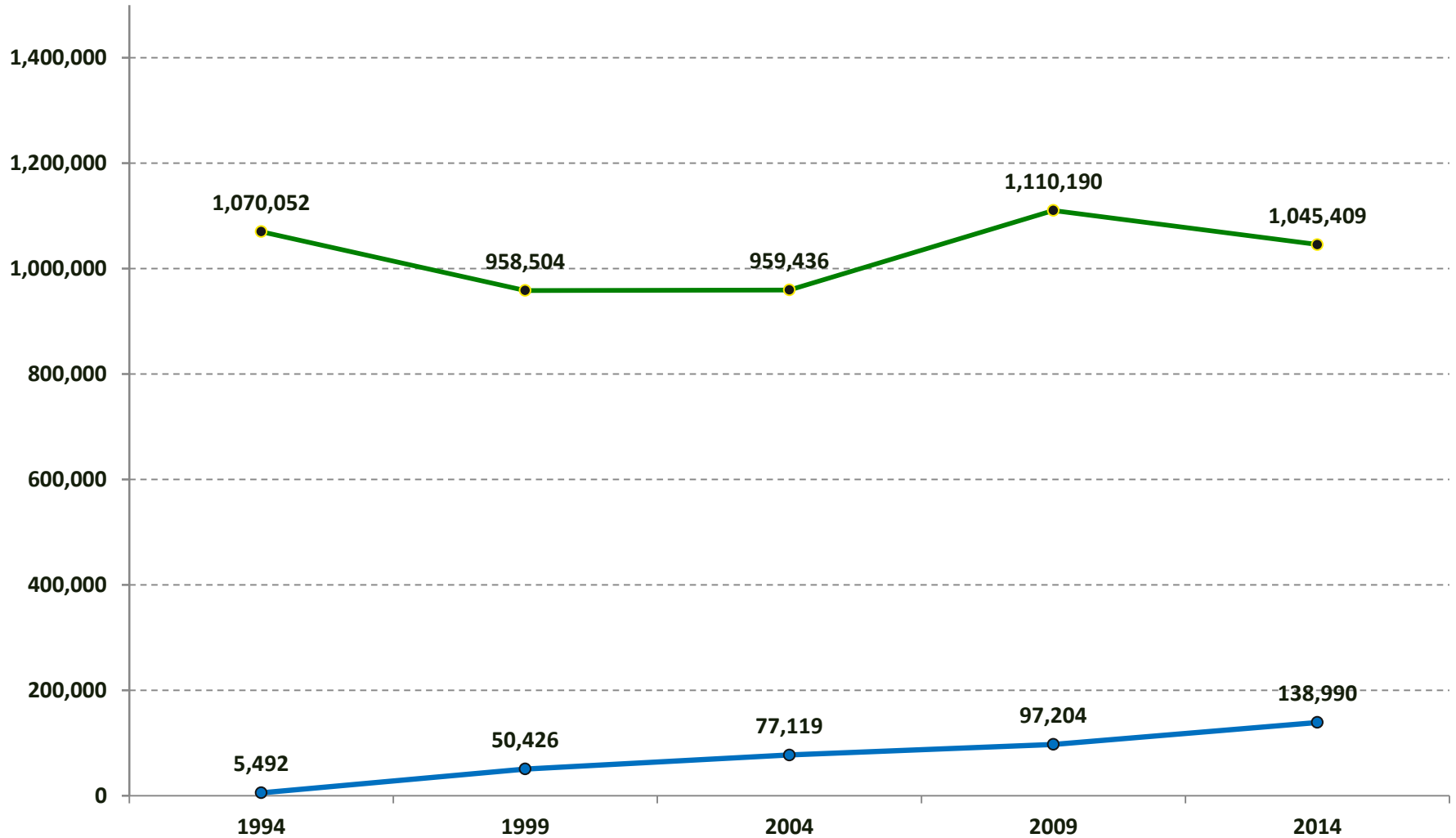
EFF voter, Polokwane, January 2014

The results

