

# THE JUNE 2021 BILLBOARD COSTING REPORT



## Rationale

The monitoring of Campaign Expenditure is part of TI-Z's long-term monitoring of the electoral process. This aspect of the monitoring is meant to give Zambians a rough estimate of how much political parties are spending on trying to convince the electorate to vote for them, and will ultimately inform our ongoing advocacy on the pertinent issue of political party financing in Zambia.



## Methodology

In order to perform the analysis, we collected primary data on the number and sizes of presidential candidate billboards in 12 towns across the country. Our sample included Lusaka, Ndola, Kitwe, Kabwe, Kafue, Choma, Mongu, Solwezi, Chipata, Mansa, Kasama, and Chinsali. Only 6 political parties were targeted for the data collection; these are the Patriot Front (PF), the United Party for National Development (UPND), the Socialist Party, The Democratic Party, the National Restoration Party (NAREP) and the People's Alliance for Change (PAC). This is because these were the only parties which had presidential candidate billboards in Lusaka, during our pilot survey. Information on the cost of billboard placement was then collected from advertising agencies for estimation of expenditure.



## Results-Lusaka

Figure 1 shows that there has been a significant increase in the number of presidential candidate billboards in Lusaka, during the month of June as compared to May. PF billboards increased from at least 209 in May to at least 322 in June, Socialist Party Billboards Increased from a minimum of 70 to 84 while UPND billboards increased from a minimum of 24 to 73. A more detailed analysis of the increase in presidential candidate billboards revealed that the PF, Socialist Party and UPND had predominantly installed smaller sized billboards during the month of June.

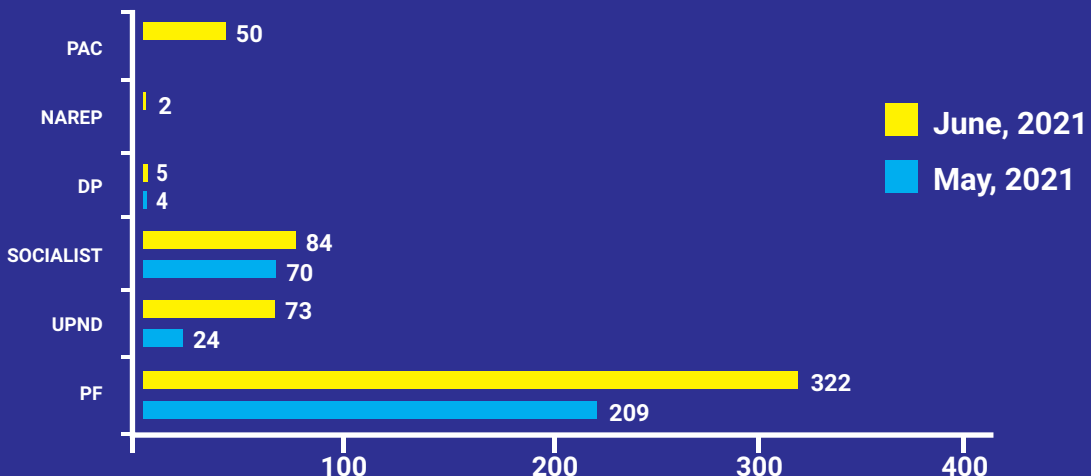
In terms of cost, the PF spent a minimum of K2.990 million on presidential candidate billboards in May, followed by the Socialist Party which spent a minimum of K864, 000.

### FOR MORE INFORMATION

**Contact:** Transparency International Zambia, Plot 128, Mwambula Road, Jesmondine, Lusaka.

Email: [info@tizambia.org.zm](mailto:info@tizambia.org.zm) or [bchizonde@tizambia.org.zm](mailto:bchizonde@tizambia.org.zm)  
Call: +260 211 293 649 or +260 976 747 893

**FIGURE 1: NUMBER OF LUSAKA BILLBOARDS, MAY & JUNE 2021**



The UPND spent a minimum of K648,000 in May while the Democratic Party spent at least K108,000. This minimum is compared to K4.488 million in June for the PF, K723,000 for the UPND and K1.195 million for the Socialist Party. The Democratic Party increased its minimum expenditure from K108,000 in May to K135,000 in June. Table 1: Presents the cost increase in billboard advertising. It can be noted that the PF experienced the largest cost increase, with minimum expenditure increasing by K1.498 million or 50.1 in June as compared to May 2021. The Socialist Party's minimum expenditure on billboards increased by K331,000 or 38.3 percent while that of the UPND increased by K75,000 or 11.6 percent during the month of June as compared to May 2021.

**TABLE 1: BILLBOARDS EXPENDITURE IN LUSAKA, MAY & JUNE 2021**

POLITICAL PARTY	EXPENDITURE-THOUSANDS OF KWACHA (MAY)	EXPENDITURE-THOUSANDS OF KWACHA (JUNE)	EXPENDITURE-INCREASE (KWACHA)	% INCREASE
PF	2,990.4	4,488.0	1,497.6	50.1
UPND	648.0	723.0	75.0	11.6
SP	864.0	1,195.0	331.0	38.3
DP	108.0	135.0	27	25
NAREP	-	60.0	-	-
PAC	-	340.0	-	-
<b>TOTAL</b>	<b>4,610.4</b>	<b>6,941</b>	<b>2,330.6</b>	<b>50.6</b>



## Results-Countrywide

Our monitoring of presidential candidate billboards, during the month of June, in 12 towns across the country revealed that Lusaka has the majority of billboards in Zambia. Out of a minimum of 674 billboards found in the 12 towns, Lusaka accounted for 79.5 percent or 536 billboards. Table 2 presents the distributions of presidential candidate billboards by Province and shows that Ndola has the second highest number of billboards.

Figure 2 presents the distribution of presidential candidate billboards by political party and reveals that for the month of June, The PF accounted for 58.5% of the total number of billboards followed by the Socialist party with 18% and the UPND with 14.1%.

During the month of June, the six political parties spent a minimum of K10.366 million on presidential candidate billboards across the country. Table 3 presents the distribution by political party. The PF spent a minimum of K6.05 million and was followed by the Socialist party at K2.26 million and the UPND at K1.31 million.

**TABLE 2: DISTRIBUTION BY PROVINCE**

Town/City	TOTAL	%
Lusaka	536	79.5
Ndola	38	5.6
Kitwe	10	1.5
Chipata	25	3.7
Kabwe	16	2.4
Kasama	6	0.9
Mansa	2	0.3
Choma	10	1.5
Kafue	5	0.7
Mongu	9	1.3
Solwezi	17	2.5
Chinsali	0	0.0
<b>TOTAL</b>	<b>674</b>	<b>100</b>

**TABLE 3: COUNTRYWIDE EXPENDITURE BY POLITICAL PARTY**

Political Party	Expenditure-Thousands of Kwacha (National)
PF	6,050.0
UPND	1,310
SOCIALIST	2,260.0
DP	165.0
NAREP	60.0
PAC	491.0
<b>TOTAL</b>	<b>10,366.0</b>

