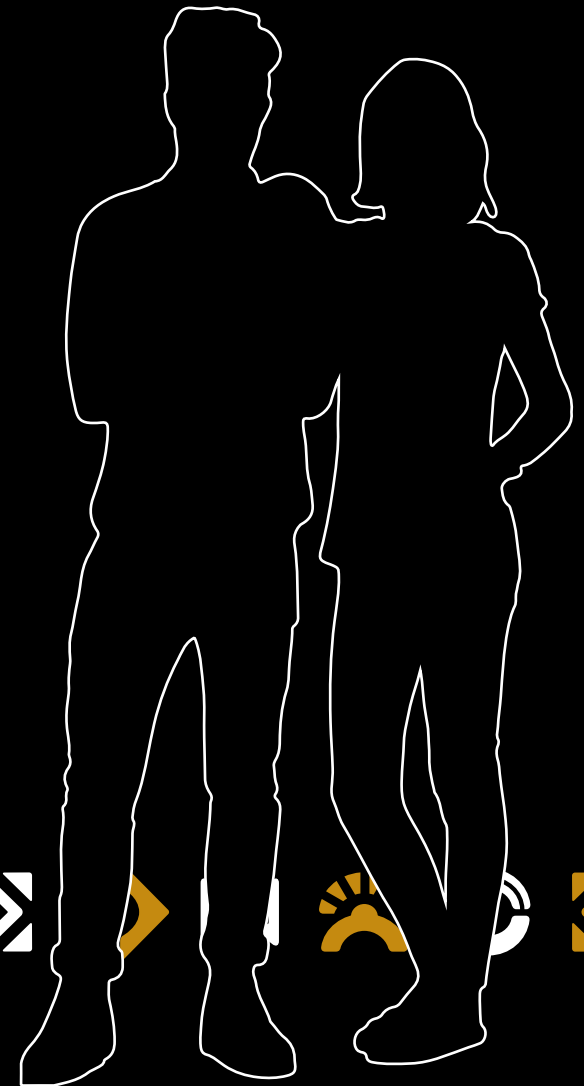# Government
Segmentation Model (GSM)

A framework for enhancing public service engagement and communication.

government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

30 YEARS OF FREEDOM

NDP 2030

Government Segmentation Model (GSM)

– A framework for enhancing government communication to facilitate communication that empowers South Africans

Introduction

The Government Segmentation Model (GSM) is a strategic initiative developed by the Government Communication and Information System (GCIS) to enhance communication between the South African government and its citizens. By leveraging comprehensive citizen research, the GSM aims to empower South Africans through improved understanding and targeted communication with various population segments. This model is designed to align government messages with the diverse information needs of citizens, thereby fostering better public service engagement and communication excellence.

The GSM is rooted in analysing and synthesising extensive citizen research, which identifies the needs, concerns, and characteristics of different population groups. The model segments the South African population into five groups, facilitating a more nuanced approach to public communication. This segmentation is based on demographic variables and perceived government performance indicators, ensuring that government messages are relevant and impactful.

Developed using the GEOTERRAIMAGE (GTI) population sampling frame, the GSM incorporates up-to-date geographic information, demographic data, and the Neighbourhood Lifestyle Index™© (NLI). The NLI classifies neighbourhoods based on household income, size, and lifestyle characteristics, providing a detailed understanding of different segments at various spatial levels. This comprehensive approach allows for generalising identified segments

to the broader South African population. The GSM acknowledges that describing the South African population, particularly segments within the population, is far more complex than just their demographics and lifestyle or socio-economic category they fall into. In addition to quantitative analysis, the GSM includes qualitative research through focus groups, which provide deeper insights into individuals' and segments' social realities, attitudes, beliefs, and motivations. These qualitative findings enrich the quantitative data, offering a more detailed and nuanced description of each segment. The focus groups reflect what people believe and think, and what they share as 'human truths' or not (e.g. ideas of equality and service delivery). These were used together with the quantitative output to discriminate further and describe the segments of the GSM.

The GSM is an outcome of rigorous research aimed at understanding the behaviour, aspirations, and concerns of South Africans. It guides government communicators and media planners in developing audience-centered communication strategies and media plans, ensuring greater alignment between citizens' communication needs and government services and messages. By maximizing the impact of government communication campaigns, the GSM plays a crucial role in empowering South Africans and enhancing public service delivery.

Why the GSM was developed

1. Enhanced Understanding of Citizens:

❶ The GSM aims to provide a deeper understanding of South Africans by segmenting them into distinct groups based on demographic and psychographic variables.

❶ Segmentation helps identify the needs, concerns, and characteristics of different citizen groups, enabling more effective communication.

2. Improved Communication Strategies:

❶ By understanding the diverse segments within the population, government communicators can develop more targeted and relevant communication strategies.

❶ This ensures that government messages are more aligned with different audience segments' specific information needs and preferences.

3. Alignment with Government Services:

❶ The GSM facilitates greater alignment between government services and the communication needs of citizens.

❶ By addressing the specific concerns and aspirations of different segments, the government can enhance public service delivery and engagement.

4. Data-Driven Decision Making:

○ The model is based on rigorous quantitative and qualitative research and is data-driven ensuring that the segmentation is accurate and reflects the current socio-economic landscape.

5. Behavioural and Perception Change:

○ Understanding different segments' demographic profile, perceptions, beliefs, and values is crucial for developing communications that lead to desired behavioural and/or perception changes.

○ The GSM helps content developers and communicators craft messages that resonate with specific segments, thus influencing their attitudes and behaviours.

6. Maximizing Impact of Communication Campaigns:

○ The GSM enables government communicators and media planners to maximize the impact of communication campaigns by ensuring that messages are tailored to the unique characteristics of each segment.

○ The targeted approach increases the effectiveness of government communication efforts.

7. Continuous Improvement and Validation:

○ The GSM is periodically reviewed and updated to ensure its relevance and accuracy.

○ This continuous improvement process involves validating the segmentation model through independent analysis and incorporating feedback from comprehensive focus groups.

