

# **ZACP: Path to building a solid base**

## **Part 1**

The 2019 general elections are over with the biggest stories being the growth of the EFF and the FF+ as well as the decline of the ANC and the DA. Of course it is not as interesting from a media perspective but the fact that voter turnout went from 73.48% to 65.99% should be a matter of concern. South Africans are switching off from the electoral process.

This is due in part to the tendency of politicians to focus on issues that voters themselves don't care about. A case in point being expropriation without compensation, the parties that supported this in the fifth parliament have lost a net 7 seats. This is in line with surveys done by the IRR and Institute for Justice and Reconciliation.

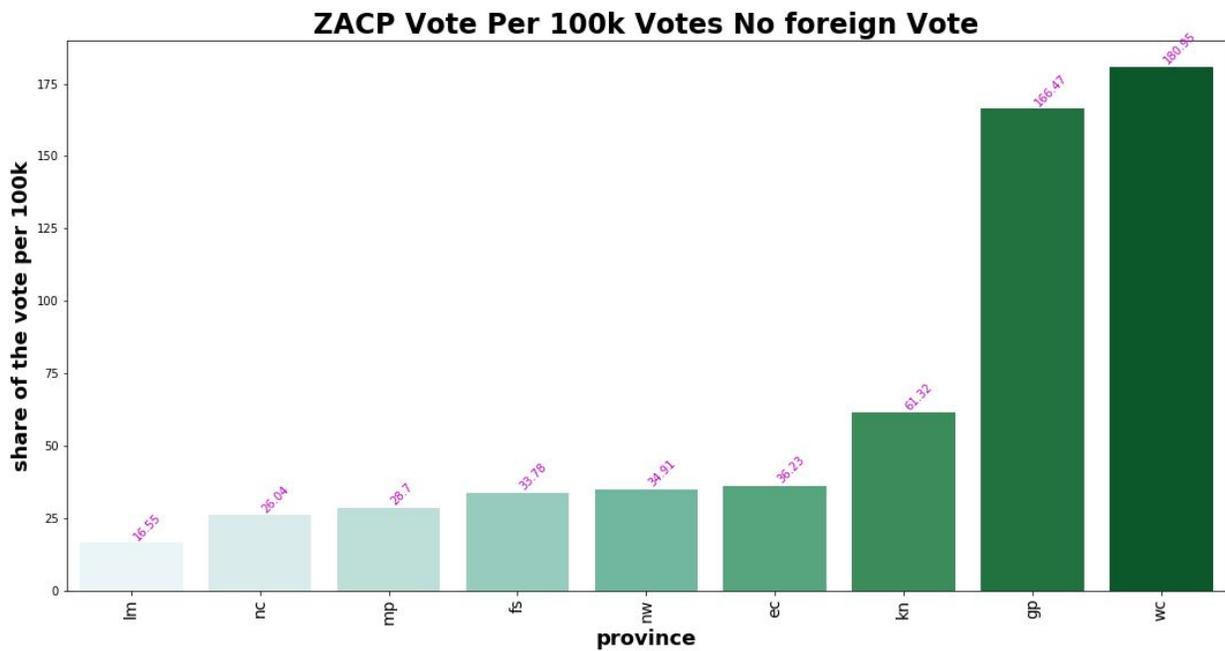
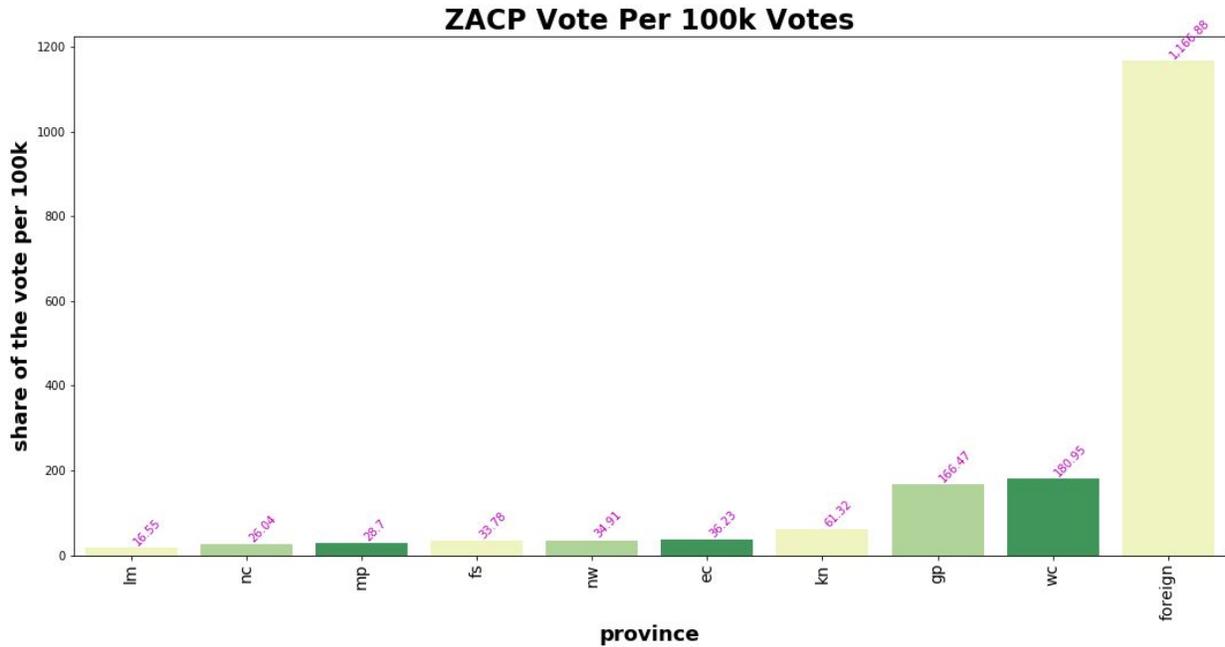
Coming to the ZACP and the point of this report, the party garnered just under 16000 votes. The goal of achieving 10 seats and ~450 000 votes was therefore not achieved. Instead the party now has some indication as to which people, living where are most likely to support them.