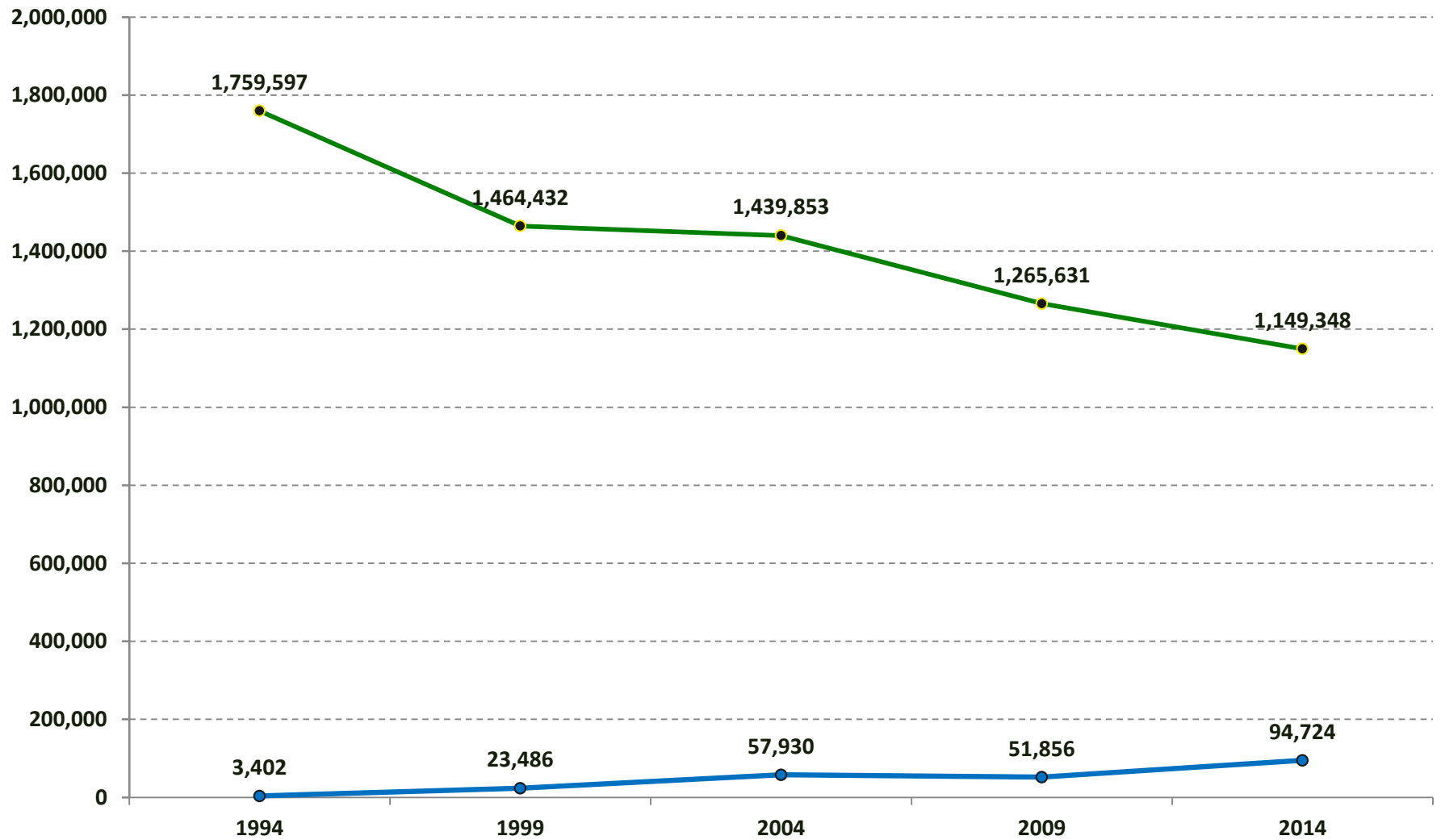
Continued ANC decline. DA up and others steady