About the latest, 3rd iteration of the GSM, Revisiting the Government Segmentation Model:

This review of the GSM is to provide profiles of the segments and highlight communication insights, particularly preferred communication platforms and information needs.
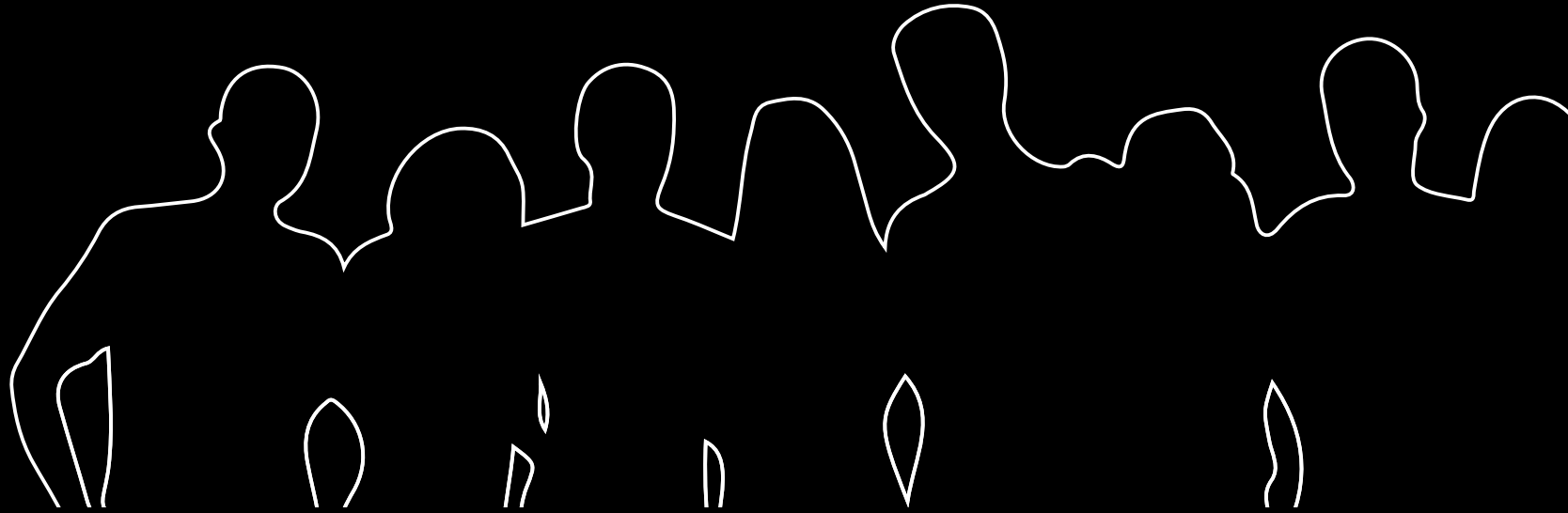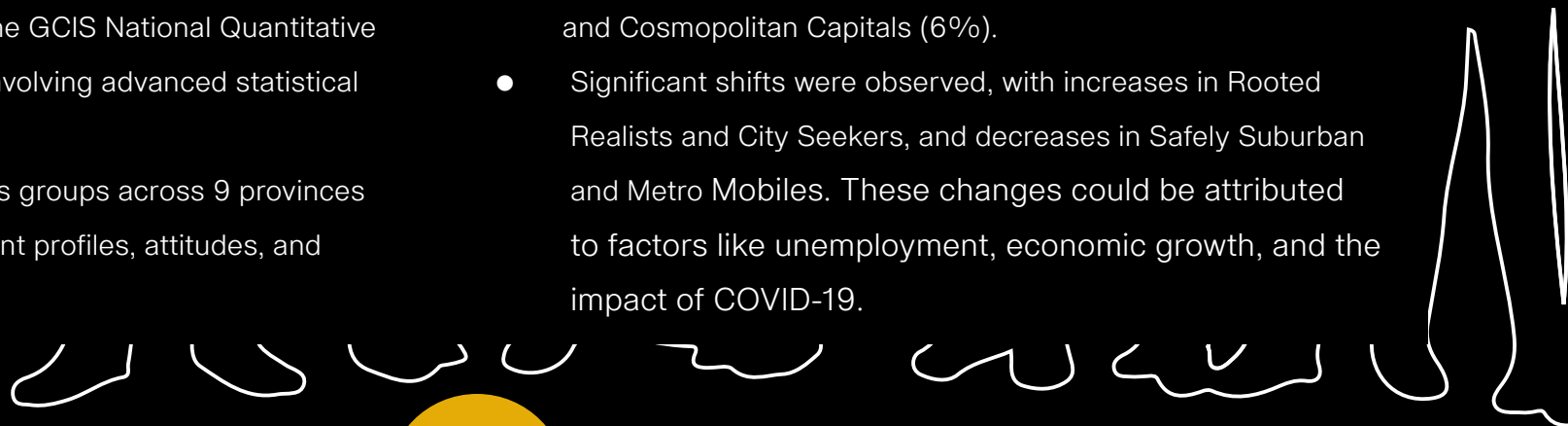
The review process consisted of:

Quantitative Analysis and Qualitative Focus Groups.

Quantitative Analysis: Data from the GCIS National Quantitative Tracking Survey (2022) was used, involving advanced statistical methods to determine segments.

Qualitative Focus Groups: 27 focus groups across 9 provinces provided deeper insights into segment profiles, attitudes, and perceptions.

The outcome of the review:

- The GSM still consists of five segments: Rooted Realists (49%), City Seekers (27%), Safely Suburban (9%), Metro Mobiles (9%), and Cosmopolitan Capitals (6%).

- Significant shifts were observed, with increases in Rooted Realists and City Seekers, and decreases in Safely Suburban and Metro Mobiles. These changes could be attributed to factors like unemployment, economic growth, and the impact of COVID-19.

