

FAVOURABILITY SCORES OF PROMINENT POLITICAL FIGURES IN SOUTH AFRICA

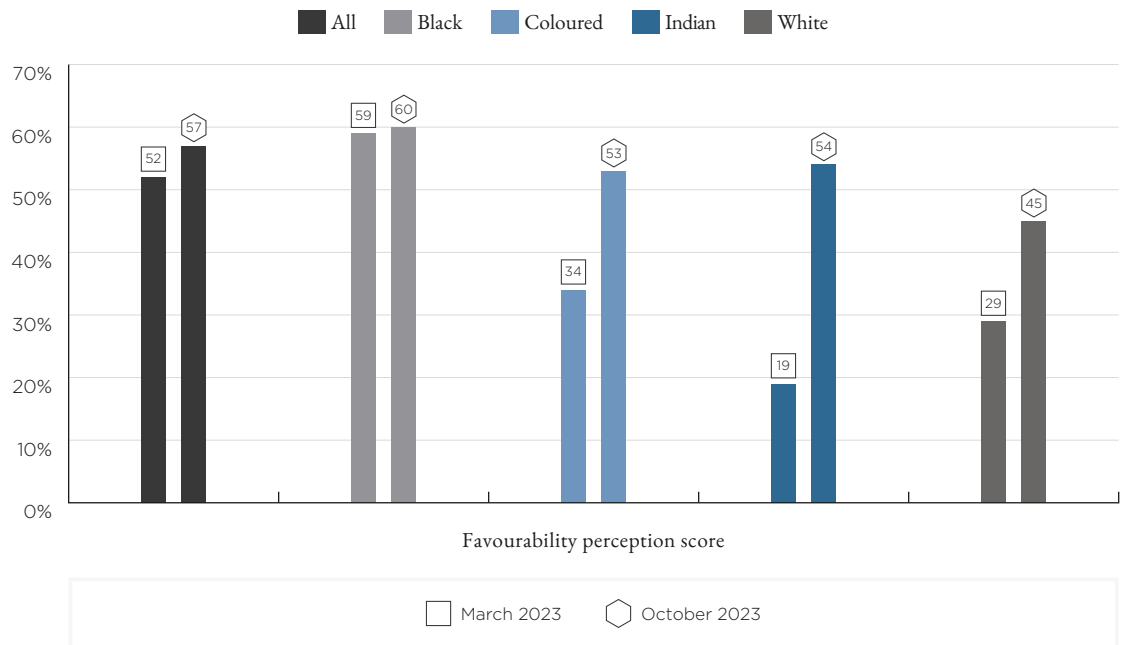
This report tracks how registered voters perceive prominent political figures in South Africa.

It does so via favourability scores. The scores are calculated by asking survey participants the following question, “on a scale of 0 to 100, with 0 being a very cold unfavourable feeling, 50 being not particularly warm or cold and 100 being a very warm favourable feeling, how do you feel about candidate X?”. Scores of 89 and higher are recorded as being ‘very favourable’. Scores of 64 and above were recorded as ‘favourable’ (the ‘very favourable’ and ‘favourable’ scores are added together in some report tables to give a total ‘favourability perception score’.) The report compares these ‘favourability perception score[s]’ over the period from July 2022 to March 2023. Scores of 39 to 63 are recorded as ‘neutral’, scores of 14 to 38 as ‘somewhat unfavourable’, and scores of 13 and below as ‘very unfavourable’. The data is then further broken down via race and political party affiliation.

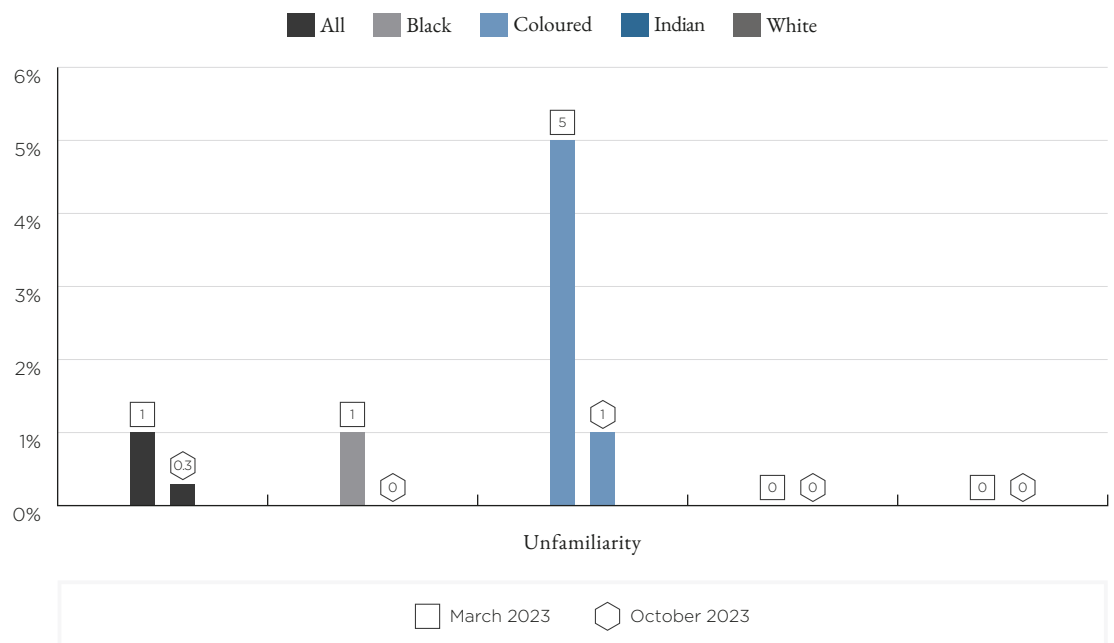
The July 2022 data was drawn from a survey of 3 204 demographically and geographically representative voters. That survey had a national margin of error of 1,7%. The March 2023 data is drawn from a survey of 1 517 demographically and geographically representative registered voters. That survey had a national margin of error of 4%. The October 2023 data is based on a survey of 1 412 geographically and demographically representative registered voters. That survey had a national margin of error of 5%. Totals may not add up to 100% where rounding has occurred or where participants refused to answer a question.