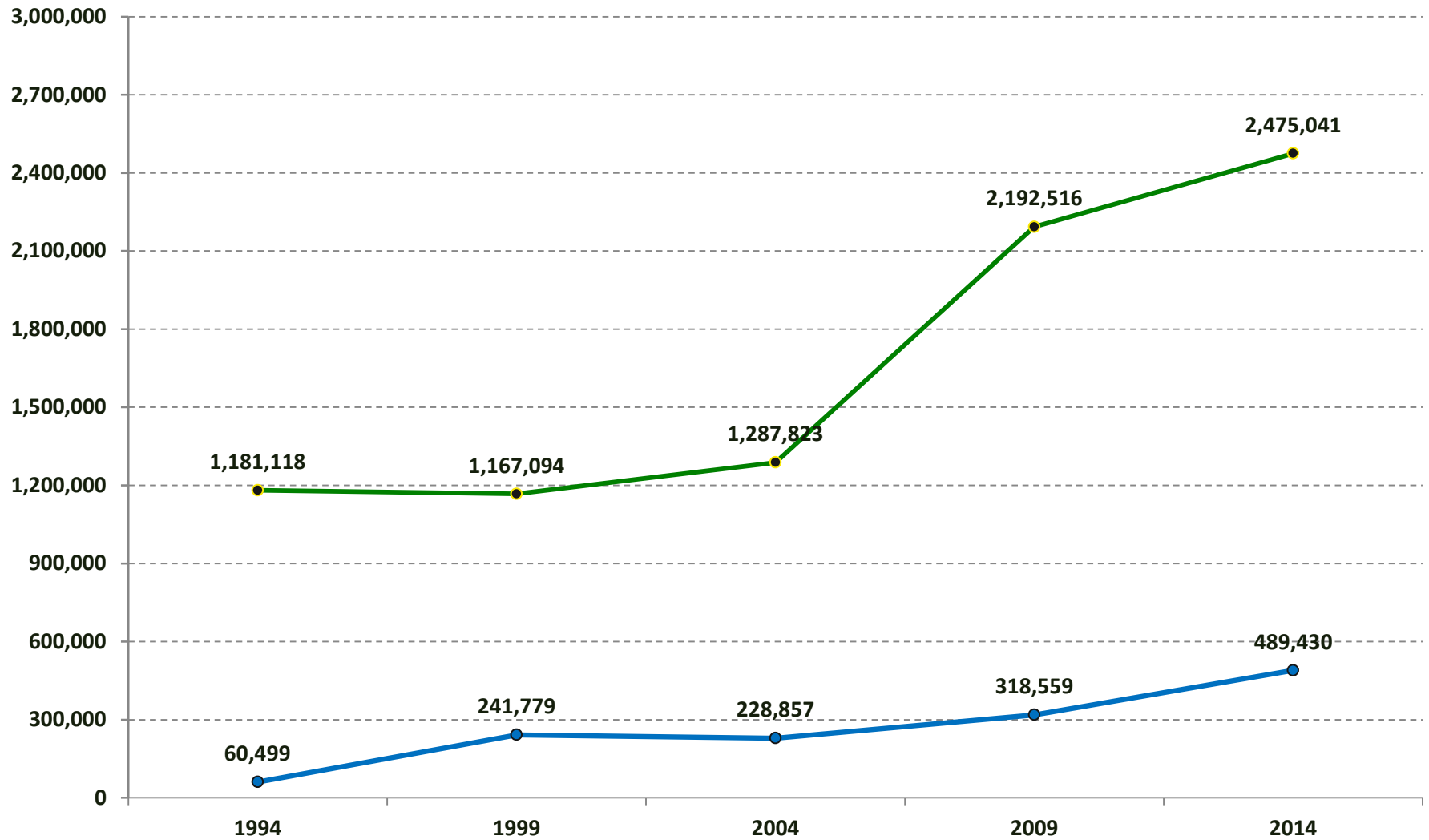
In Mpumalanga the ANC is holding steady