Number of
focus groups

2

5   3

2

3

4

2

3

Quantitative Analysis:

Data from the GCIS National
Quantitative Tracking Survey
(2022) was used, involving
advanced statistical methods
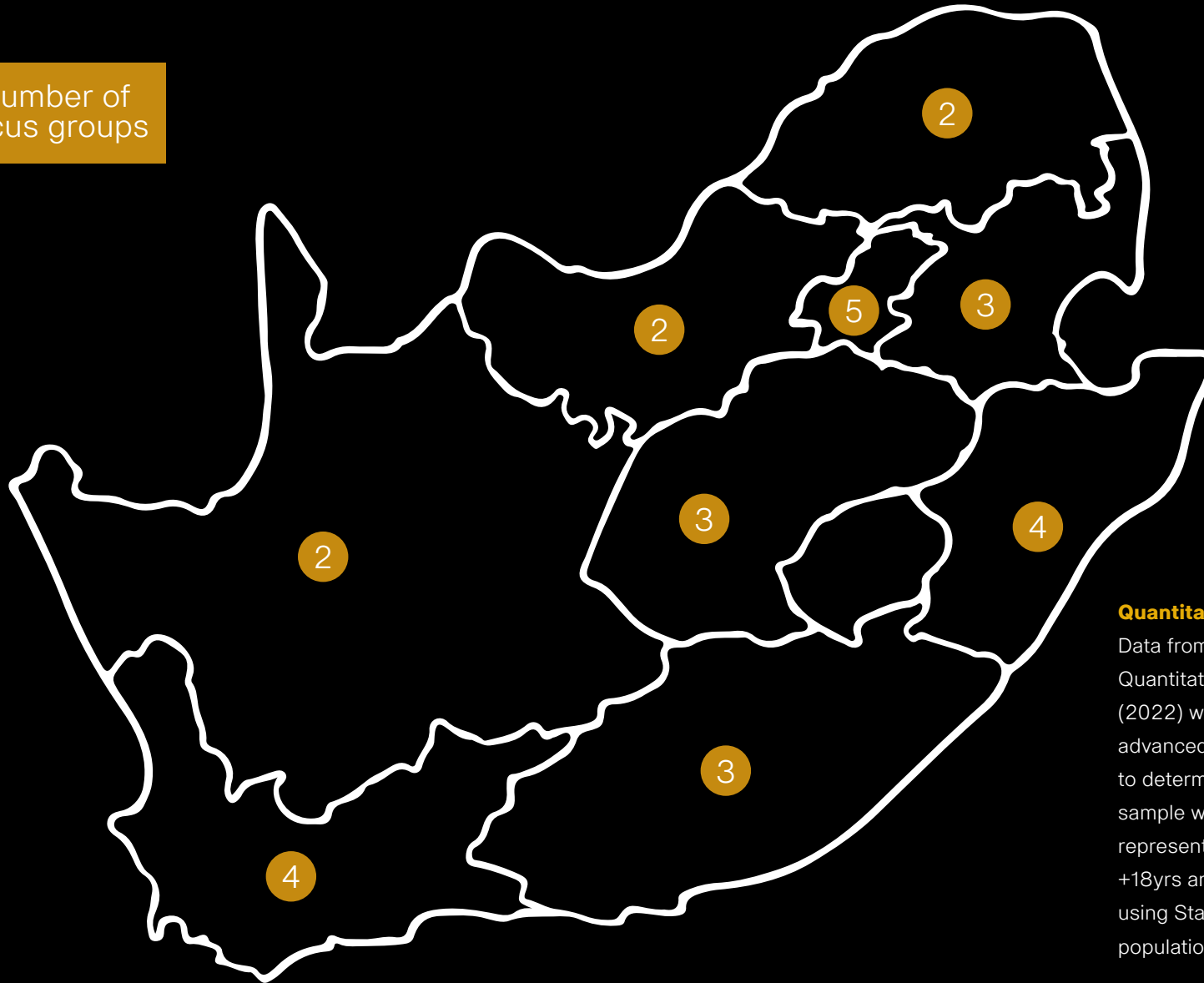to determine segments. The
sample was 7 000 nationally
representative South Africans
+18yrs and was weighted
using Stats SA 2022 Mid-year
population estimates.

4

3

Rooted Realists
29.1 million people

(49% of the South African population)

Rooted Realists feel that life for them is tough and challenging mostly because of a lack of employment. Despite the challenges they have, they are grateful for the financial and social support they receive from the government in the form of the children's grant, feeding schemes and uniform donations at schools. This support keeps them somewhat hopeful on a personal level and for the country.

They have a positive view of social grants as this is their constant source of income in the face of unemployment. However, small pockets are negative regarding the R350 unemployment grant because some believe that it is too little, others feel it perpetuates drug and alcohol abuse and gambling. According to them, the government should rather use the money to create employment.

Most of them dream of having stable jobs that will enable them to afford their own homes and send their children to good schools and universities. They are struggling to get jobs mainly due to the factories near them closing down, lack of funds to travel into town to submit CVs, lack of experience and bribery/corruption (being asked money for jobs).

This segment has predominantly low education levels and thus, most of the young Rooted Realists dream of completing matric and furthering their studies, but a lack of funds due to unemployment is holding them back.

"I think if we can get a tarred road and also if we can have access to water. With water, I wish we could get it at any time according to your own schedule. We don't have water and someone could get ill and even die it has been a long time now even 20 years".
(Dludluma, Mpumalanga)

"Also they will say that they are hiring and you have to slot in R50 in your ID for them to hire you, I would say that is also corruption". (Dludluma, Mpumalanga)

Rooted Realists define corruption as an abuse of power and injustice. Another form of corruption is having to pay for a job. Their view is that corruption permeates all levels of society; government officials, private companies and individuals. Rooted Realists believe the main drivers of corruption are unemployment and poverty.

Rooted Realist communities complain of a lack of access to water, poor road infrastructure, lack of reliable clinic services as well as slow municipal response when issues are raised. Much like all the other segments, Rooted Realists are also acutely aware of the load shedding crisis. They feel that load shedding gives rise to crime because under the cover of darkness, criminals take advantage. Also, load shedding affects the mobile networks and this affects communication and access to information.

> ™I'm working now so I'm saving that money in order to go study because a dream of mine is, one day I want to be financially stable™.(Cape Town farms, Western Cape) ™I want to see myself get some work and see my kids off to school. I want to see them further their studies and go beyond where I left off.™ (Dludluma, Mpumalanga)

> ™The water we are getting is not clean, it will cause us diseases. (Ka-Mohlaba, Limpopo)

Rooted Realists rely mostly on traditional media to keep up with current affairs. Although they have smartphones, they struggle with internet access due to data costs. Most of them purchase social bundles to access Facebook and WhatsApp.

There are areas with access to free community internet, however these areas are often far from their homes. According to them, the best way to reach them is in-person through gatherings (roadshows), television, radio and newspapers.