THABO MBEKI CHANGE IN FAVOURABILITY SCORES FROM MARCH 2023 TO OCTOBER 2023

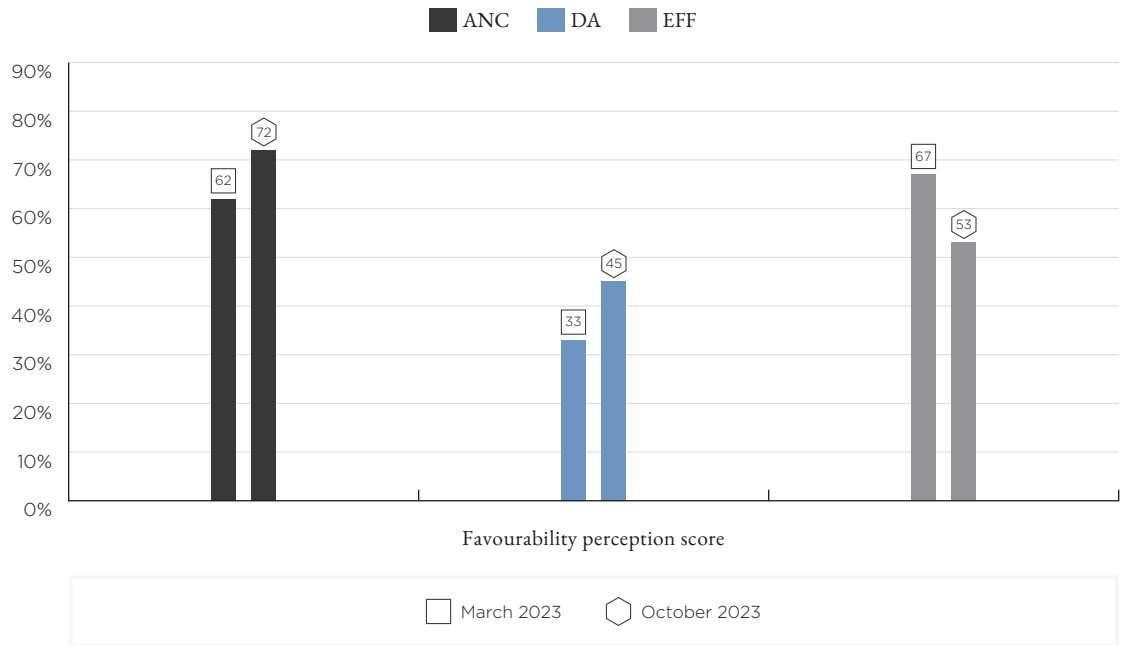
Favourability perception score by race



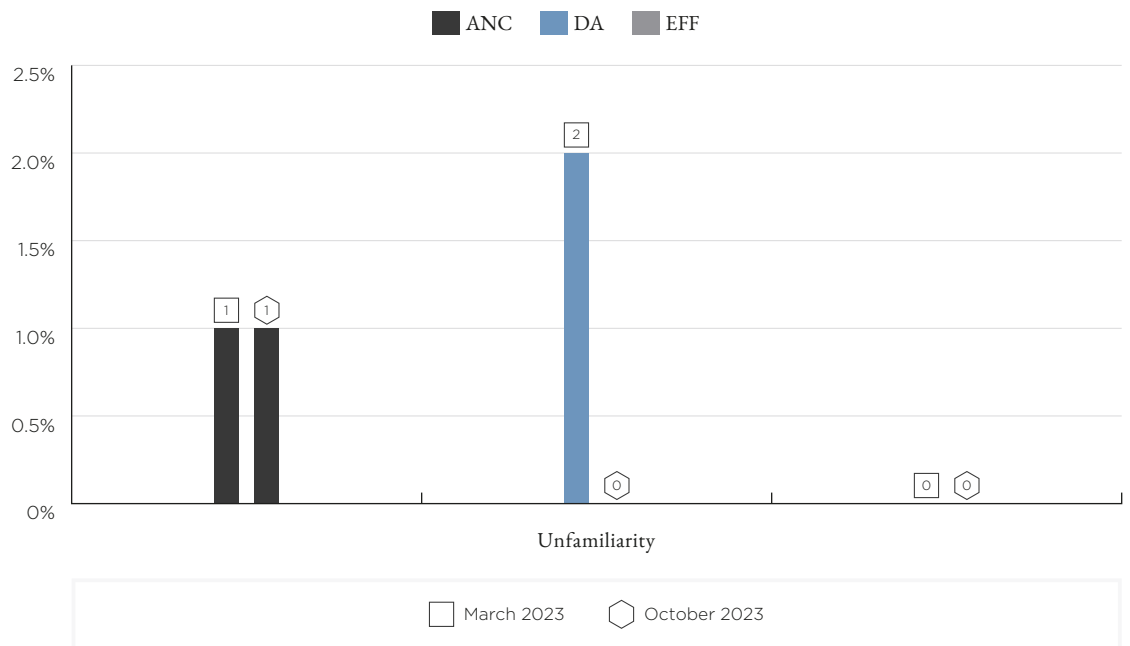
Unfamiliarity by race



Favourability perception score by party affiliation

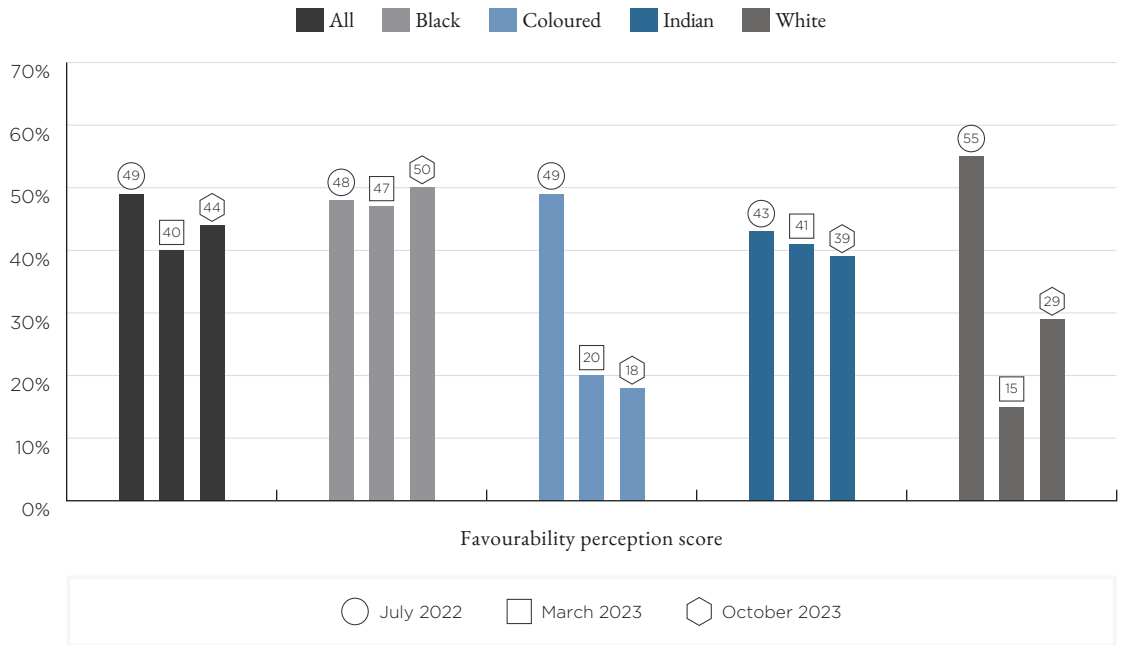


Unfamiliarity by party affiliation

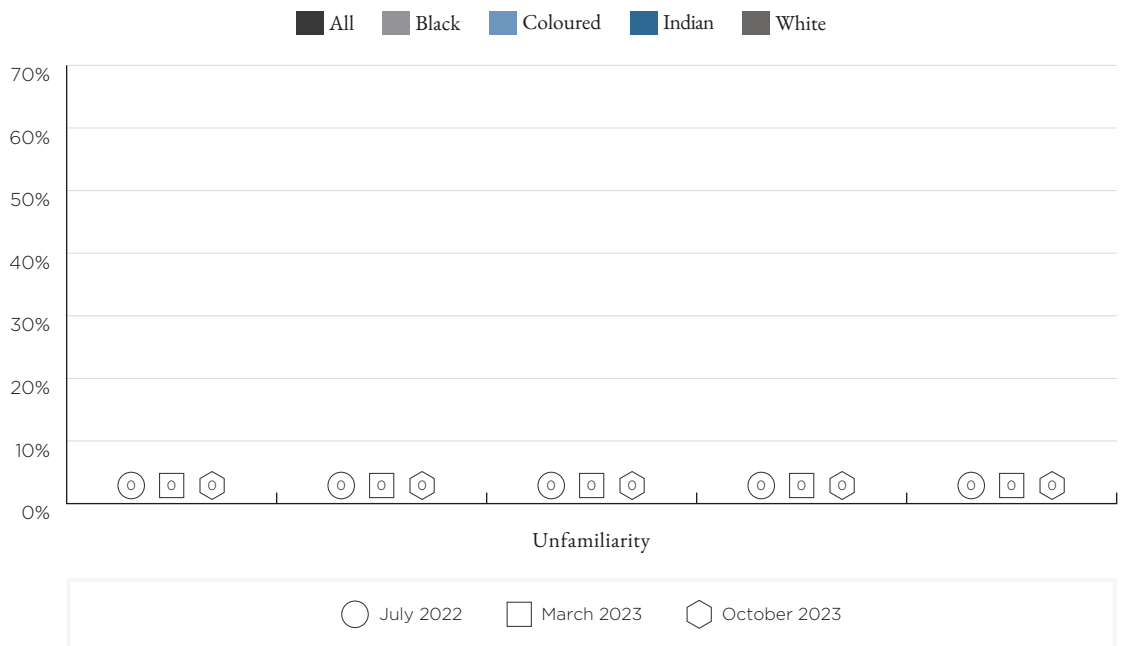


CYRIL RAMAPHOSA CHANGE IN FAVOURABILITY SCORES FROM JULY 2022 TO MARCH 2023 TO OCTOBER 2023

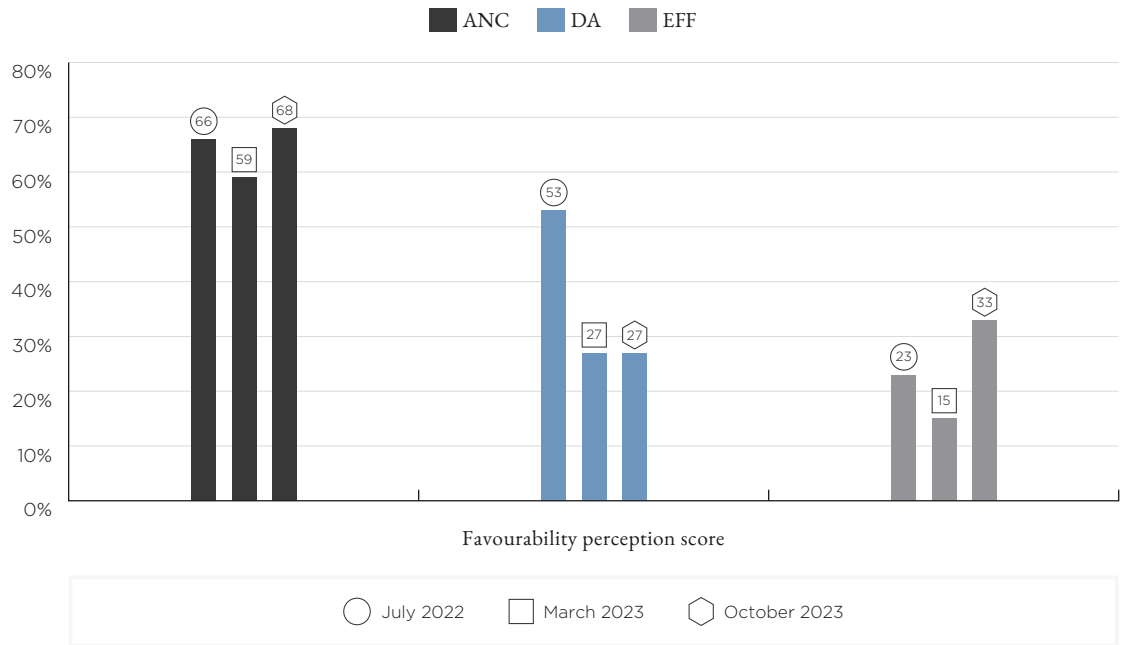
Favourability perception score by race



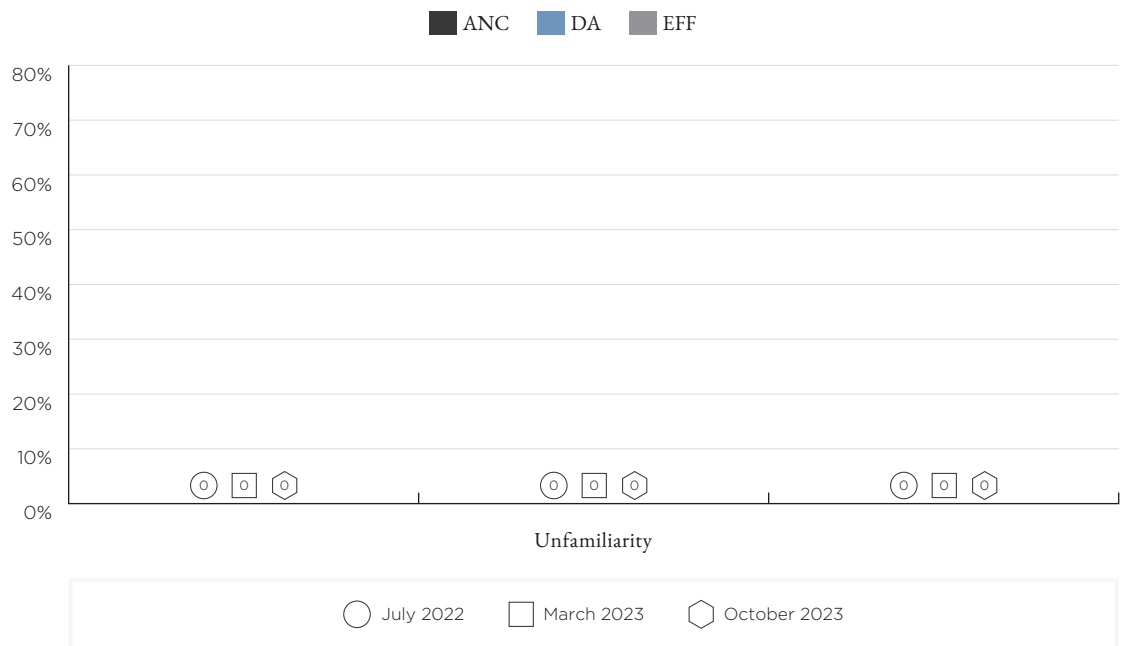
Unfamiliarity by race



Favourability perception score by party affiliation

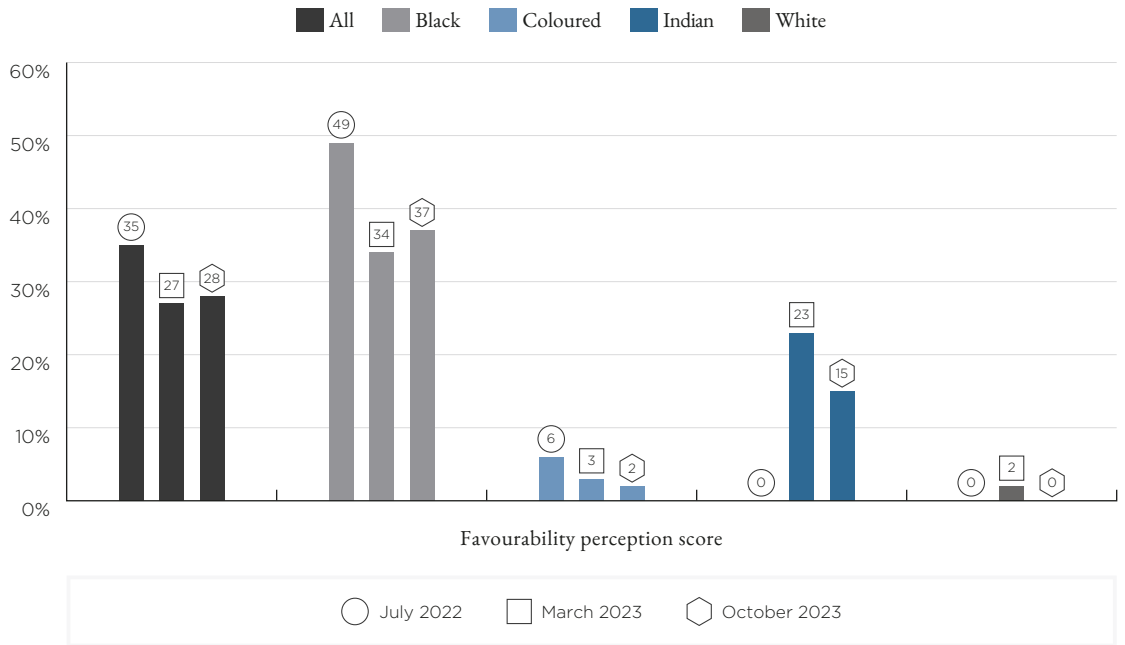


Unfamiliarity by party affiliation

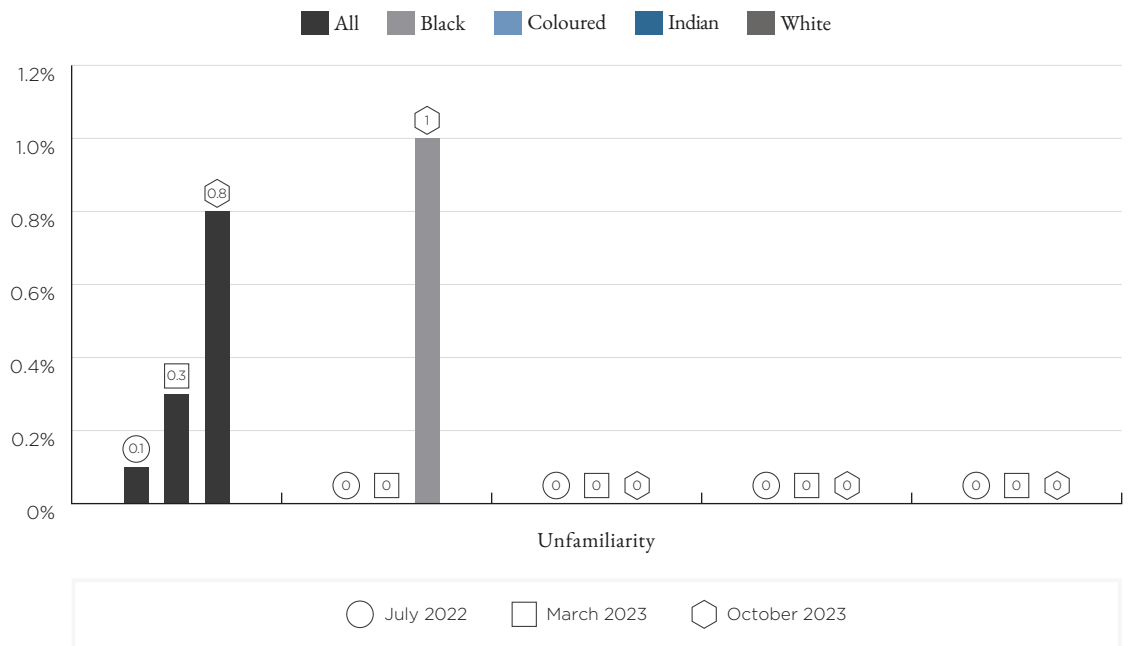