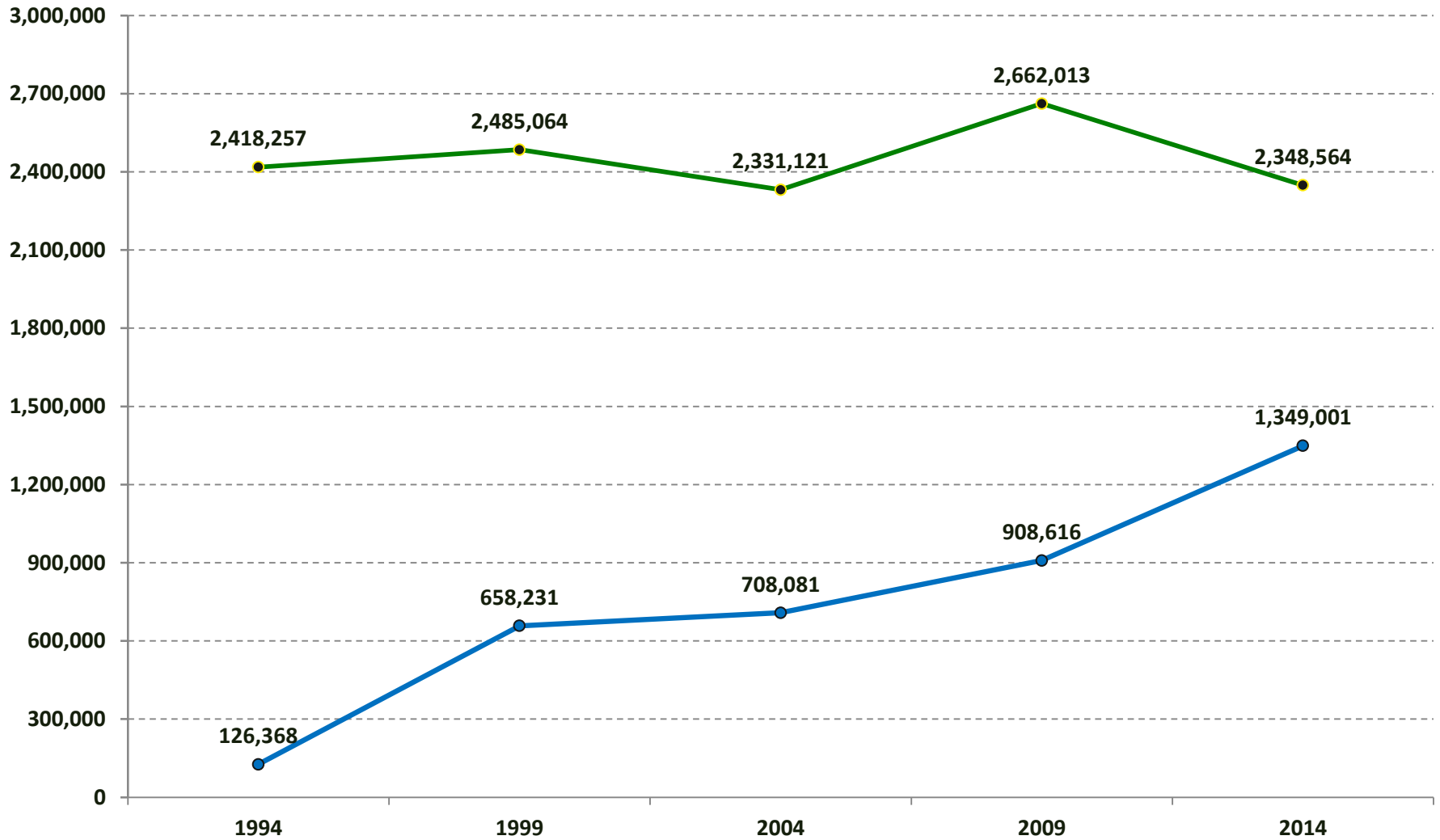
Limpopo sees the ANC being threatened, but not by the DA