Live:	Rooted Realists consists of two subgroups. The bigger, first group lives in non-metro rural villages, farms and tribal areas (65%). The other group lives in non-metro cities & small towns (35%). KZN 19%, Mpumalanga 16%, Limpopo 15%, Eastern Cape 12%
Age:	29% are 18 - 24 years old, 28% are 35 - 44 years old, 25 - 34 year olds make up 27%, and 13% 60+ yrs.
Gender:	Females 49%, males 51%.
Race:	91% Black, 9% Coloured.
Home Language:	Predominantly African languages - Isizulu 26%, Isixhosa 15% and Sepedi 14%, Setswana 13%, Sesotho 11%.
Education:	One in 10 never attended school. Only four in 10 (40%) completed high school, 36% did not finish high school.
Employment:	High unemployment – Only 16% (less than a fifth) have full-time employment.
Annual household income:	Low income – 29% with an income of between R0 – R28 550, 45% between R28 551 – R64 620 and 24% between R64 621 – R140 100.

People in this segment reside mainly in rural villages, farms and tribal areas. They are mostly unemployed and depend on government grants. Most of them have craft skills that they use to earn extra money. Life for them is challenging and tough due to high unemployment and low education levels. They wish to get employment that will enable them to send their children to school for a better future because they still value education. Over and above chatting on social media platforms like WhatsApp, social media platforms are accessed by some to look for employment opportunities mainly.

™I do washing and ironing for my neighbors, to get something to put on the table ．
(Cape Town Farms, Western Cape)

™I am sometimes able to do garden work and will get that R50. (Dludluma, Mpumalanga)

"Education is power, it's the only power in the world".
(Cape Town farms, Western Cape)

Rooted Realists

Concerns

- Unemployment
- Poor health care
- Water challenges
- Drugs

Engagement platforms

- Few active government community programs.
- Derelict / no longer in use.
- Community centres too far out.
- Councilors often inactive and inaccessible.

Information needs

- Job opportunities.
- Community programmes

Community structures

- CPF and street committees

Media use

- **Traditional media** to keep up with current affairs.
- **Youth - digital media** for government info.
- **Smartphones** – high data costs, poor connectivity
- **Social bundles, free WiFi (FB and WhatsApp**).
- Website navigation is difficult.

Preferred media

- In person.
- SMS.
- TV, radio.
- Free newspaper.

City Seekers
16.2 million people

(27% of the South African population)

City Seekers make up 27% of the South African population and reside in the most densely-populated cities of Gauteng (55%), Western Cape (18%), KZN (14%) and Eastern Cape (9%).

Life at the moment is quite challenging for them, especially financially due to high unemployment. Although they are grateful for the support they receive from the government in the form of grants, their needs are much more and grant money is not enough. Besides grants, some try to get by through car wash services and selling fruits and vegetables to get additional money. They dream of permanent employment to build homes, start their own businesses and most importantly send their children to good schools.

They are appreciative of the social grants, they feel this is the one service the government has fulfilled consistently without fail. They use it to buy food and clothes for their children. Although they are positive about the grant, they worry about those who misuse it such as parents who use it to drink alcohol, gamble and for their own needs.

However, overall City Seekers have no hope regarding the direction the country is headed, especially with the high unemployment and cost of living. Over and above their concern about unemployment they are also concerned about

"The grant brings joy but we are not the same, some do not spend it as they should, (Atteridgeville, Gauteng)
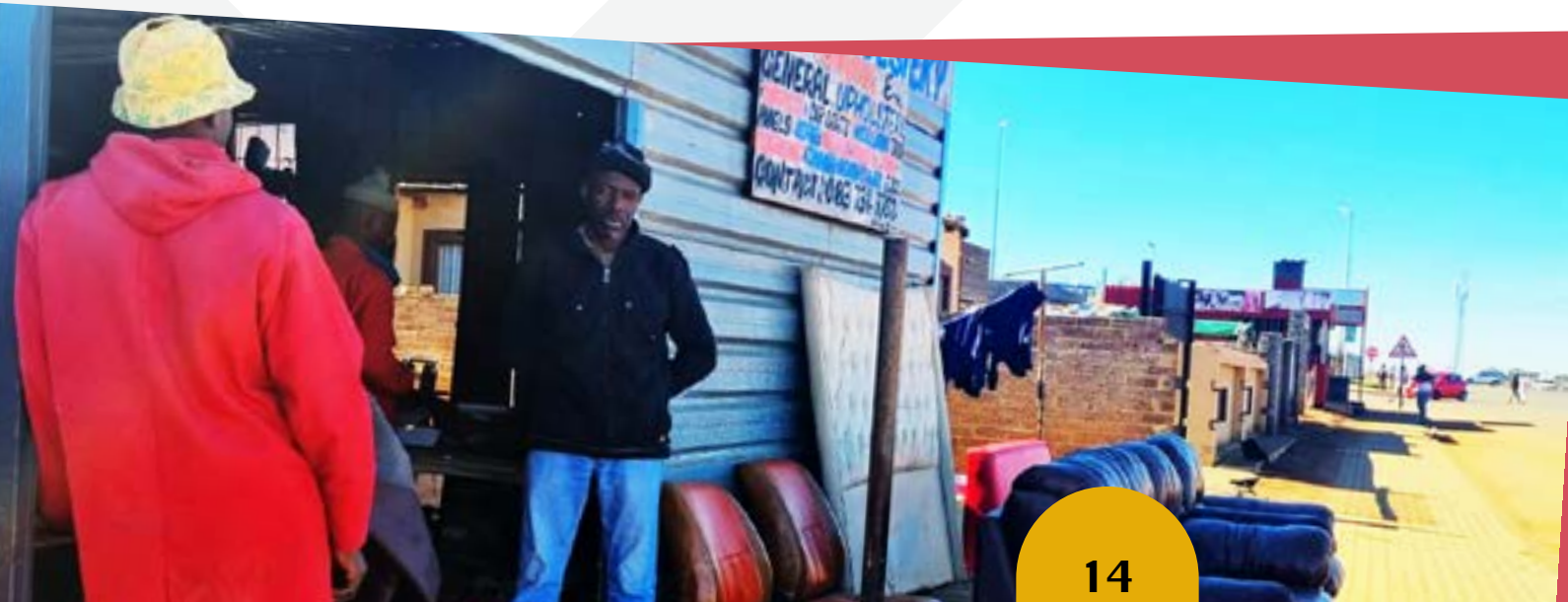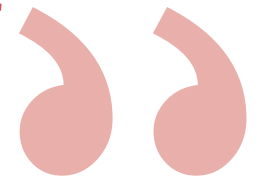
unemployment, lack of housing, illegal immigrants, lack of electricity, high food prices and corruption. Predominant basic service delivery issues they grapple with include power outages, potholes, refuse removal and toilets (especially for those in informal settlements).