JACOB ZUMA CHANGE IN FAVOURABILITY SCORES FROM JULY 2022 TO MARCH 2023 TO OCTOBER 2023

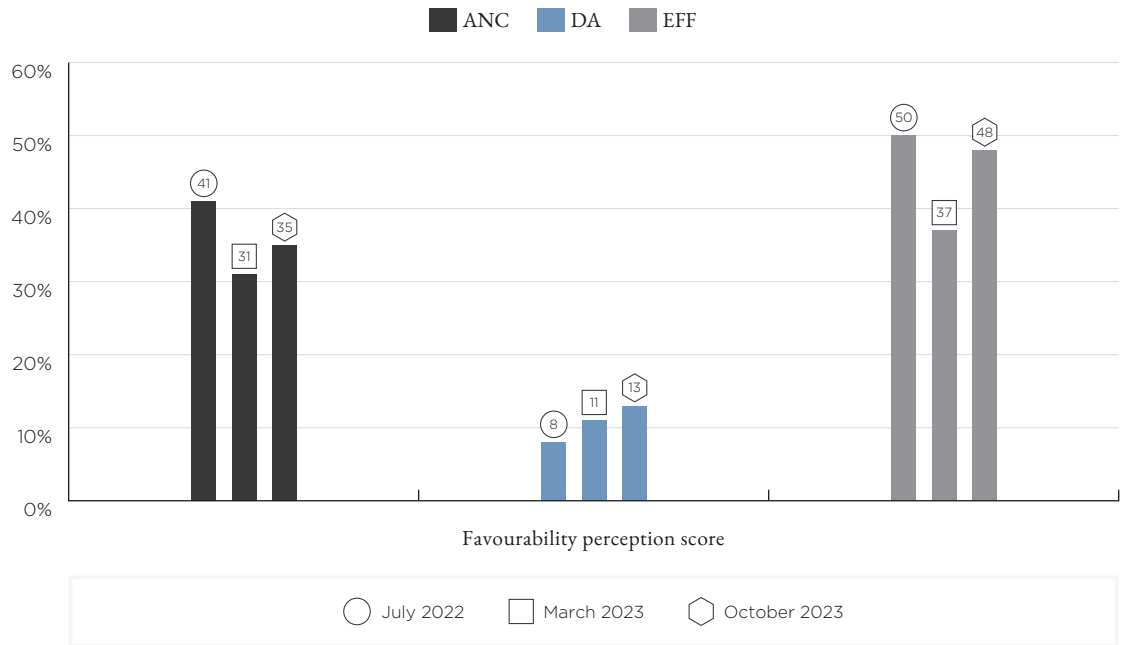
Favourability perception score by race



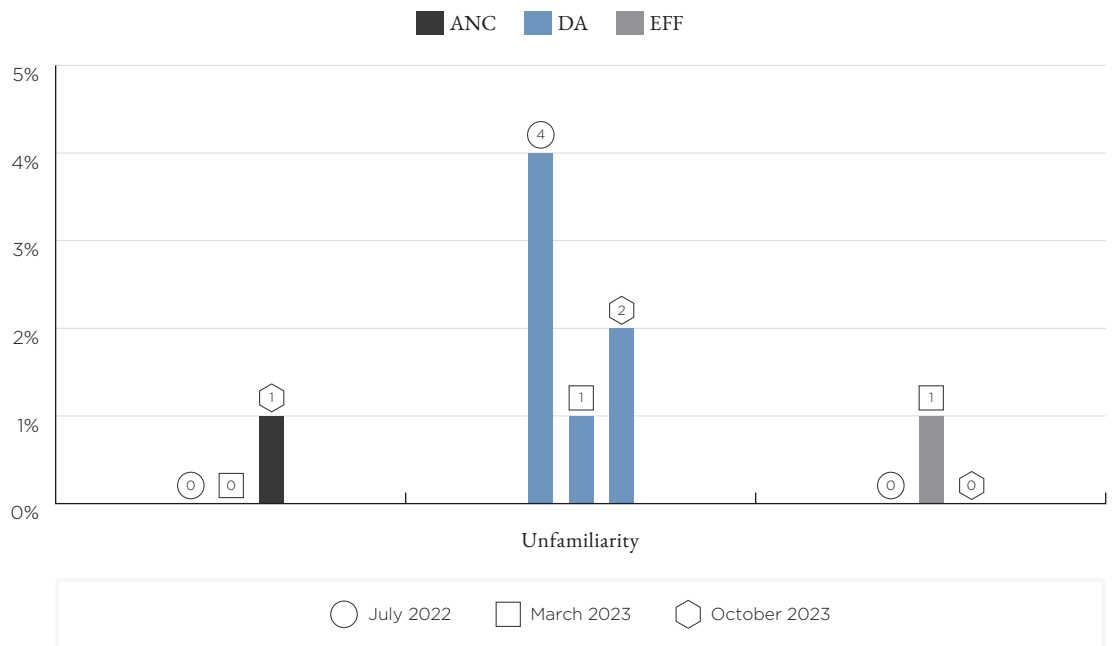
Unfamiliarity by race



Favourability perception score by party affiliation

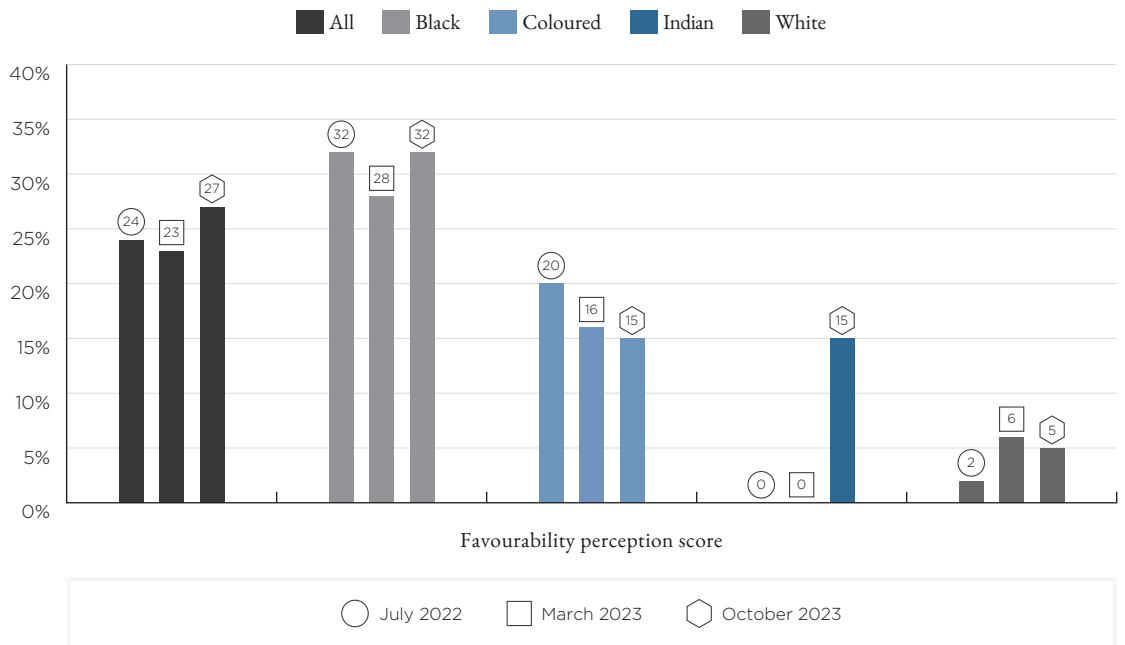


Unfamiliarity by party affiliation

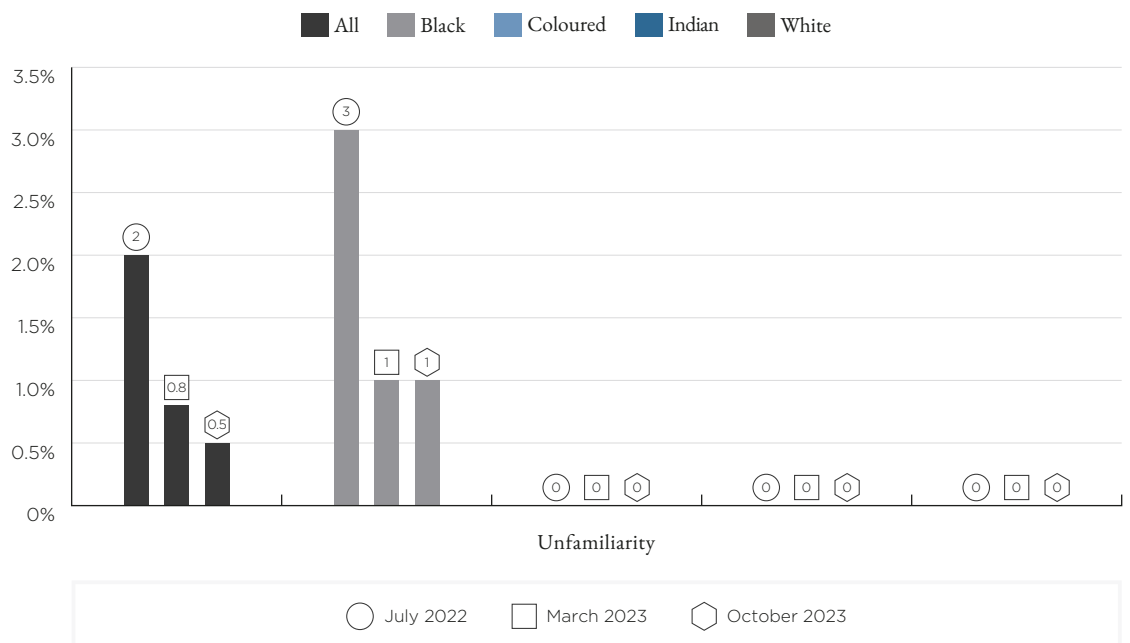


JULIUS MALEMA CHANGE IN FAVOURABILITY SCORES FROM JULY 2022 TO MARCH 2023 TO OCTOBER 2023

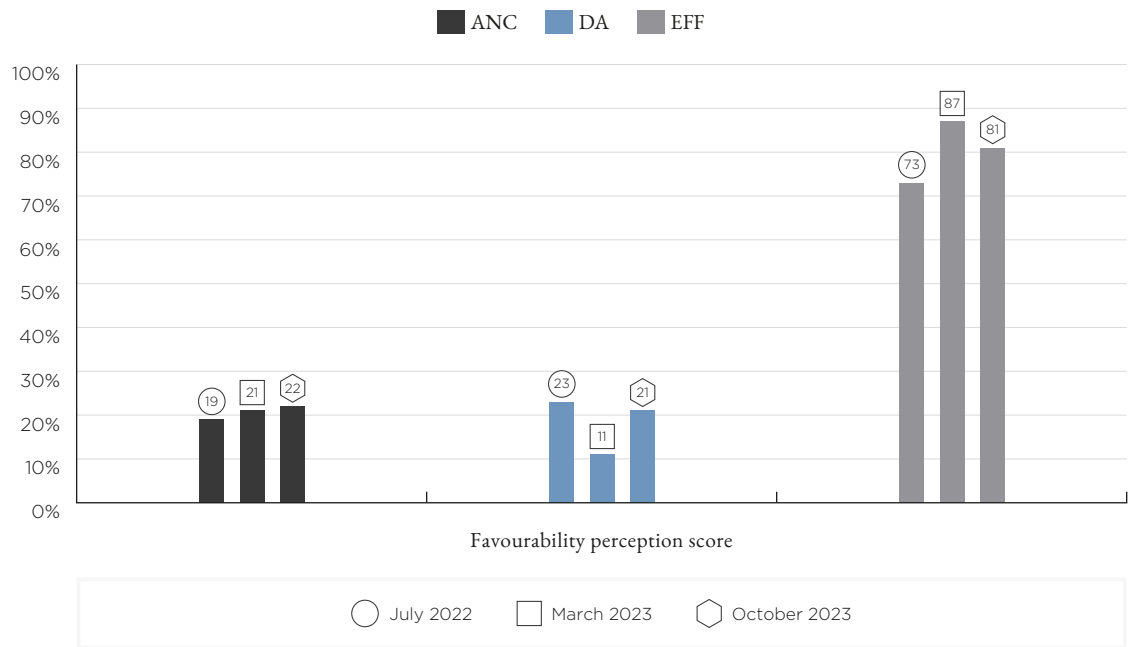
Favourability perception score by race



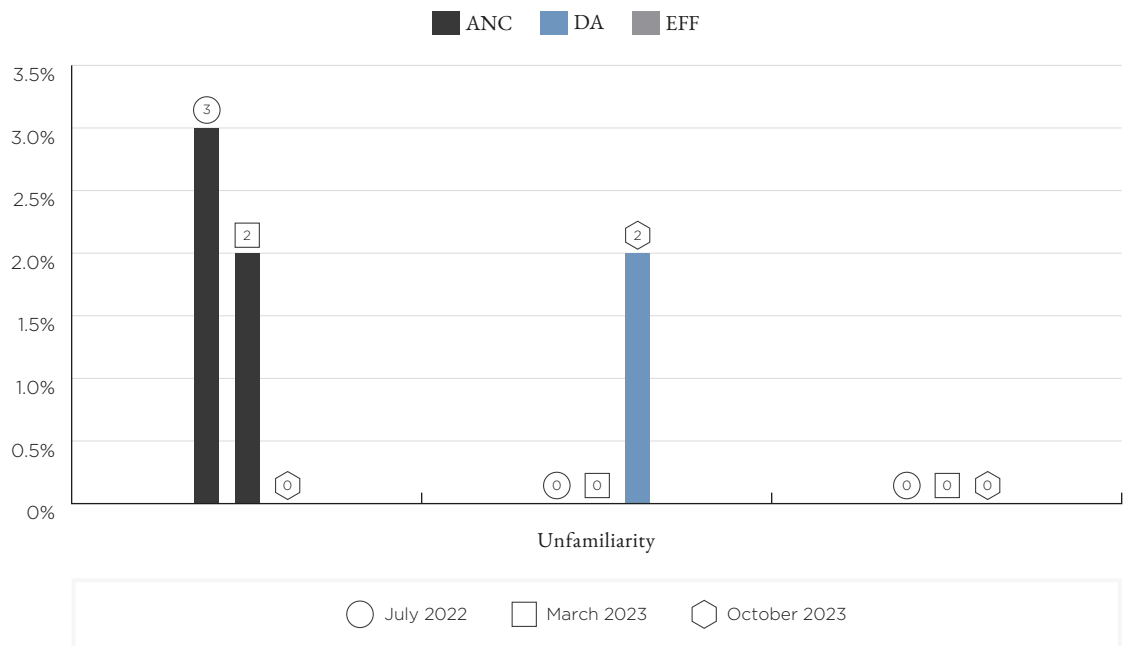
Unfamiliarity by race



Favourability perception score by party affiliation

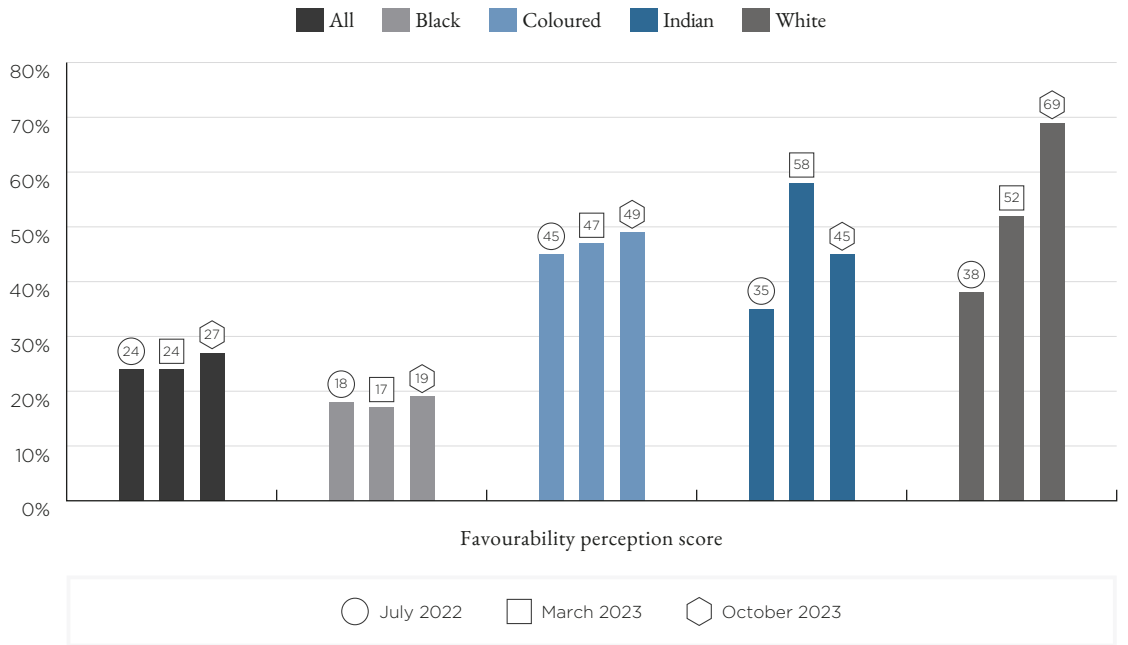


Unfamiliarity by party affiliation

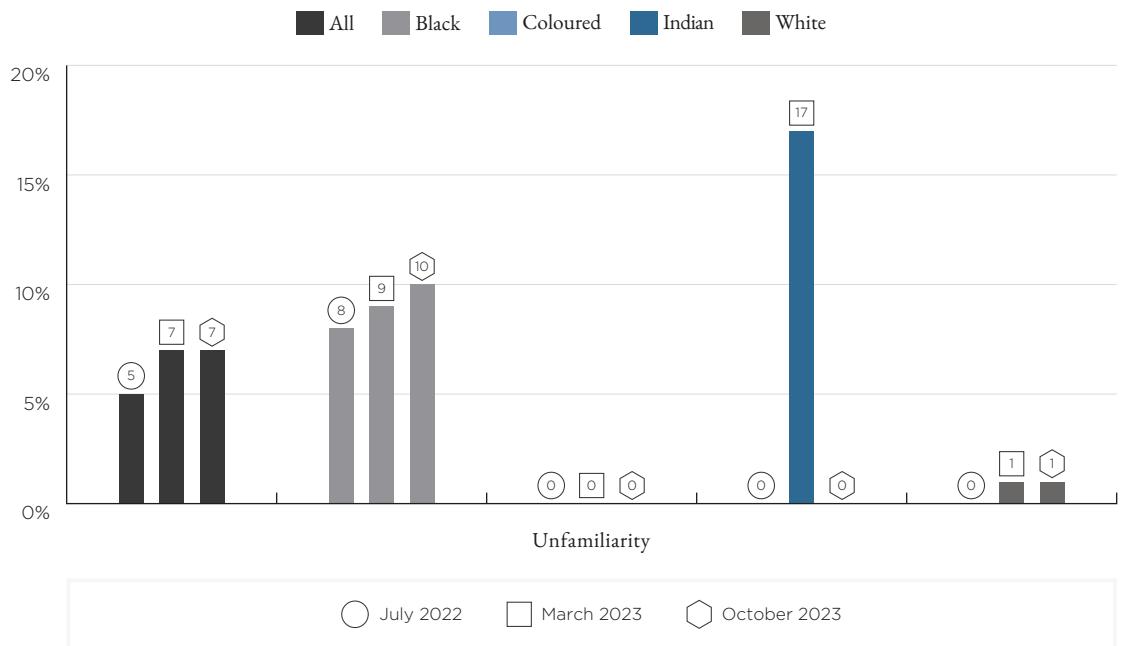


HELEN ZILLE CHANGE IN FAVOURABILITY SCORES FROM JULY 2022 TO MARCH 2023 TO OCTOBER 2023