This first part will focus on the provincial and metro vote distribution for the ZACP. A second part focusing on specific wards and voting districts is envisioned.

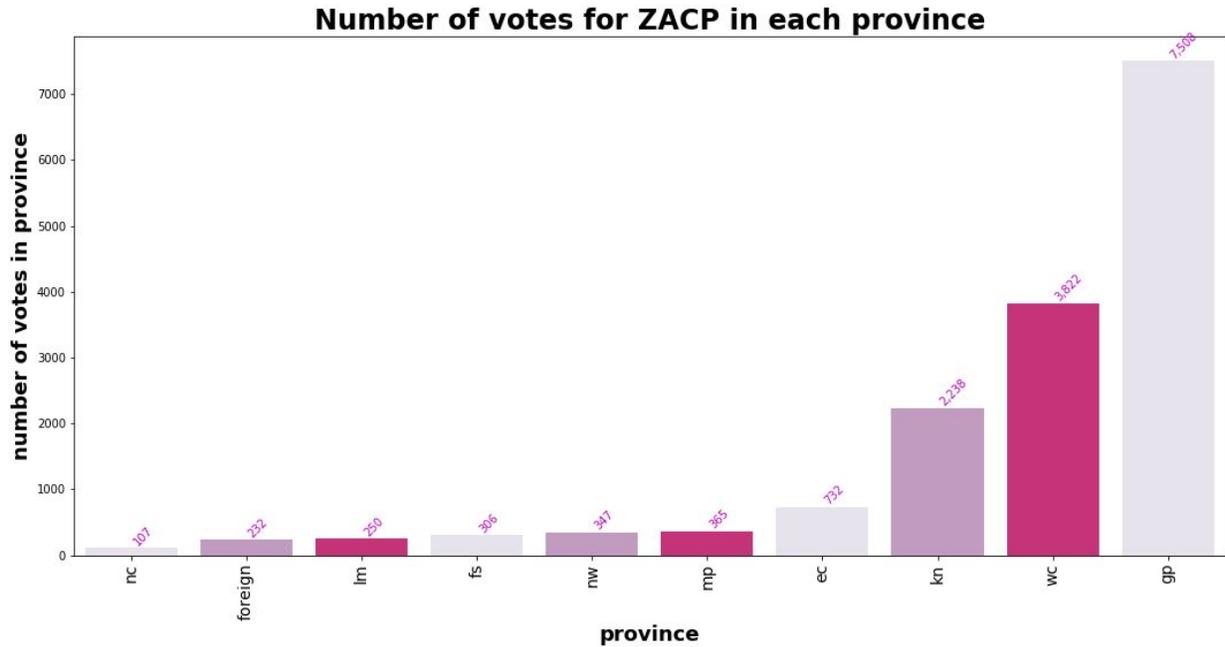
## **Provincial analysis**

The first question to ask is in which provinces did the ZACP get a greater share of the provincial vote? The two graphs below answer this question, the first includes the foreign vote as a separate province while the second excludes this vote.