They are looking for employment but it is proving to be a challenge as there are many people who are more qualified than them; they have limited education and lack experience. They feel that education is important as it enables one to access better employment opportunities however, corruption (people asking for bribes in order to place them in jobs) is also a barrier when seeking employment. City Seekers define corruption as dishonesty, misuse of resources, bribery and nepotism. They attribute corruption to greed, selfishness and being power

™It is very important and that is because if you are not educated you can't get a job, they are looking for matric. (Sebokeng, Gauteng)

™Because education will make them better persons in future. (Cosmo City, Gauteng)

hungry. They are disillusioned with corruption believing that everyone is corrupt and there is no remedying the situation.
   Traditionally, City Seekers fall within two brackets - Millennials and Generation X - both of which conform to technology and digital literacy. However, due to the unique socio-economic climate of South Africa, not all City Seekers have smartphones and not all are present on social media. City seekers mostly make use of TV, radio, Facebook and Moya to keep up with current affairs. They don't really use digital platforms to access government information, they rely on traditional media for that. In addition, they find pre-paid data to be expensive therefore they use public Wi-Fi from the malls and libraries to access the internet.
   In light of this, the best way to communicate with them is through traditional media, Facebook, Moya and WhatsApp.

"When I apply I have noticed something that most companies are looking for experience and I lack experience."
(Cosmo City, Gauteng)

"During the week when I get up and on the days I don't have enough money to send my CVs, I take whatever money I have and go and buy data, or I would go to a place where there is Wi-Fi."
(Cosmo City, Gauteng)

™**It is like me, when I called to enquire why they haven't called me back, they tell me that I was supposed to pay R1500 for the job and where do I get that when I don't work?** (Sebokeng, Gauteng)

Live:	The majority live in the metro (91%) and mainly in formal settlements followed by informal settlements. Gauteng (55%), Western Cape (18%), KZN (14%), Eastern Cape (9%).
Age:	33% are 35 – 44 years old, 28% are 25 – 34 years old, 18% are 18 -24 years and 12% 45 – 59 years old.
Gender:	Females (49%), males (51%).
Race:	Predominantly Black (90%), Coloured (8%).
Home Language:	The majority speak an African language (87%) - Isizulu (33%), Isixhosa (23%), Sesotho (11%) and Sepedi (10%).
Education:	28% High school completed, 32% did not complete high school and 38% completed higher education.
Employment:	High unemployment – only 2 in 10 are employed full-time (20%).
Annual household income:	Low income – 9% with an income of between R0 – R28 550, 51% between R28 551 – R64 620 and 41% between R64 621 – R140 100.

City Seekers are city dwellers who are mostly unemployed and depend on social grants to make a living. There are a few who are working and those are mostly low paying jobs. Due to challenges and demands of city life, they are resourceful as they make use of grant money to buy items to sell. City Seekers view themselves as hustlers, hard workers, compassionate and humble people. Their day-to-day activities include household chores, job searching and hustling.

City Seekers

Concerns

- Unemployment
- Drug and alcohol abuse among the youth
- Lack of housing
- Illegal immigrants
- High food prices
- Corruption
- Crime and violence

Engagement platforms

- Inconsistent community programmes due to lack of funds.
- Derelict / no longer in use.

Information needs

- Job opportunities.

Community structures

- Community structures active.
- Street committees, patrolling forums, Councilors, churches and NGOs.

Media use

- TV, radio, Facebook and Moya for current affairs.
- Smartphones- use pre-paid data (costly) and public WiFi.
- Youth - digital media for government info.
- Government websites not user friendly.

Preferred media

- Traditional media
- Facebook
- SAMobi & Moya App
- WhatsApp.

Safely Suburban
5.4 million people

(9% of the South African population)

Safely Suburbans reside mainly in non-metro cities and non-metro urban cities, small towns and non-metro rural villages, farms as well as tribal areas. They are in the middle-income bracket because most are employed however, they are always looking for ways to make extra money. Most have turned their skills into business opportunities and look towards the government to help fund their businesses. They are not particularly hopeful about the future of the country, but they are happy about the social grants that the government has implemented such as the pension grant as well as school feeding programmes. They are aware of how difficult it is for others in the country and believe that of all the things the government does, providing grants is the only thing that they excel at. Most have no active community structures and their Councilor is often not

"There are just too many issues. No water, no electricity and sometimes it is two weeks with no water but there are water tankers that come and sell water to us." (Nelspruit, Mpumalanga)

> "Remember that it was lockdown where kids had to study from home, so I was forced to take a contract where the kids can study and research and everything at home without having to go to school. So, because of that I use data at home, but I only access those things when I am home." (Nelspruit, Mpumalanga)

accessible. Safely Suburbans are concerned about crime, lack of basic services, interest rates and poverty. The Safely Suburbans are not happy with service delivery including the current electricity crisis. The electricity challenge is a thorn in their side as they link it to loss of income, loss of network and increased cost. They believe that it is holding them back from succeeding, especially the youth. They believe people cannot build businesses and tackle unemployment without stable service delivery because unemployment is also top of their concerns.

They believe that issues like nepotism, crime and school dropouts are directly linked to unemployment. Their solution to unemployment is for government to initiate various programmess in communities to upskill the youth. Reopening of factories that were closed after the change in government is seen as another solution as well as the support of young people with capital for start-ups. They believe the government can reduce the number of ministers and use that money to implement these ideas. Their stance on corruption is

"There are so many job opportunities within government but they are not giving them to children with qualifications... That is why we have a high unemployment rate.
(Nelspruit, Mpumalanga)

that they see it as stealing from the less fortunate and diverting funds for ones own use. Safely Suburbans believe greed and desperation are at the heart of this malaise. They are also of the notion that the system is corrupt and that corruption has been adopted as 'culture', the norm and no the exception. Government, private sector and individuals are all corrupt according to them. Safely Suburbans believe that people are moving abroad due to unemployment, corruption and a lack of opportunities in South Africa. If given the opportunity to move abroad, they would move with their children.