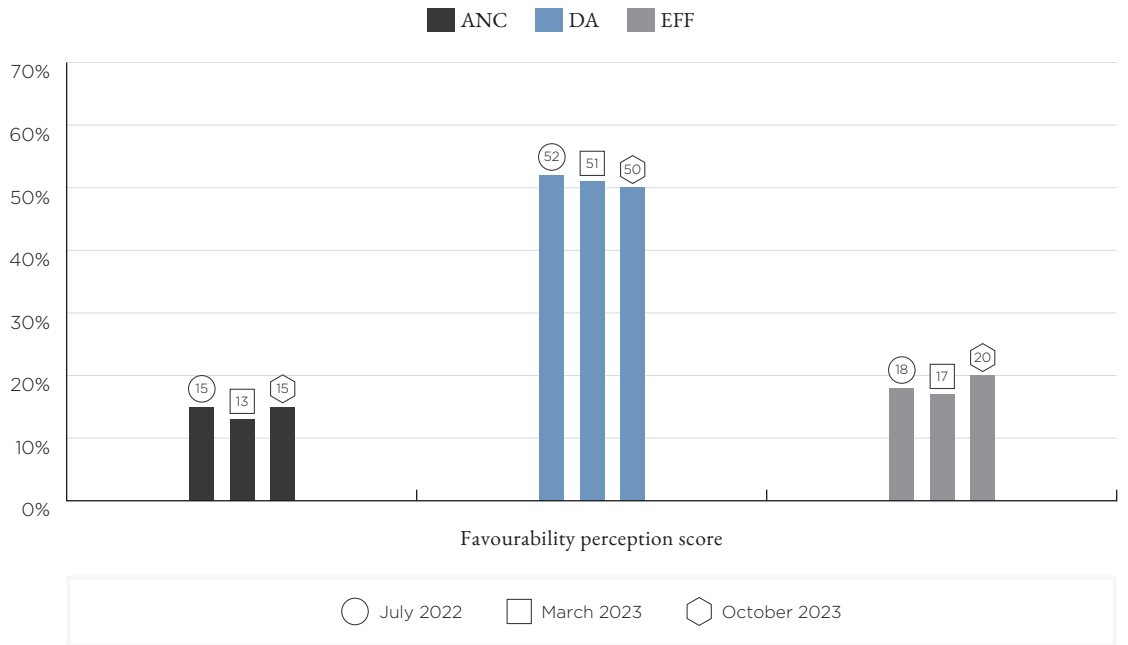
Favourability perception score by race



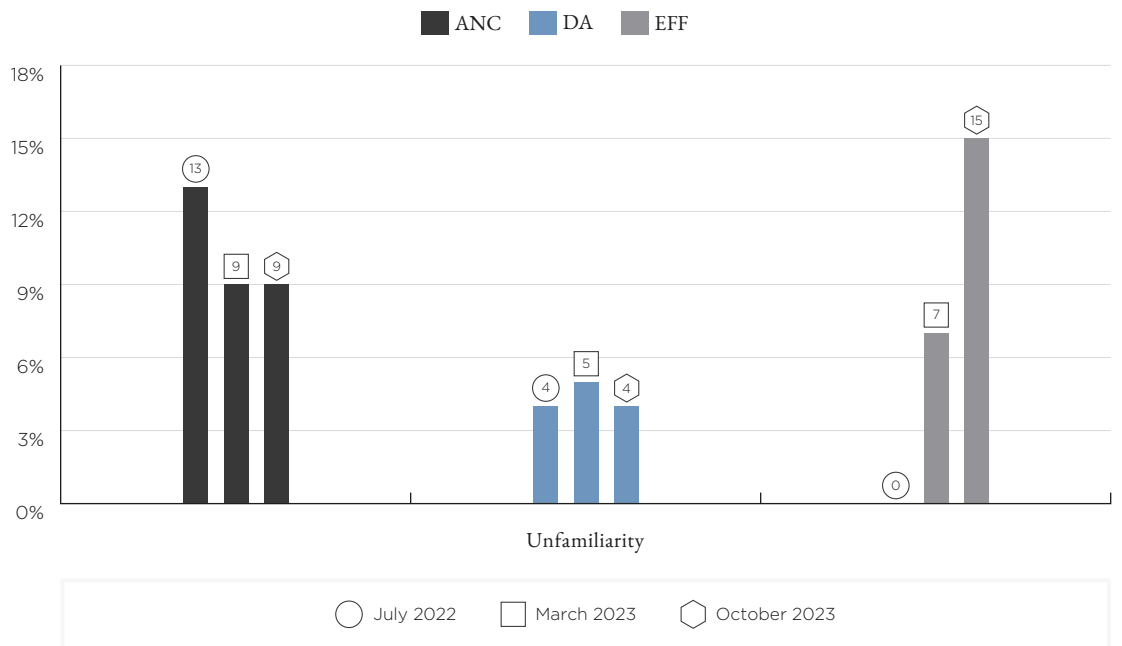
Unfamiliarity by race



Favourability perception score by party affiliation

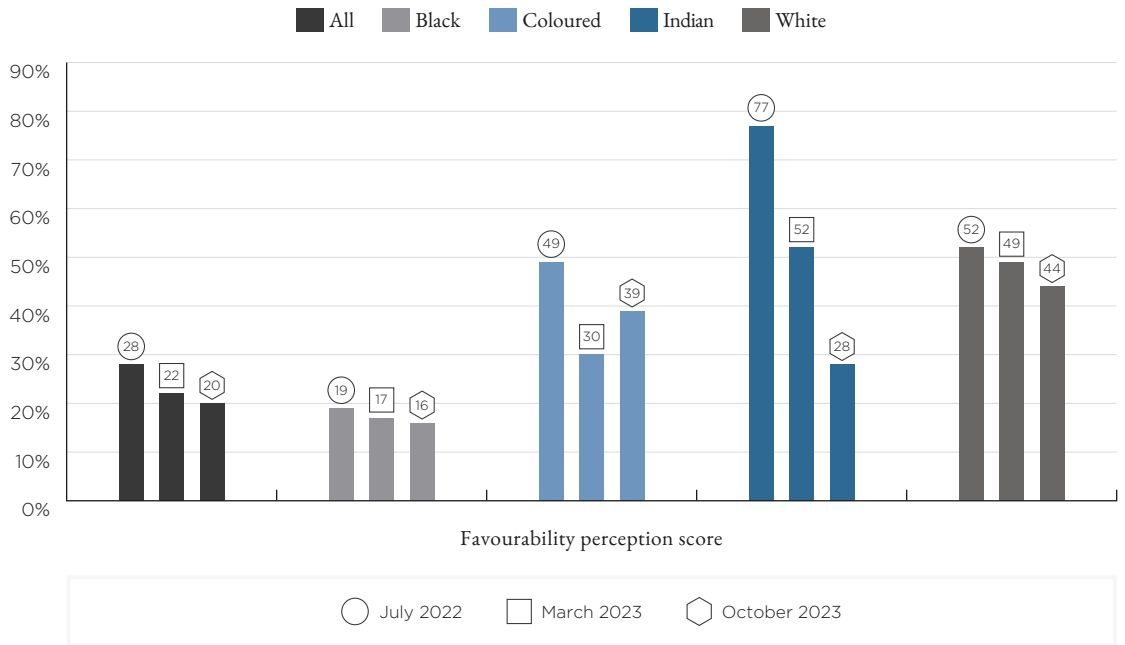


Unfamiliarity by party affiliation

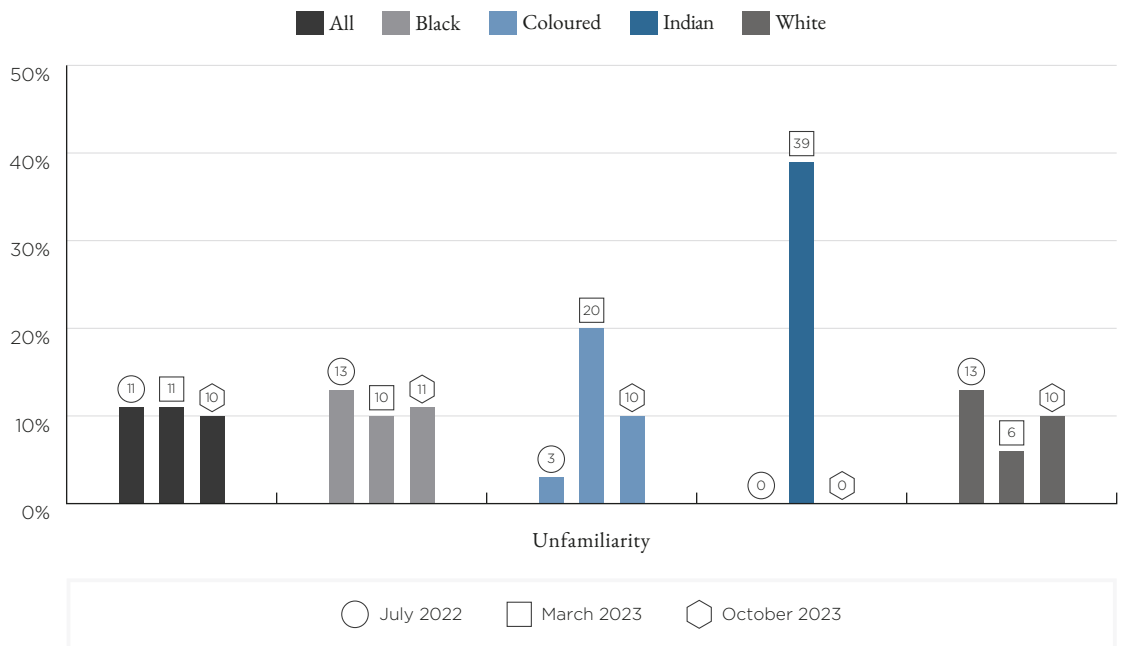


MMUSI MAIMANE CHANGE IN FAVOURABILITY SCORES FROM JULY 2022 TO MARCH 2023 TO OCTOBER 2023

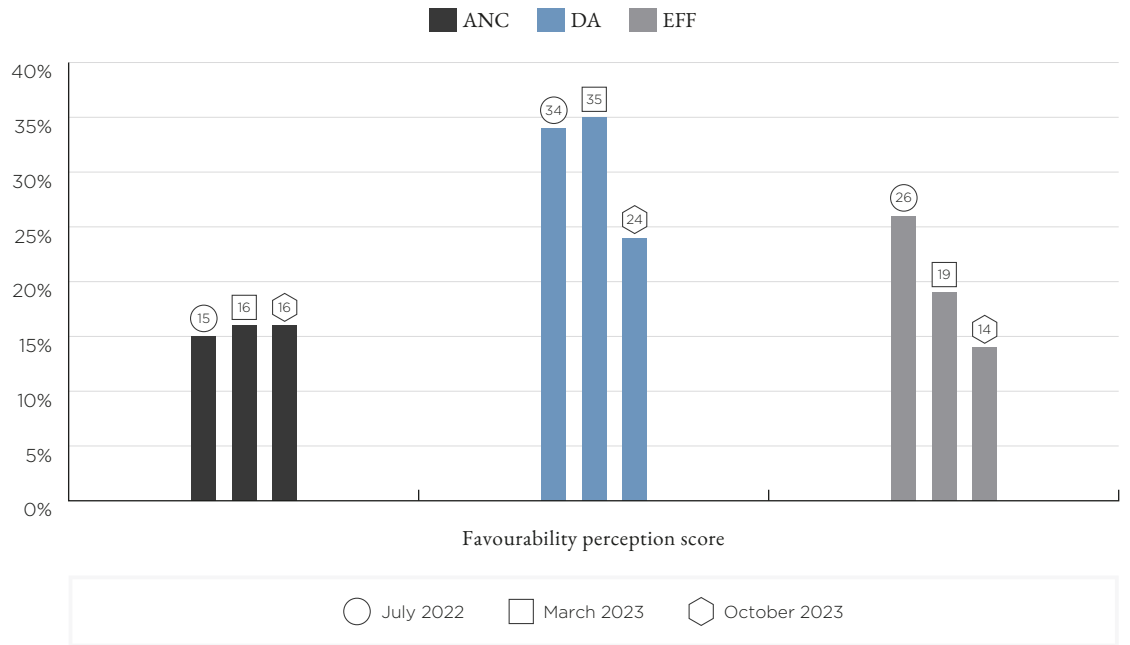
Favourability perception score by race



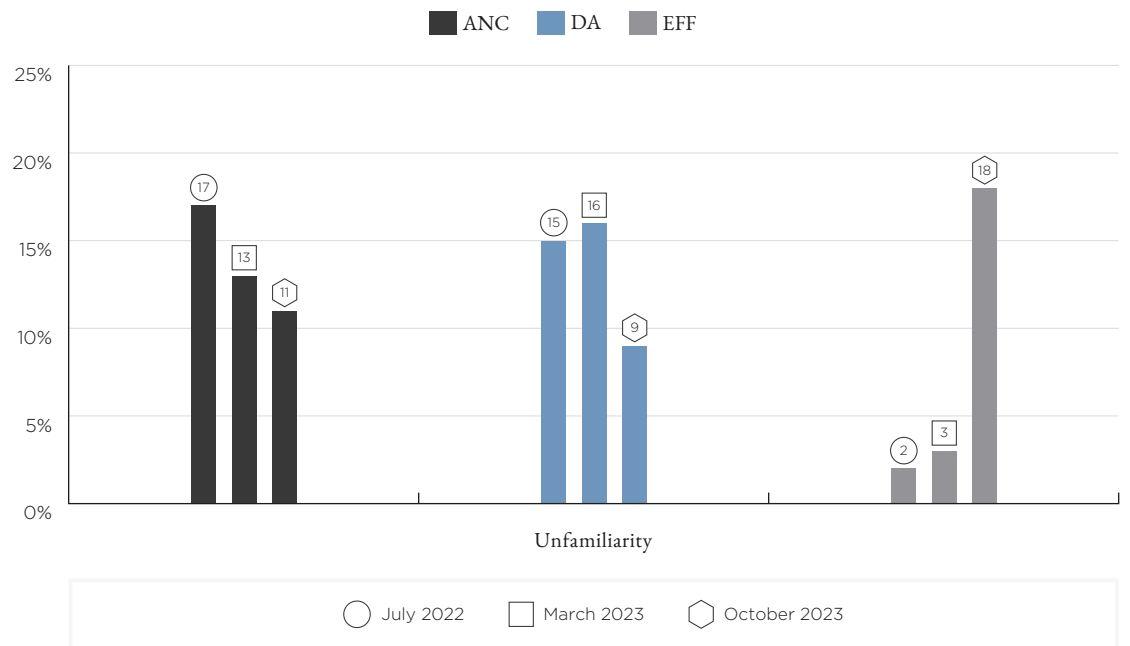
Unfamiliarity by race



Favourability perception score by party affiliation

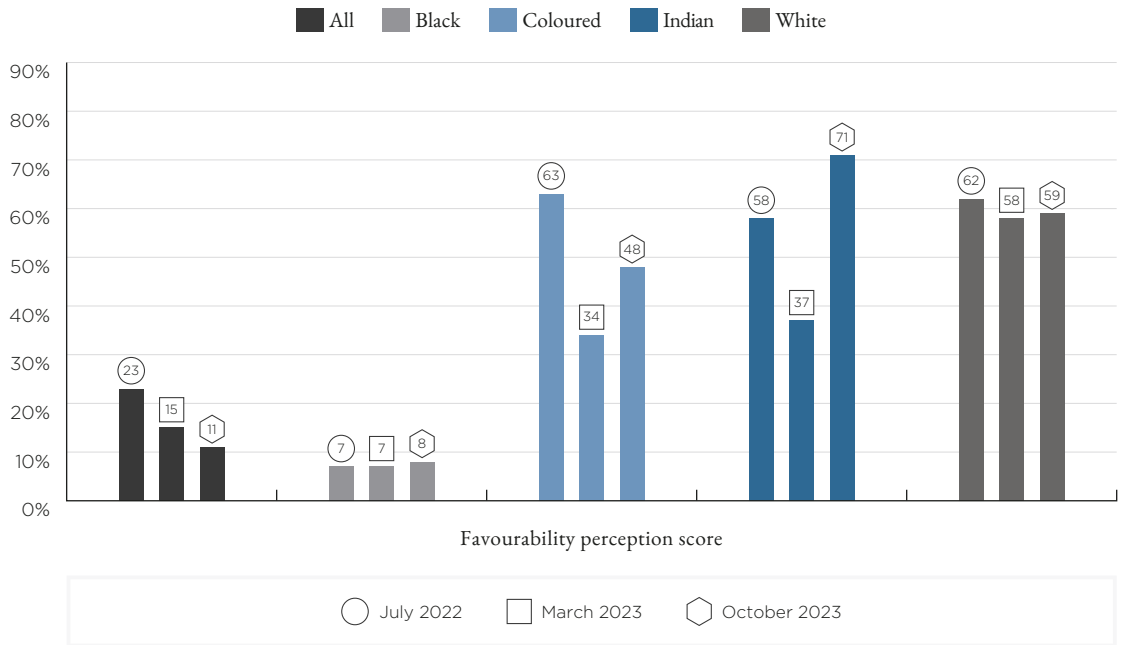


Unfamiliarity by party affiliation

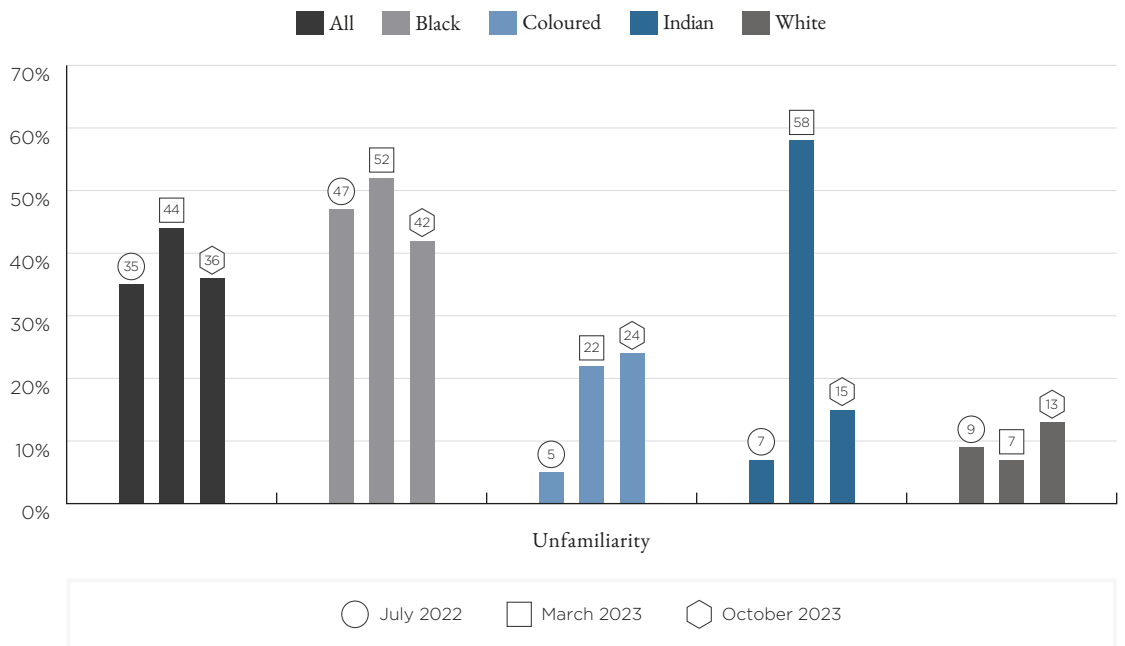


JOHN STEENHUISEN CHANGE IN FAVOURABILITY SCORES FROM JULY 2022 TO MARCH 2023 TO OCTOBER 2023

