## 🗱 BIZCOMMUNITY

# Zuma's declining popularity in metro areas

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The president's rating in metro areas continues to drop, with 33% stating that Jacob Zuma is doing a good job as the president of the country, compared to 37% in November 2014. These figures, however, differ by race and area, with 43% of black people saying that the president is doing a good job versus 11% of white people, 11% of coloured people and 18% of Asian people. In 2014, 48% of black people agreed with the statement, a 5% drop in support from this group.

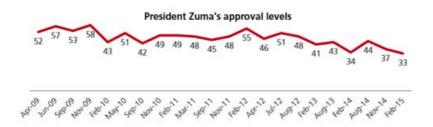


Those residing in the Eastern Cape and Western Cape are less likely to approve of the president (13% and 16% respectively) whilst 54% of those in KwaZulu-Natal (a drop from 66% in November 2014) believe that he is doing a good job.

Age also seemed to have an influence on how people viewed the president; 53% of those aged 18 to 24 years felt that Zuma is not doing a good job as president versus 64% of those aged 50 years and older who share the same sentiment. Zulu speakers are more likely to agree that the president is

doing a good job, with 58% of them saying he is doing a good job versus 15% of English, 8% of Afrikaans, 30% of Xhosa, 32% of Sotho and 38% of Tswana speakers.

The life stage of individuals, i.e. whether there are children in the household or not, did not impact how people felt about the president; however, their economic wellbeing seems to have an impact - 11% of LSM 10 compared to 42% of LSM 6 agreed that the president is doing a good job.



### **Deputy President Cyril Ramaphosa**

The survey also asked respondents what their thoughts are about the deputy president, Cyril Ramaphosa. A third of the people said they 'don't know' whether he would make a good president whilst 38% think he would. Black people are the most positive at 47%, with white people at 21%, Asian people at 18% and coloured people at 17%. People in Cape Town (19%) and the Eastern Cape (21%) were less positive in their belief that he would make a good president.

#### South Africans and the future

Although the sentiment towards our leadership is largely negative, many South Africans remain positive about the country. Whilst 14% are thinking of leaving the country, 61% believe that South Africa is a winning nation and 63% feel that South Africa will overcome the current challenges faced. However, the views also differ by race, with 43% of white people and 67% of black people who think that South Africa is a winning nation. That said, 71% believe that they can make a positive contribution to the future of South Africa. What is encouraging is that 87% are proud to be South African. However, 76% of the people interviewed are worried that the general condition of the country is deteriorating. Over half are concerned that the country is heading towards a social and economic collapse. This concern, in particular, resonates more with individuals of a higher LSM; over 60% of those in LSM 9 to 10 are concerned and 61% of those aged 25 to 34 years. Also, 44% of whites do not feel positive about South Africa and its future compared to 15% of black people, 38% of coloured people and 27% of Asian people.

#### **Technical note**

TNS's omnibus survey was conducted among 2,000 adults (age 18+) between February and March 2015, in the seven major metropolitan areas. The study was conducted as part of TNS's ongoing research into current social and political issues.

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<sup>\*</sup> The Blueprint for Brand Growth. An evidence-based framework that defines the future of marketing 15 May 2024

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