It is clear that the ZACP enjoys it's greatest support from overseas voters. This should not be a surprise given the tendency of this part of the electorate to vote for the DA.



Comparing only the provinces, we see that the Western Cape, Gauteng and KZN have a greater share of the ZACP vote within those provinces than any other. What about the raw vote numbers? Vote share tells us about the inclination to support the ZACP within provinces but the raw numbers will tell us which areas are important for a national campaign.

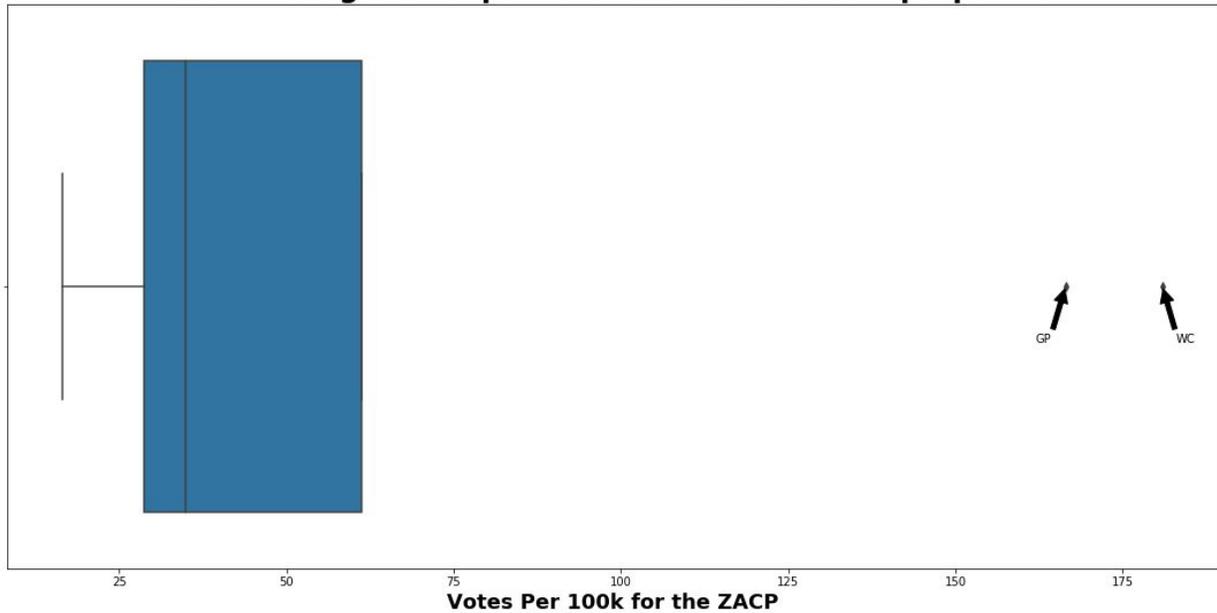


We see that the top three is unchanged in terms of raw vote numbers versus the provincial proportions. The Western Cape and Gauteng swap places but both are still at 1st and 2nd place in both charts. KZN retains its third place spot.

What we find is that the three provinces: Gauteng, Western Cape and KZN produced 85% of the total ZACP vote. This seems to suggest a focus on these three provinces in terms of building a base, building branches and all elections. It is important to secure the base before growing in new areas.