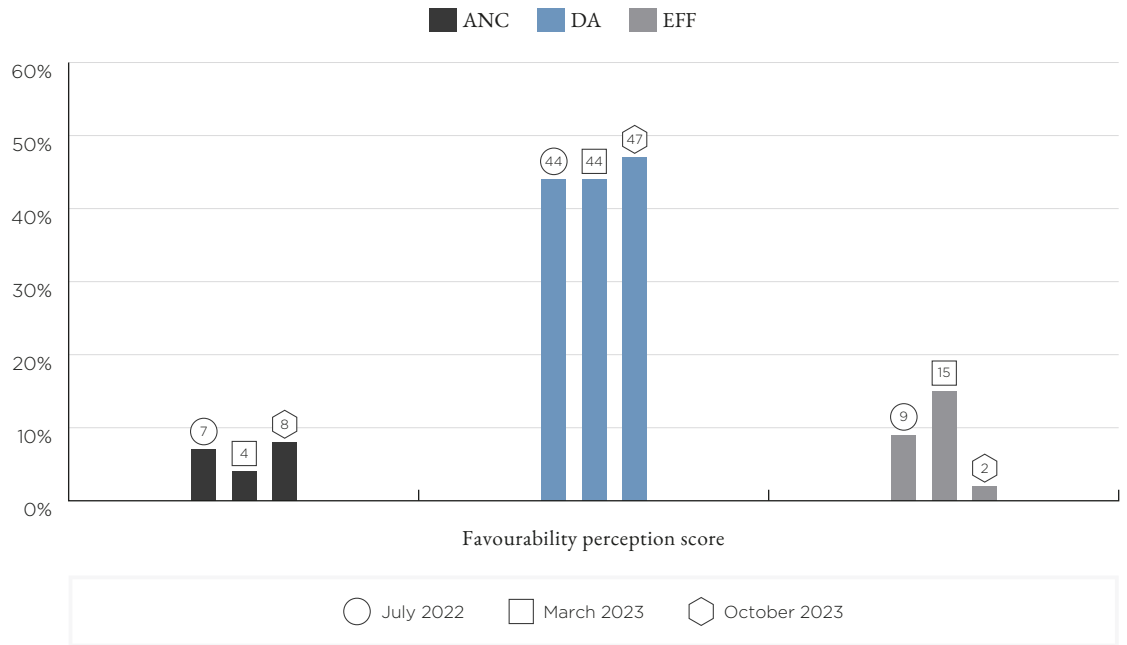
Favourability perception score by race



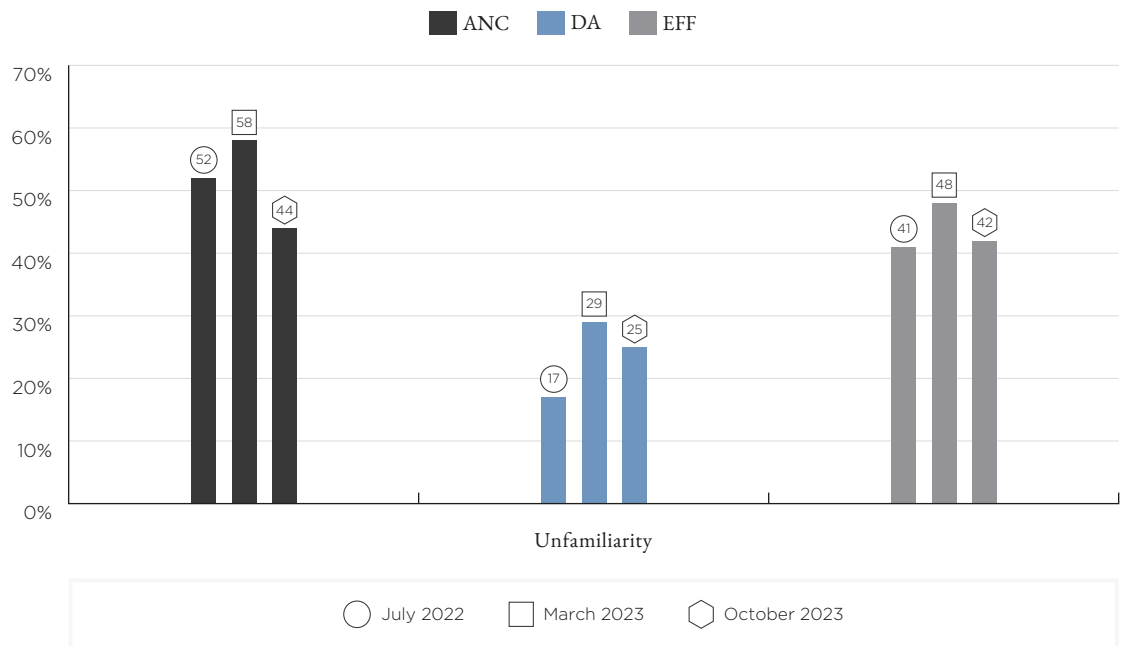
Unfamiliarity by race



Favourability perception score by party affiliation

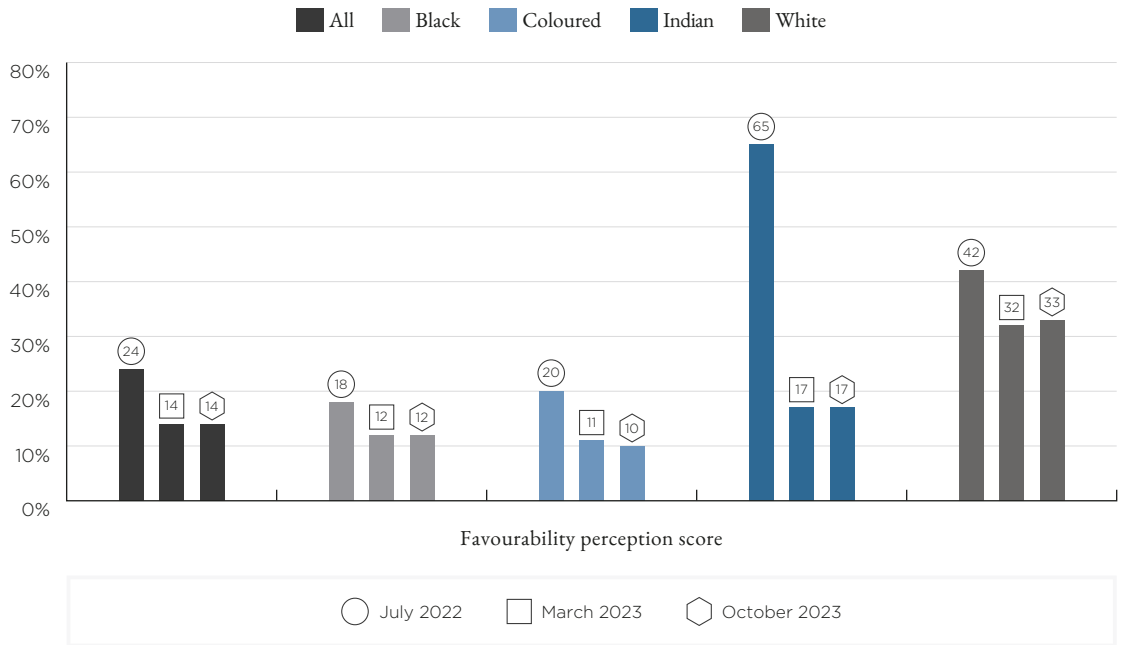


Unfamiliarity by party affiliation

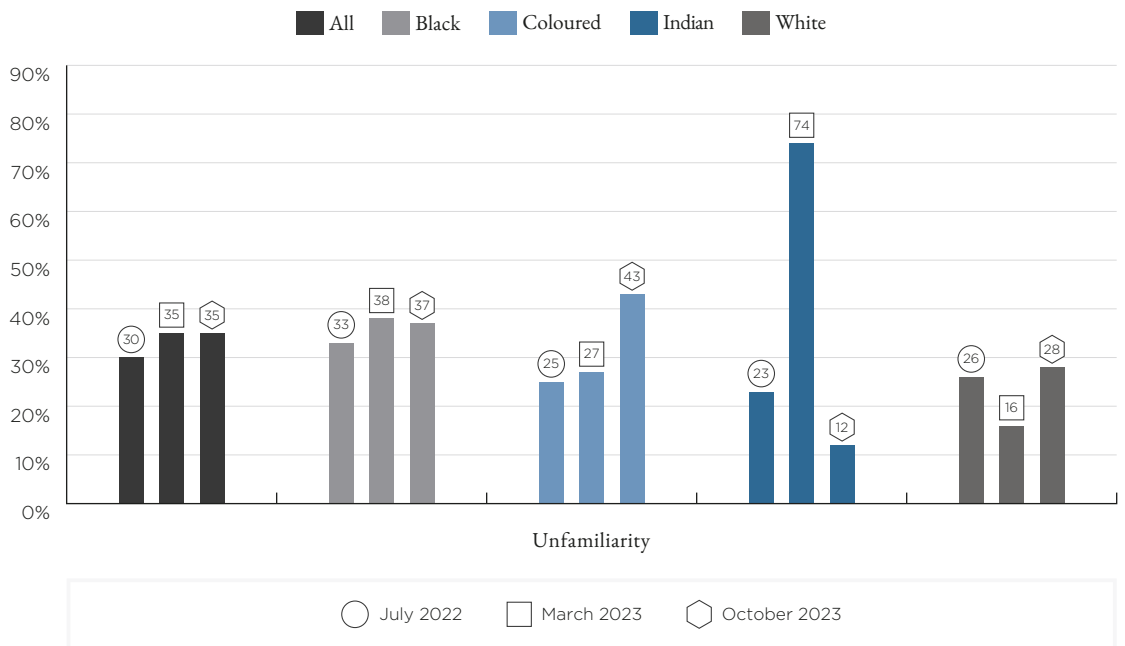


HERMAN MASHABA CHANGE IN FAVOURABILITY SCORES FROM JULY 2022 TO MARCH 2023 TO OCTOBER 2023

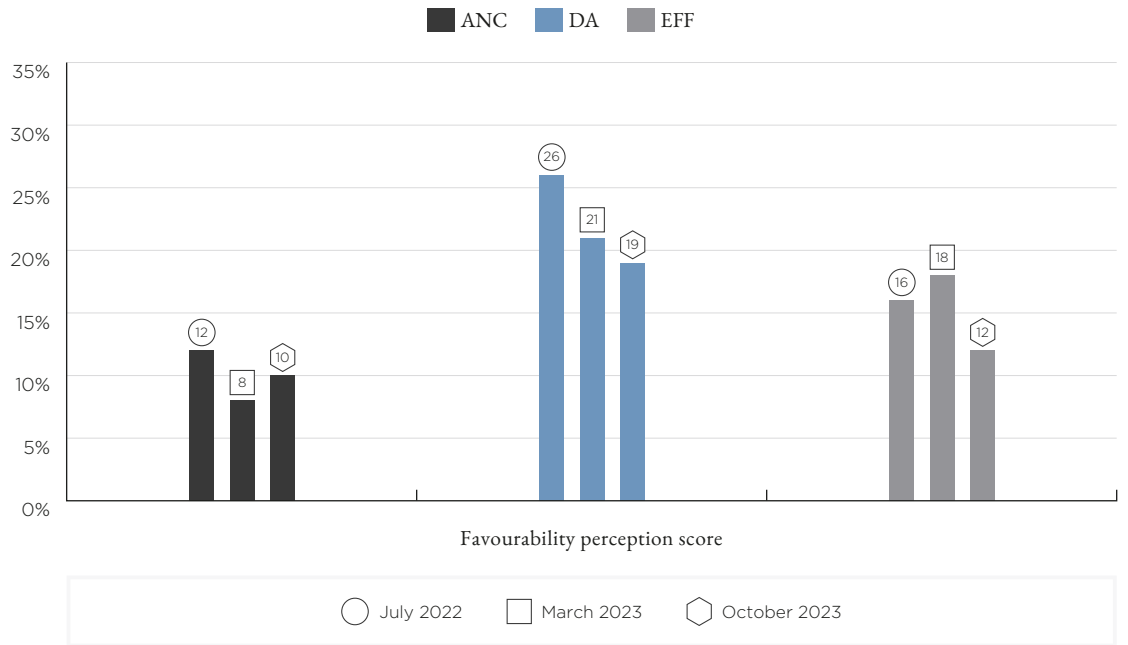
Favourability perception score by race



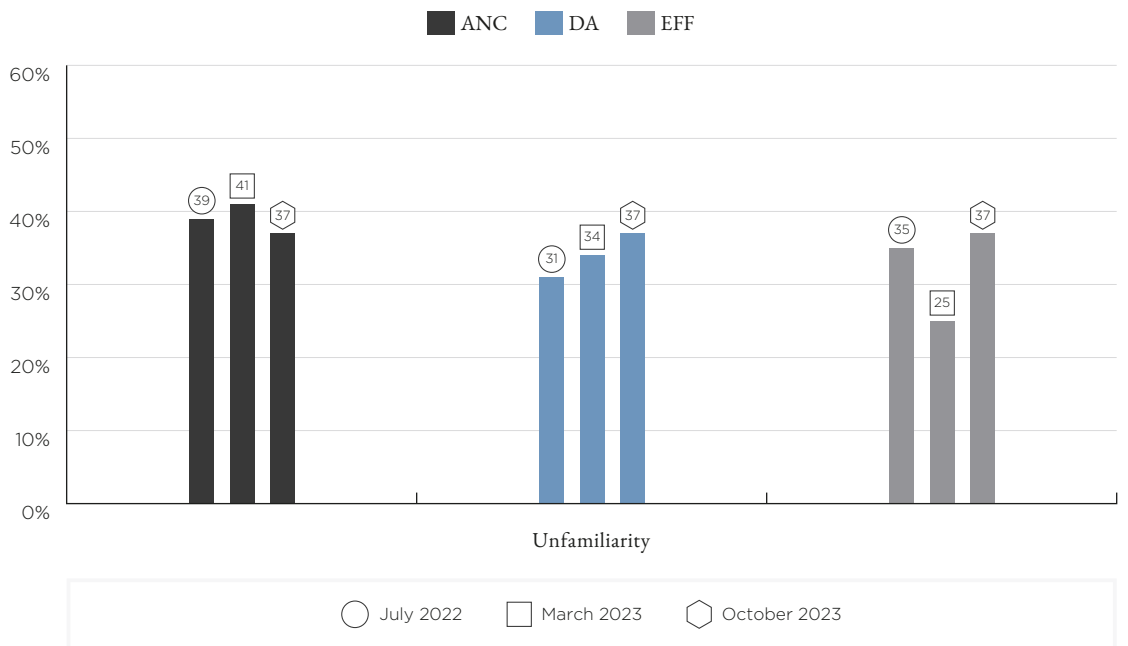
Unfamiliarity by race



Favourability perception score by party affiliation

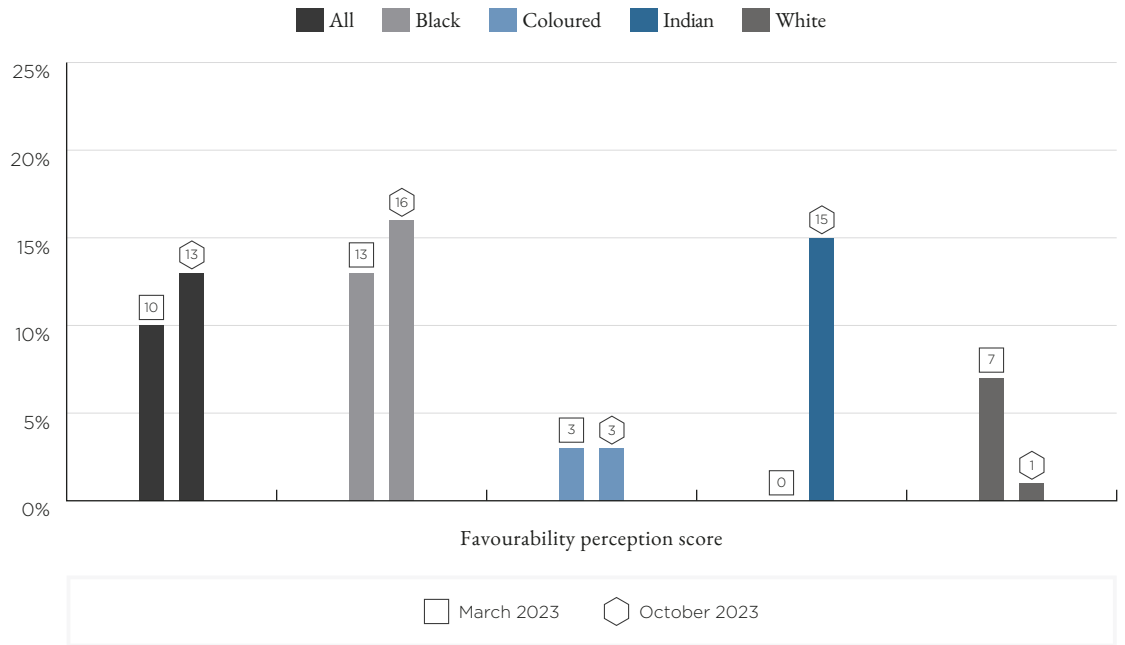


Unfamiliarity by party affiliation

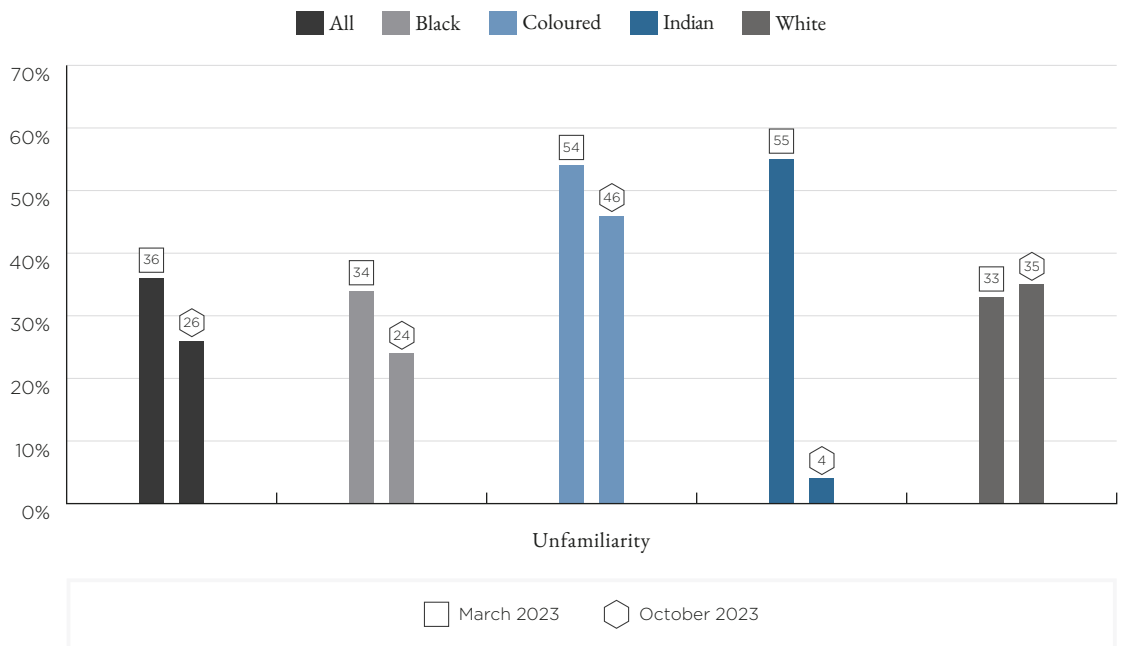


PAUL MASHATILE CHANGE IN FAVOURABILITY SCORES FROM MARCH 2023 TO OCTOBER 2023