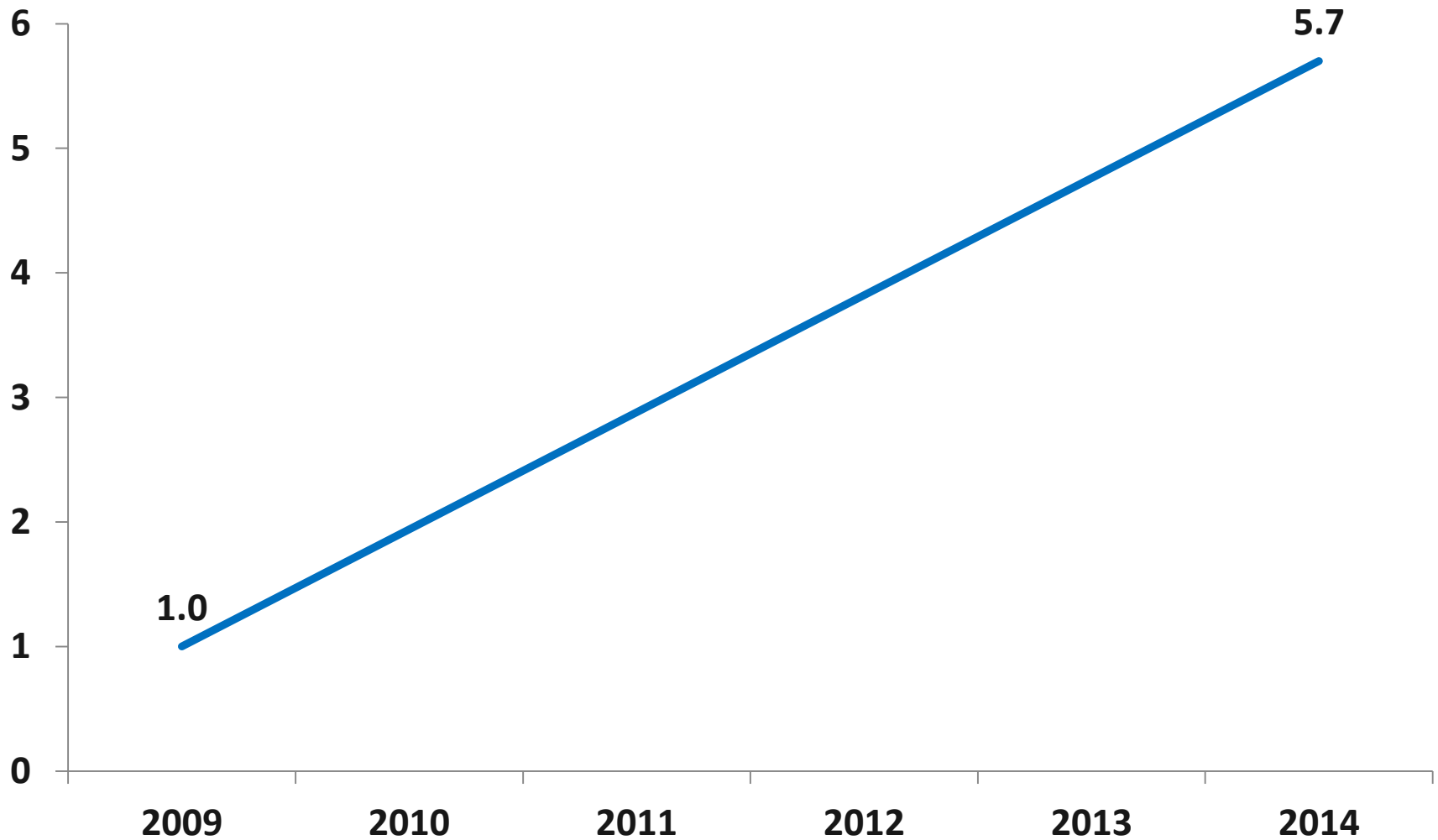
In KZN the ANC is gaining at the expense of the IFP