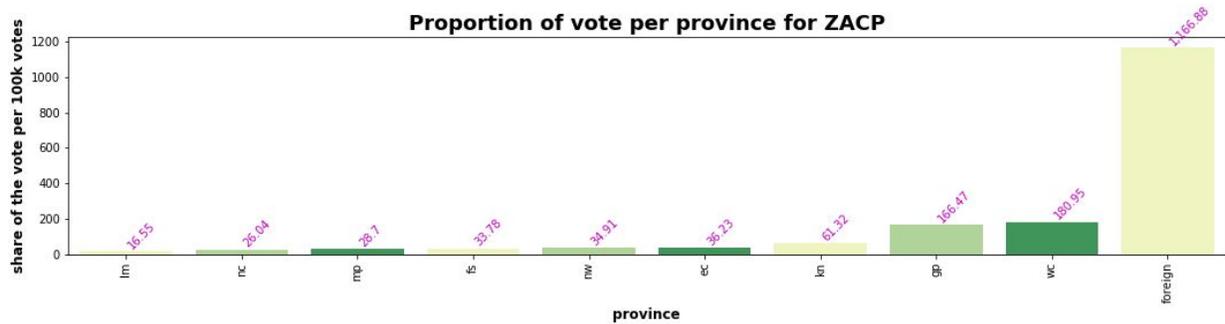
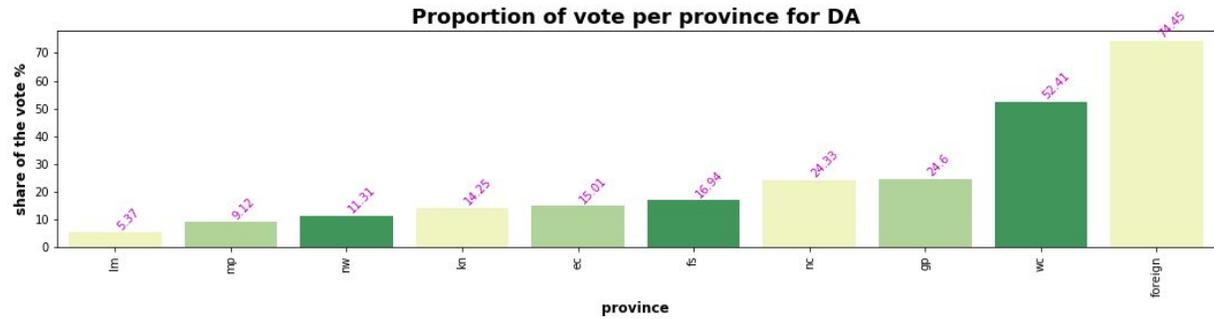
The following graph shows the outlier provinces in terms of ZACP vote proportion within the provinces:

**Plot showing outlier provinces in terms of vote proportion**



Gauteng and the Western Cape are the two provinces where the ZACP did much better than any other in terms of its share of the provincial vote. These two provinces seem to be the ones most likely to support this new party. It is always possible that marketing resources were focused on these areas hence the result. That is a separate question which cannot be addressed here.

Lastly, given the performance in the Western Cape and Gauteng, some people might conclude that the ZACP does well in areas that the Da does well. This does not seem to be the case outside of the Western Cape, Gauteng and overseas vote.



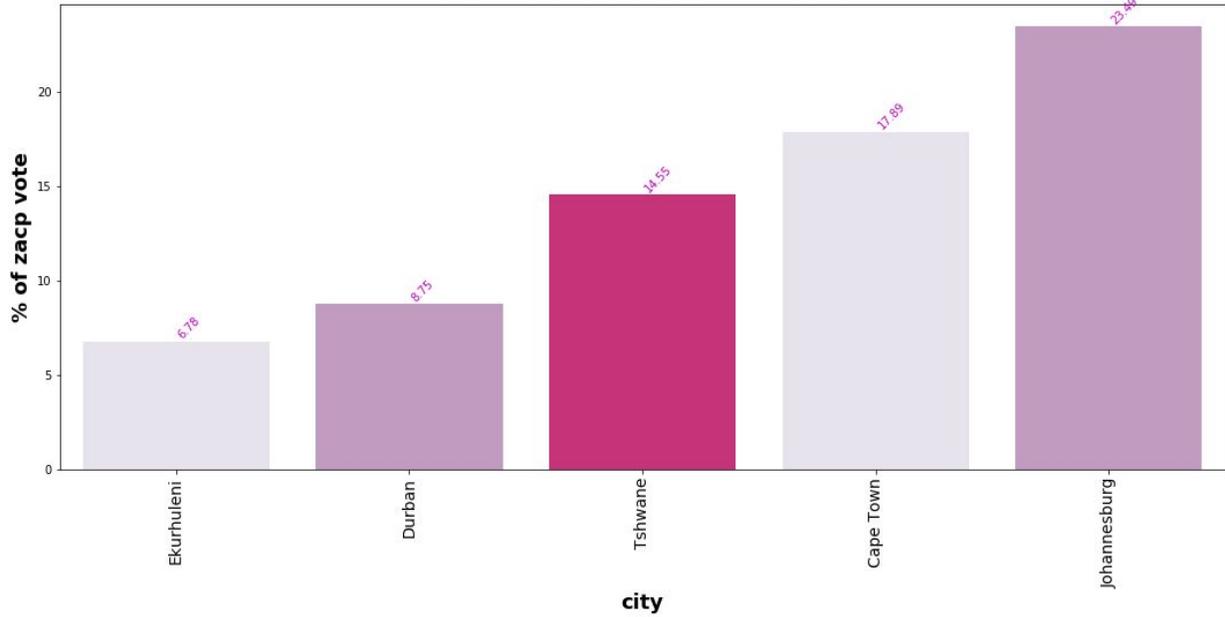
## City analysis

Given the overwhelming contribution to the ZACP vote by the three provinces containing the country's biggest urban areas, a natural question to ask would be "To what extent is the ZACP vote concentrated in the metros within these provinces?"