When coming to communication Safely Suburbans make use of both traditional and social media to keep up with current affairs, namely: TV, Twitter, Facebook and online news. Online learning during the COVID lockdown increased the number of households with Wi-Fi and uncapped internet access.

The most effective method to communicate with them is through traditional media as well as social media.

Live:	Safely suburban consists of two groups; non-metro urban cities and small towns (73%) and non-metro rural villages, farms and tribal (27%). Western Cape 21%, Mpumalanga 18%, KZN 15%, North West 11%.
Age:	35-44 year olds make up 31%, 23% are between 25-34, 17% are 60+ yrs and 11% are 18 -24 years of age.
Gender:	Females 47%, males 53%.
Race:	Black 52%, White 29% and Coloured 16%.
Home Language:	Largest proportion speak Afrikaans (34%) followed by English 21%, then IsiZulu 13% and Setswana 10%.
Education:	High school completed by 29%, 31% completed higher education and 31% have some level in higher education.
Employment:	38% full time employment, 7% self-employed, 20% unemployed.
Annual household income:	Middle income – 41% (140 101 - 245 400), 26% (245 401 - 363 950) 19% 363 951 - 490 850), 10% (490 851 - 756 100)

Though they experience life to be frustrating and financially straining at the moment they work hard to earn a passive income to overcome those challenges. Others apply for government funding for their projects in order to improve the situation. They dream of being successful and financially stable so their families can live a comfortable life. These Safe Suburbans hope that their current efforts will afford their families financial freedom and better opportunities. Some are already working towards those dreams by venturing into different entrepreneurship opportunities.

Safely Suburban

Concerns

- Crime
- Youth drug abuse
- Unemployment
- Lack of basic resources
- Interest rates
- Electricity / load shedding
- Poverty
- Illegal immigrants

Engagement platforms

- WhatsApp groups - updates and employment opportunities.

Information needs

- International relations.
- Load shedding.
- Budget allocations.
- Funding opportunities.
- Youth empowerment programmes.

Community structures

- Neigbourhood Watches and CPFs.
- Chiefs and Councilors inaccessible.

Media use

- Traditional and social media for current affairs.
- Digital media to access government information.
- Wi-Fi and uncapped internet access.

Preferred media

- Radio and TV
- WhatsApp & Facebook
- Moya App
- Billboards

Metro Mobiles
## 5.2 million people

(9% of the South African population)

Metro Mobiles are in metro areas and are mainly in Gauteng, Western Cape and KZN and are middle-income earners. Most are the breadwinners in their families, including extended families in some instances. Often taking care of their unemployed family members and relatives they are averse to venturing into full-time entrepreneurship for fear of not making it with so many depending on them financially. They live in fear of losing their jobs given the current economic uncertainty and many businesses closing down. They are not hopeful about the direction in which the country is going because of the mentioned job insecurities and economic issues.

Though they themselves are employed, unemployment is top of their worries. Other concerns amongst them are load shedding, interest rates

"We used to know that in order for you to get a better life, you need to be educated right? but now you see our children are educated, they have degrees, but they're staying at home. They don't have jobs and there's no hope for them to get any jobs." (Midrand, Gauteng)
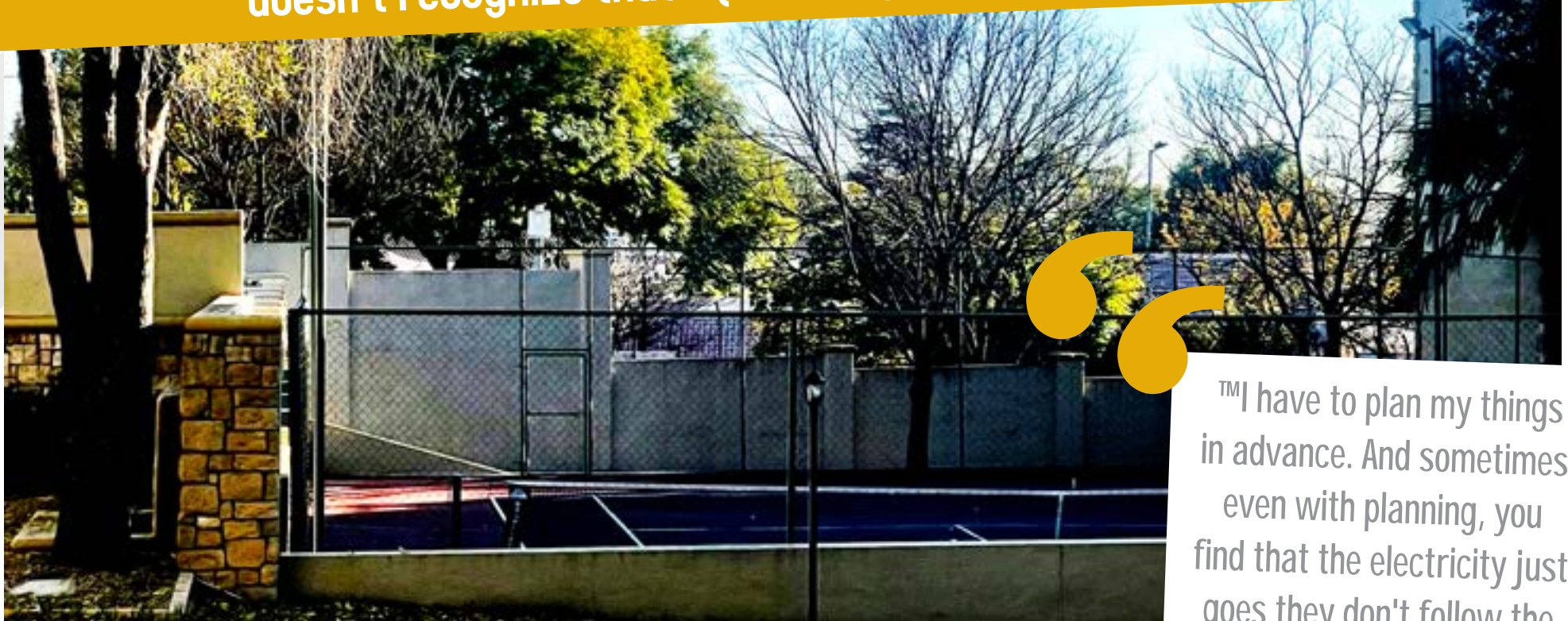
™I have to plan my things in advance. And sometimes even with planning, you find that the electricity just goes they don't follow the timetable as well.
(Midrand, Gauteng)

affecting the cost of living and affordability. Metro Mobiles are unhappy with the service delivery in the country. Some if the most pressing concerns for them are about water short- age, sinkholes, electricity and street lights. On the electricity issue, many feel frustrated and has driven them to distrust the leadership. They are of the opinion that load shedding affects the economy nega- tively.