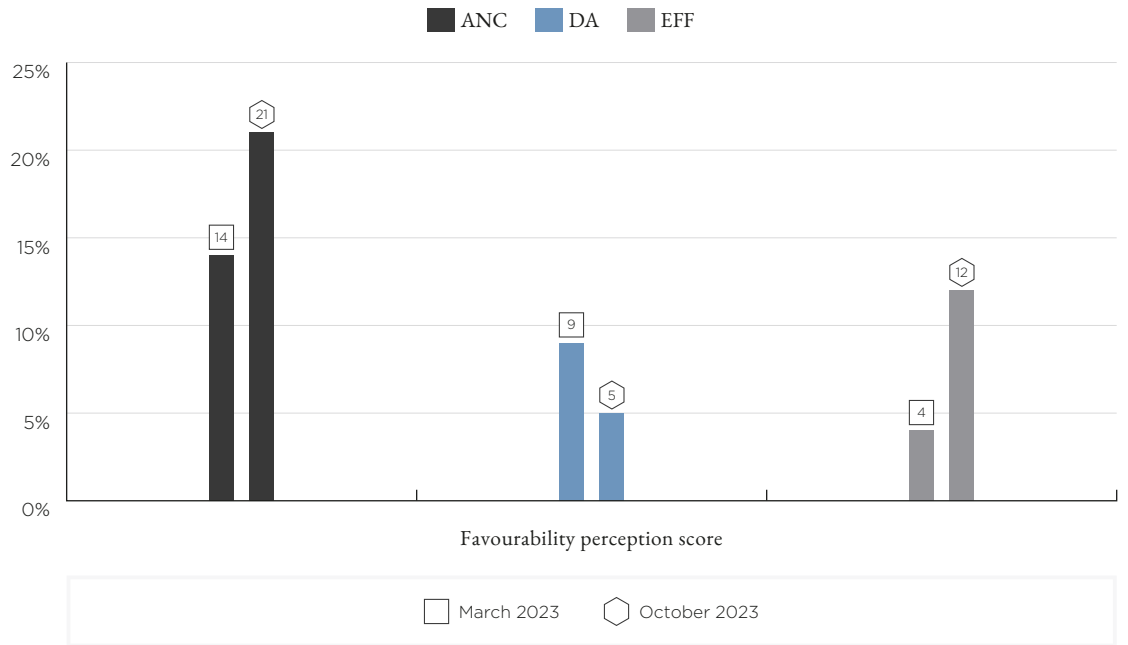
Favourability perception score by race



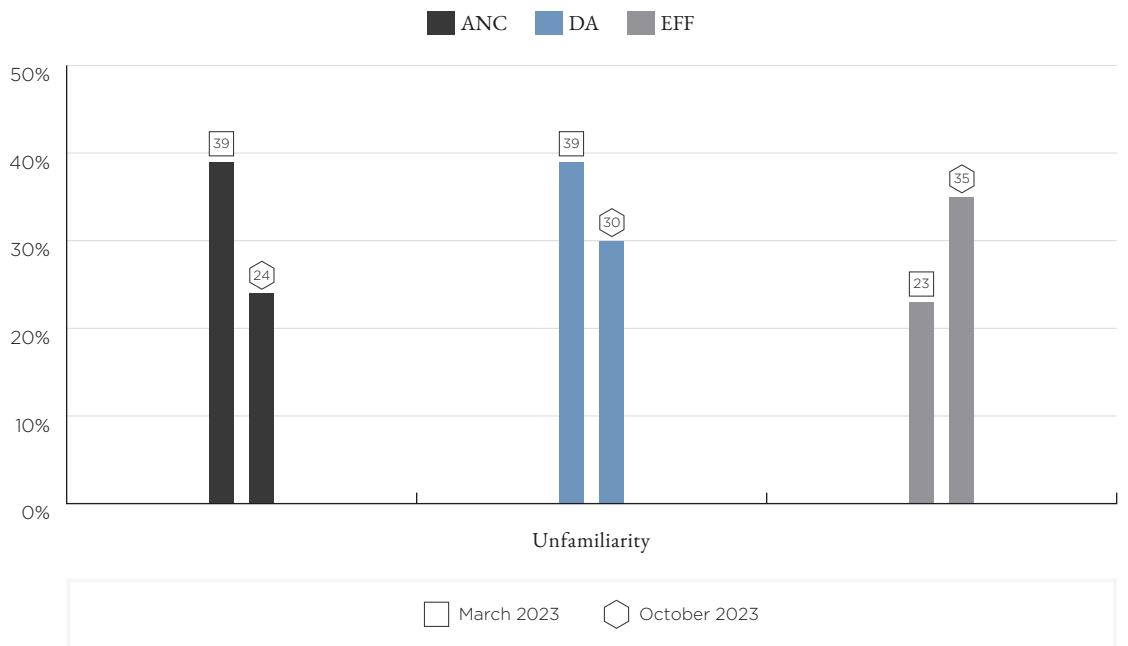
Unfamiliarity by race



Favourability perception score by party affiliation

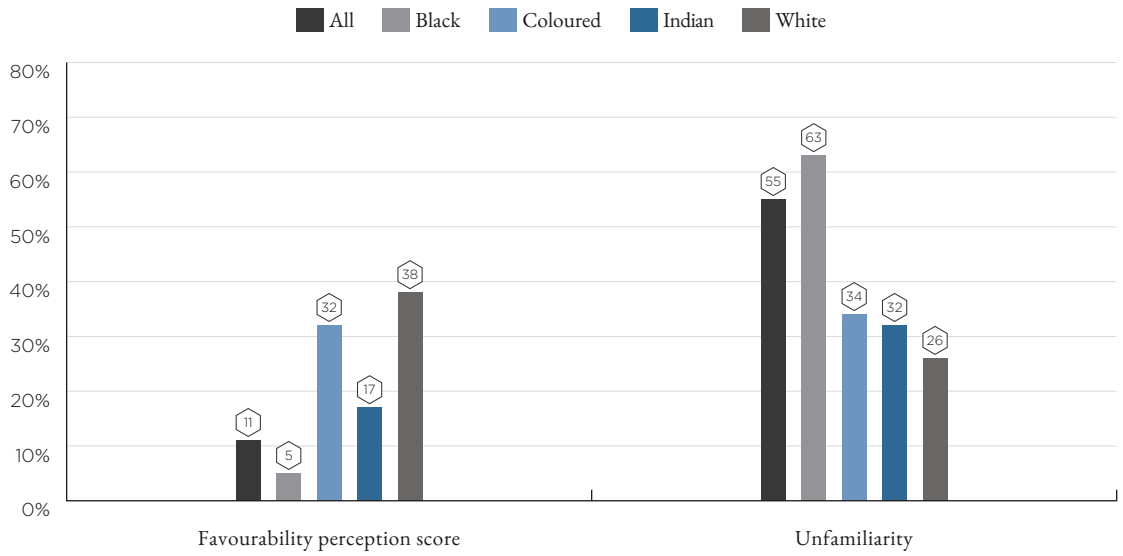


Unfamiliarity by party affiliation



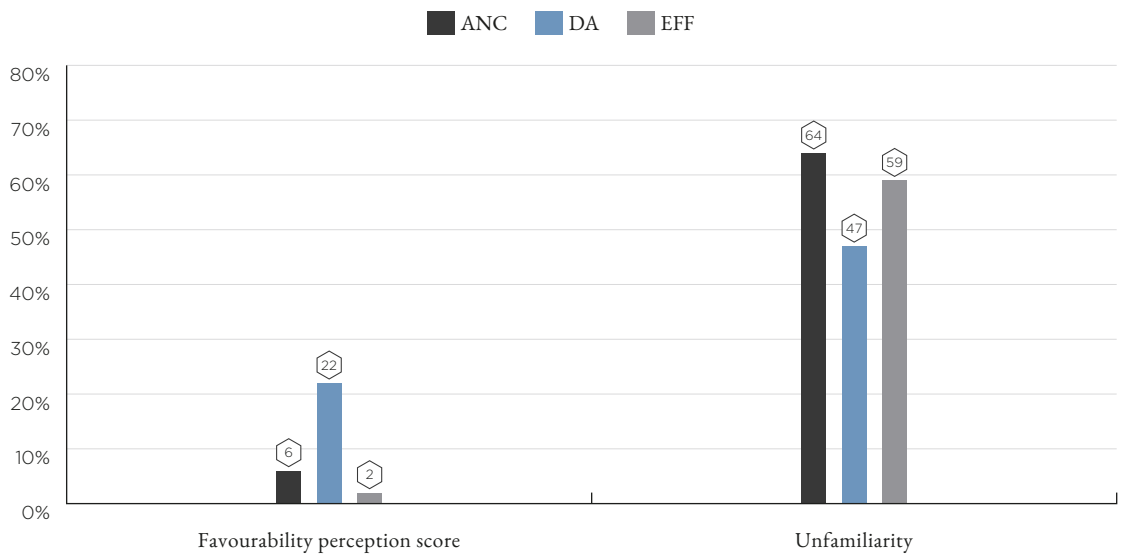
PIETER GROENEWALD FAVOURABILITY SCORES OCTOBER 2023

By race



October 2023

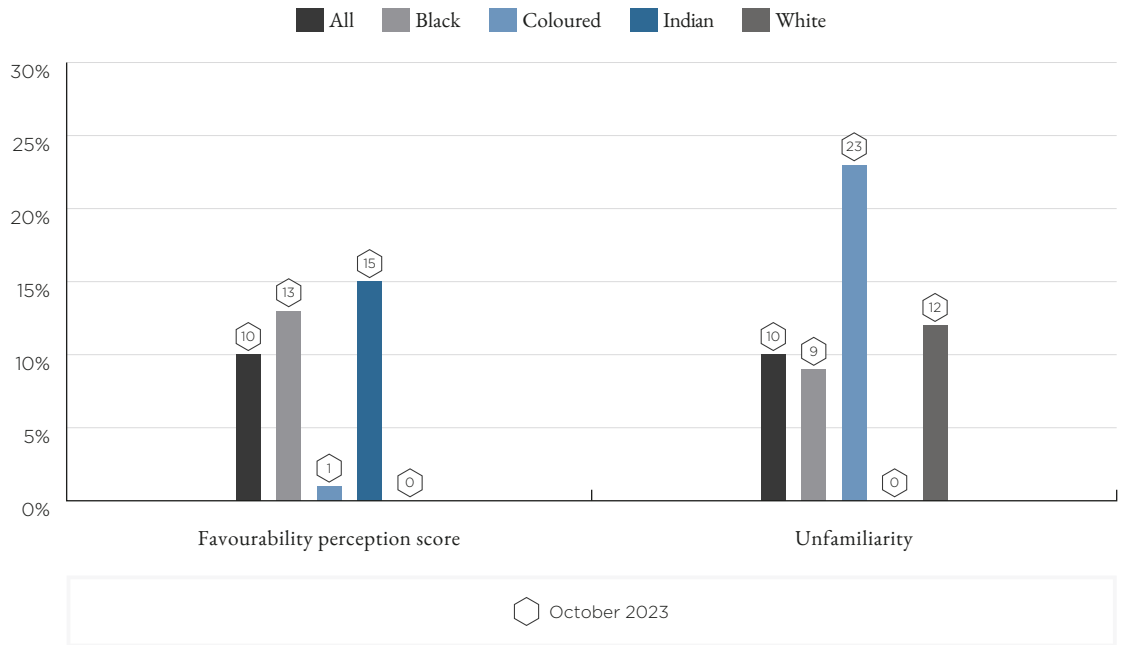
By party affiliation



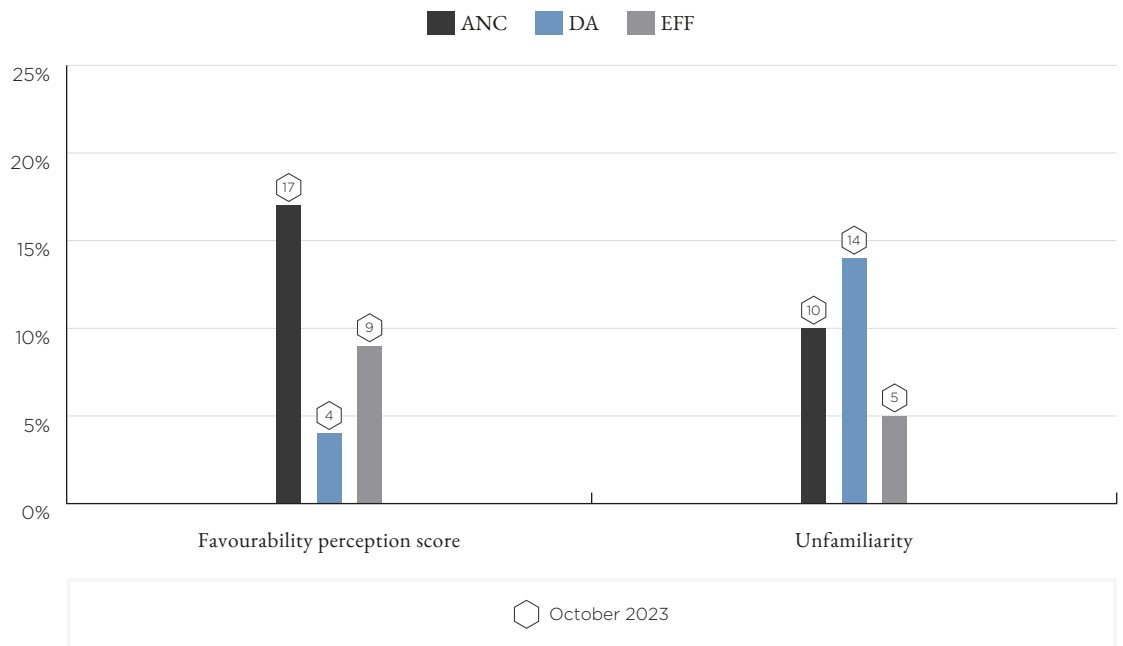
October 2023

ACE MAGASHULE FAVOURABILITY SCORES OCTOBER 2023

By race

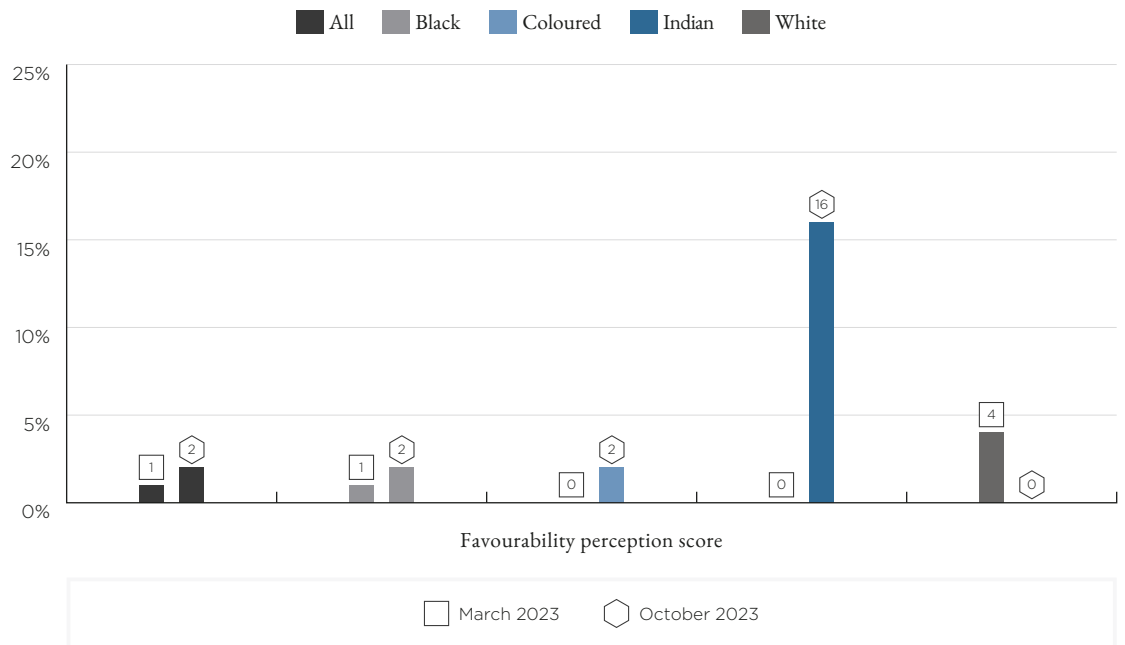


By party affiliation

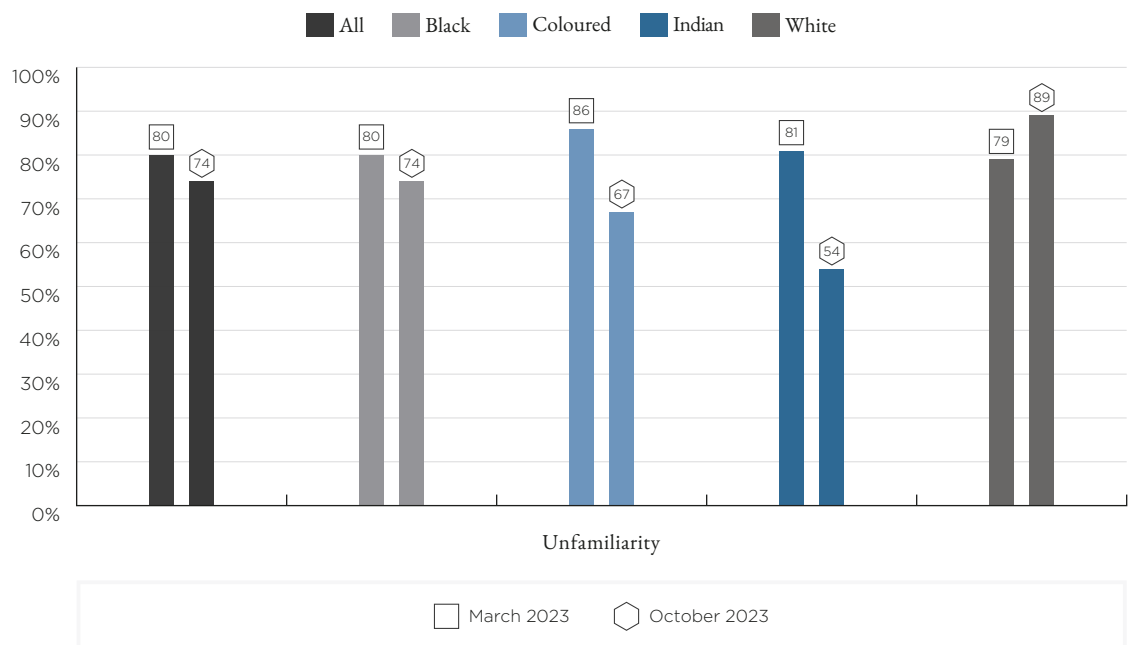


SONGEZO ZIBI CHANGE IN FAVOURABILITY SCORES FROM MARCH 2023 TO OCTOBER 2023

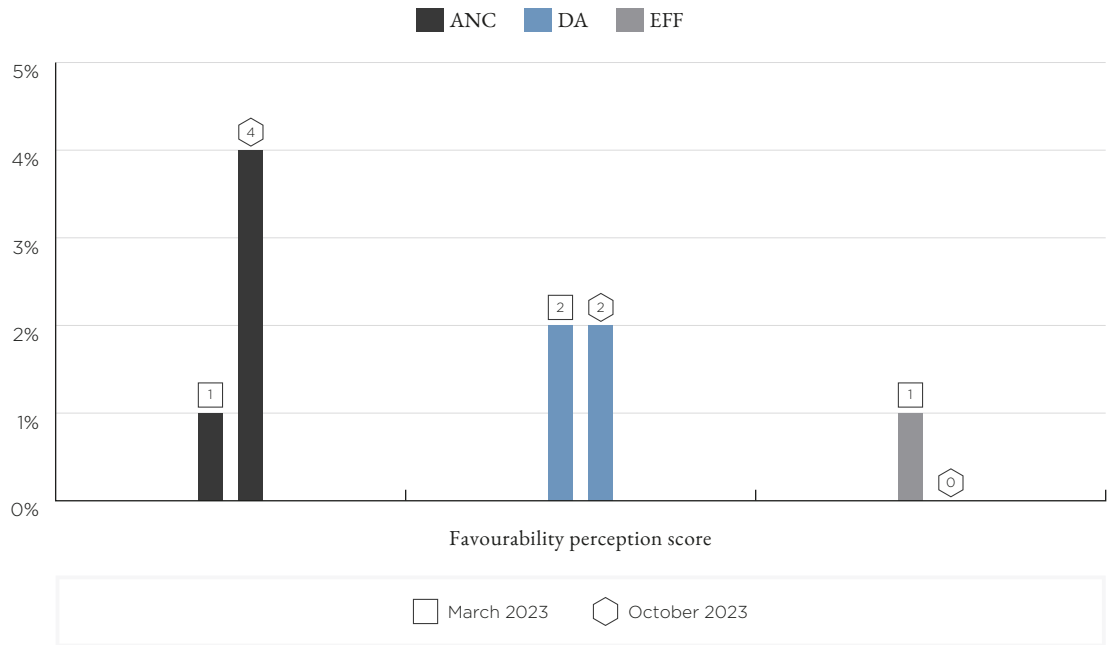
Favourability perception score by race