This second and final section of this report and part 1 of the broader analysis of the ZACP vote seeks to answer this question.

The first visualisation shows us the share of the ZACP's national vote coming from each metro in the three provinces from which 85% of the ZACP vote came from.

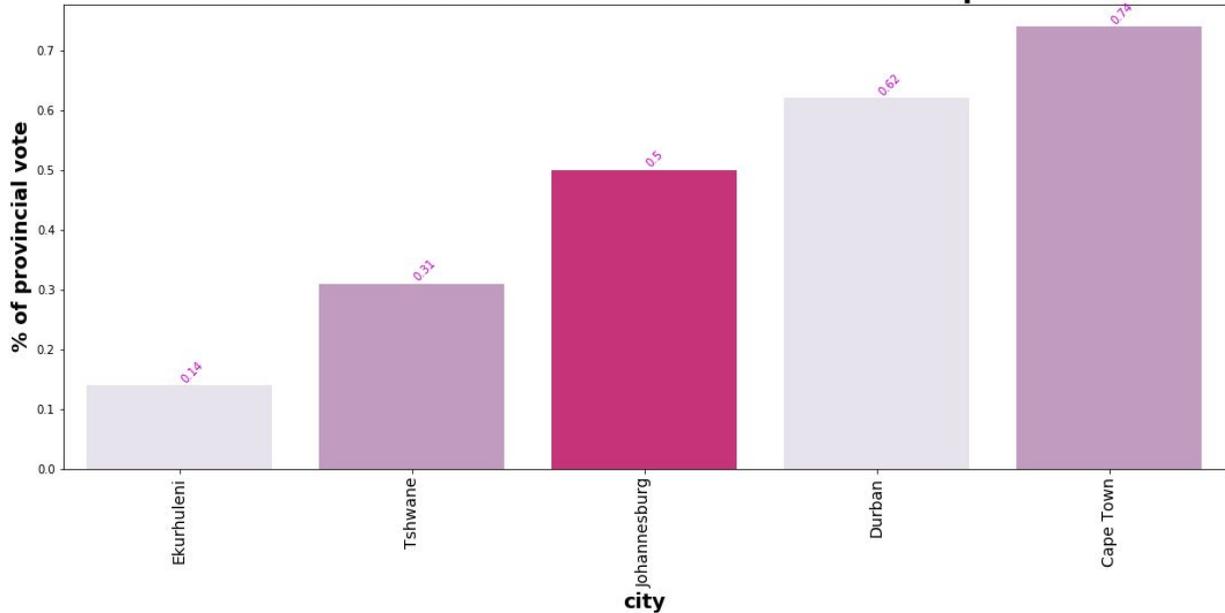
**Vote share of ZACP metros**



We see from this that Johannesburg on its own contributed 23.49% of the ZACP national vote. Almost a quarter! Further, the five metros combined produced 71% of the ZACP national vote. That is a clear indication of how ZACP support was distributed in the past election.

It is also a matter of practical importance to determine the extent to which a metro vote contributes to the provincial vote for a given metro within a given province.

**Provincial vote share of ZACP metros within that province**



Cape Town produced an impressive 74% of the Western Cape ZACP vote while Durban produced 62% of the KZN ZACP vote. On the other hand, the three Gauteng metros produced 95% of the provincial ZACP vote. It would seem to indicate that the ZACP base is located in the five metros which produced 71% of the ZACP vote: Cape Town, Johannesburg, Durban, Tshwane and Ekurhuleni.

These five cities are not electorally unimportant. Of the valid votes in this election, 38% came from just these five metropolitan areas. This translates to 152 seats and their electoral influence is likely going to grow even further with increasing urbanisation.

### **Conclusion and recommendation**

The results of the above analysis are clear: The ZACP vote is concentrated in five of the country's biggest metropolitan areas. These areas are located in just three provinces. For the purposes of creating branches and participating in local elections, I would recommend putting a special focus on these five cities.

It would be a great achievement if the ZACP could reliably get 7 National Assembly seats from these five cities. This will require investing resources towards building a reliable base, not wasting those resources chasing voters who will never vote for us like most parties do.

Part II will follow with an in-depth ward and voting district analysis as well as breaking these down into commensurate targets.