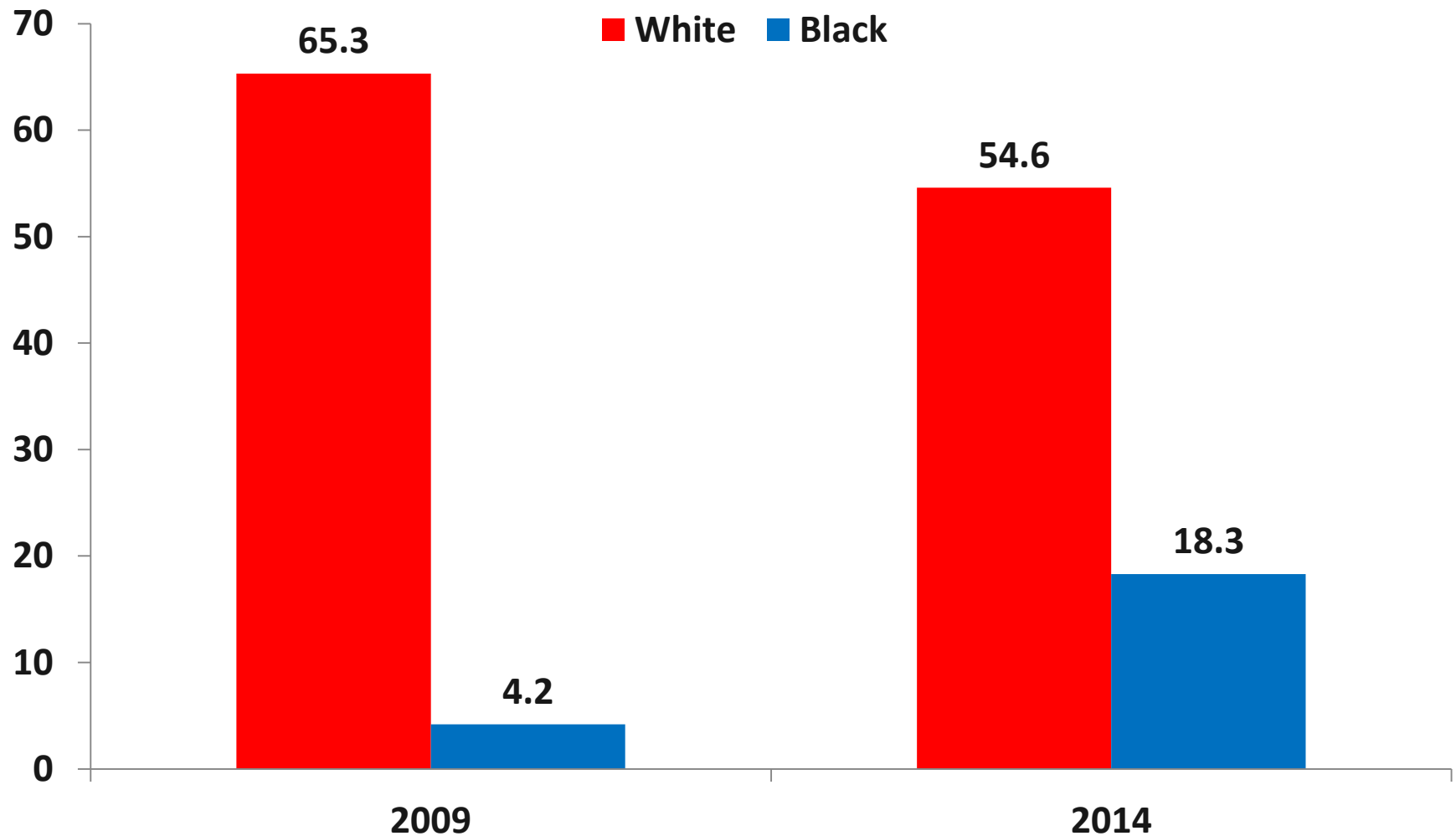
In Gauteng the DA is closing on the ANC



First time the DA has won noticeable black support in a national election



Black voters share of the DA vote has increased more than 4-fold



Where next?

Where do the parties go from here

- **ANC** – chasing the EFF doesn't mean a tilt to the left. Govern better: less corrupt, more jobs. Big internal risks for the party
- **DA** –Continue to allay fears and develop agenda for change
- **EFF** –avoid the fate of COPE