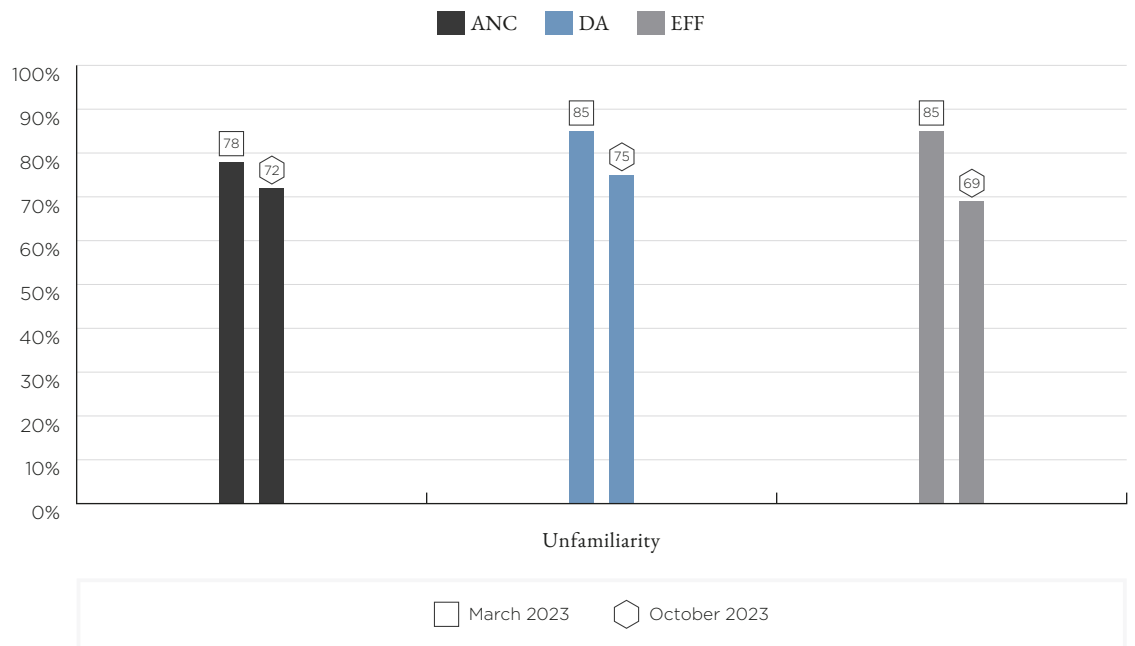
Unfamiliarity by race



Favourability perception score by party affiliation



Unfamiliarity by party affiliation



TENTATIVE CONCLUSIONS

The data reveals that the 'favourability perceptions score' (the score that emerges from adding the 'very favourable' and 'favourable' categories together) of most political figures has lifted from March 2023. Thabo Mbeki's score has lifted by just over five percentage points from 52.5% to 57.8%. Julius Malema's score has lifted by around four percentage points from 23.8% to 27.7%. Cyril Ramaphosa's score has lifted by just under four percentage points from 40.7% to 44.4%. Helen Zille's score has lifted by three percentage points from 24.5% to 27.5%. John Steenhuisen's score has lifted by just under three percentage points from 15.8% to 18.5%. Paul Mashatile's score has lifted by around two and a half percentage points from 10.6% to 13%. Jacob Zuma's score has lifted by one and a half percentage points from 27.4% to 28.9%. Songezo Zibi's score has lifted by just under a percentage point from 1.3% to 2.1%. Herman Mashaba's score has lifted from 14.4% to 14.5%. Mmusi Maimane's score has deteriorated by about one and a half percentage points from 22.7% to 21.1%. The Foundation included two new figures in its October 2023 survey, namely, Pieter Groenewald and Ace Magashule. They had scores of 11.4% and 10.4% respectively. As was found in report 13/2023, Thabo Mbeki yet again stands as the most popular political figure polled.

This report was produced by the Social Research Foundation, a think-tank focusing on public policy issues and the promotion of democracy.

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