They feel that the response for the challenges of service delivery is very slow. They be- lieve that those that are meant to assist them are corrupt and try to milk money from their situation. In addition, the peo-

™I want to grow at work. I am currently holding a lot of, uh, qualifications that are just sitting there. So for me it is to get a better position that I deserve.   (Midrand, Gauteng)

ple that they vote for to handle these issues on their behalf move out of their communi- ties and leave them to handle it on their own. Though some community structures exist in their communities they remain concerned about safety mainly, general residential issues and the performance of their coun- cilors.

Metro Mobiles see education as a way towards improving their lives because it gives them an edge when looking for better employment opportu- nities. However, they hold the sentiment that when looking for employment there are often obstacles such as corruption and nepotism.

Corruption as described by Metro Mobiles is greed, brib- ery and is also linked to lack of service delivery. The reasons for corruption they say are greed, selfishness and in- creased demand for additional

Live:	They live in metro areas and mainly in formal dwellings. Gauteng (45%), Western Cape (21%) and KZN (24%).
Age:	35 – 44 year olds 31%, 28% are between 25 – 34 yrs old, 16% are 60 yrs+ and 12% are between the ages of 18 -24 years of age.
Gender:	Females 49%, males 51%.
Race:	Black 50%, Coloured 18%, Indian 16% and White 15%.
Home Language:	English 34%, Afrikaans 21%, Isizulu 20%.
Education:	40% completed high school and 13% completed higher education, 23% some level of higher education.
Employment:	34% employed full time, 11% self-employed and 19% unemployed.
Annual household income:	Middle income – 42% (140 101 - 242 400) 34% (245 401 - 363 950) 24% 363 951 - 490 850)

Metro Mobiles have dreams to grow in their careers and to gain financial freedom. Their lives at the moment are not secure; it is challenging and unpredictable due to the high unemployment rate in South Africa and businesses closing down and the cost of living. Although employed they do dedicate a portion of their day to searching for better jobs and sending out their CVs. They are always looking for new opportunities to improve their lives such as trying out new business ventures and upskilling themselves with short courses. Metro Mobiles view themselves as hardworking, self-driven, articulate and busy individuals.

income. Though they link corruption to government officials mainly they are also cognisant of the fact that citizens also contribute to corruption because they are enablers of corruption.

Metro Mobiles believe that most people are moving abroad because of crime and unemployment. However, there are mixed feelings in regards to themselves moving abroad. Some would do so without hesitation as they view it as a solution for a better future, whereas others are hesitant as they are uncertain of the notion of the 'grass being greener on the other side', there is no guarantee that they will succeed abroad.

"Now you end up having to take care of five cousins and brothers and all that, which means your salary, which, two years back was able to take the kids to school and buy you a bottle of milk doesn't do that anymore." (Midrand, Gauteng)

Metro Mobiles use social media to keep up with current affairs, mainly Twitter and Facebook. They do not trust traditional media, they believe it's filtered/regulated. Most of them make use of Wi-Fi to access the internet. For future communication, the most effective would be social media; Twitter, Facebook and WhatsApp.

Metro Mobiles

Concerns

- Unemployment
- Drug abuse
- Cost of living
- Crime and violence
- Interest rates.

Engagement platforms

- Inconsistent community programmes due to lack of funds.
- Derelict / no longer in use.

Information needs

- International relations.
- Load shedding.
- Budget allocations
- Funding opportunities.
- Youth empowerment programmes.

Community structures

- Neigbourhood Watches and CPFs.
- WhatsApps.

Media use

- Social media and radio - current affairs.
- Twitter and Facebook.
- Government news accessed digitally.
- Digital platforms - no interaction/engaging back. Pages not regularly updated.

Preferred media

- Radio
- WhatsApp & SMS
- Facebook
- Twitter

Cosmopolitan Capitals
3.6 million people

(6% of the South African population)

With the Cosmopolitan Capitals there is a significant White (61%) and male (55%) skew. Cosmopolitan Capitals are hopeful for themselves however not for the country per se. They are the most critical of the government and citing the many challenges pervasive in the country such as high unemployment, crime, and corruption. This segment is concerned about the interest rate, load shedding and the effects it has on the economy and for some of them their businesses. They hold a strong view that load shedding is a result of corruption. They are also worried about crime and the 'failing' justice system.

The load shedding gets this segment, much like the other segments, hot under the collar.

Though personally somewhat comfortable, Cosmopolitan Capitals believe unemployment is causing crime and population growth in the country. They also believe that BBBEE is causing and increasing unemployment as people are not being hired for certain jobs

"And the thing is if you want to sweep the streets, now they want matric to sweep the roads. To do anything you must have matric."

(Brackenfell, Western Cape)

because of their skin colour. They believe their businesses are helping to address unemployment but there is only so much they can do. In order to address unemployment their advice to government is to reopen businesses they closed down such as the railway businesses.
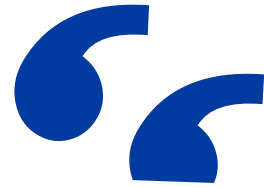
> " **™It is only when uneducated people are put in positions To handle five or six hundred million rands everyday over the counter, that is where the money starts disappearing.**
> **(Brackenfell, Western Cape)**
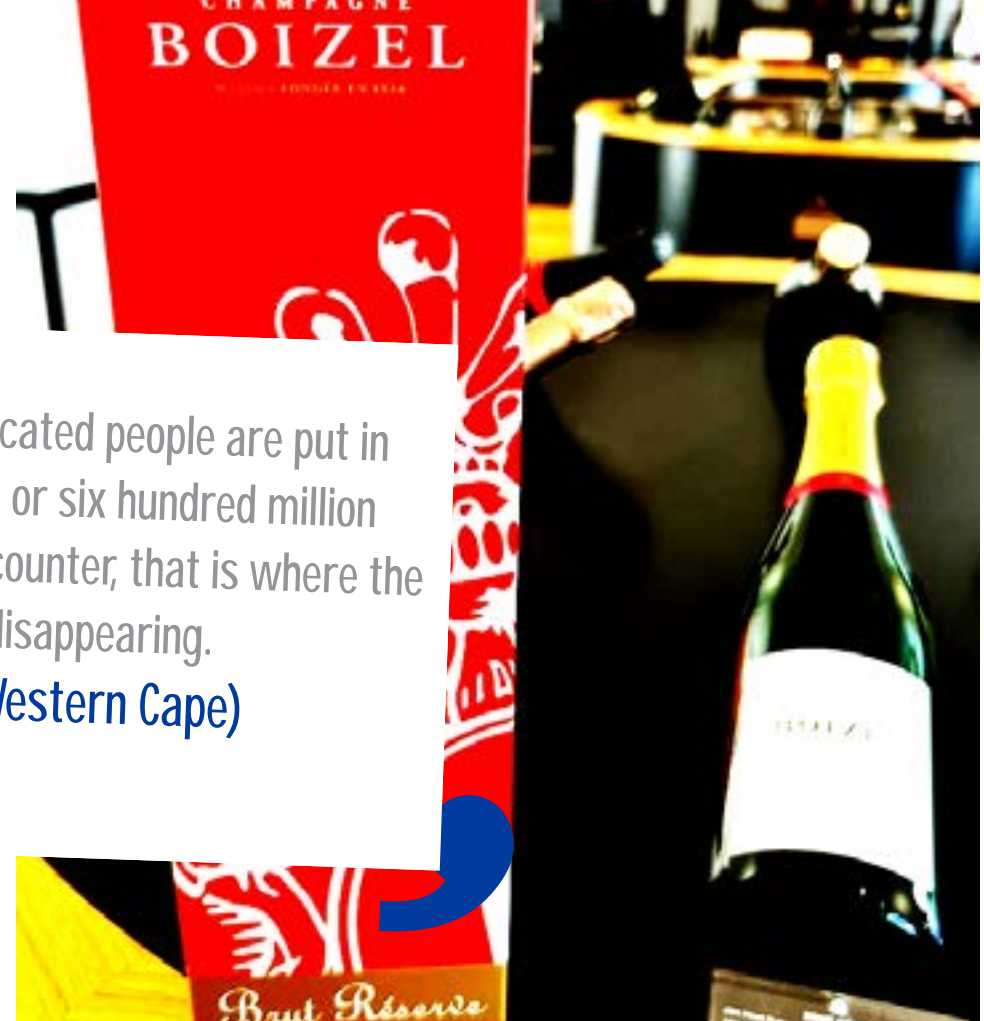
Generally happy with the service delivery in their communities, Cosmopolitan Capitals are of the view that poor service delivery in other areas affects them. They feel that their municipalities are short-staffed and this results in long queues and sometimes slow response on issues. Much like other segments, the Cosmopolitan Capital is of the view that corruption will be the downfall of the country. They

define corruption as deception, theft, sabotage and putting uneducated people in high position (nepotism). The corruption is caused by greed, poverty and lack of education. This segment attributes corruption to government and uneducated individuals.

Cosmopolitan Capitals believe education is important as it affords one employment, even the simplest jobs require matric and it further affords one to gain access to opportunities abroad. This segment is open to emigration especially for their children because they believe abroad their children will have a better life and bet-

> ™It is only when uneducated people are put in positions To handle five or six hundred million rands everyday over the counter, that is where the money starts disappearing. (Brackenfell, Western Cape)

> "I went to the municipality they gave me a reference number four months ago and they haven't contacted me yet." (Brackenfell, Western Cape)

ter opportunities. The reasons driving their strong emigration sentiments are crime, unemployment, load shedding and BBBEE. However, if given the opportunity themselves, they would not move abroad citing they make enough in their businesses to live comfortably in South Africa, the exchange rate and their ages restrict them from getting jobs abroad.

They make use of both traditional and social media to keep up with current affairs mainly TV, Google news and Facebook. They make use of Wi-Fi to access the internet, and to access government related information they contact the municipal offices directly. It seems this segment is open to receiving government information directly from gov-

ernment. Therefore, for future government communication, the most effective media platforms would be social media such as Facebook and they

(Cosmopolitan Capitals) also propose an App similar to the load shedding app (example given: EskomsePush).

Live:	100% Metro. Gauteng 62%, Western Cape 20%, KZN 10%.
Age:	33% are 33 – 44 yrs, 25% are 25-34 yrs, 14% are 18-24 yrs, 45 – 59 years 14% and 60+ year olds 14%.
Gender:	Female (45%), male (55%).
Race:	White (61%), Black (28%), Coloured 7% and Indian (5%).
Home Language:	Mainly English and Afrikaans (36%) and Isizulu (11%).
Education:	28% have matric and 38% completed higher education, 30% have some incomplete higher education.
Employment:	49% employed full time, 13% self-employed and 4% unemployed.
Annual household income:	Upper income – 50% (490 851 - 756 100), 31% (756 101 - 1 189 000) 12%, (1 189 001 - 1 952 000) and 7% (1952 001 and more)

These people are mostly affluent, have the highest amount of disposable income, are professionals and independent. However, they feel life at the moment for them is uncertain and chaotic. Their once aspirational views, ideas and dreams are dampened by the possibility of the economy crashing and adversely affecting their businesses. They are business focused and worry mostly about interest rates, the justice system, crime and the educational system.They would support their children and even encourage them to look for better employment opportunities, safety and security abroad.

Cosmopolitan Capitals

Concerns

- Interest rates & high cost of living
- Load shedding
- Unemployment
- Crime
- The education system

Engagement platforms

- Councilors not accessible.
- Municipal offices slow to respond.

Information needs

- International and domestic affairs.
- Positive news – not propaganda nor depressing news.

Community structures

- Active safety community structures
- No other community structures.

Media use

- Traditional and social media to keep up with current affairs mainly.
- Wi-Fi to access the internet.
- Subscribe to online/digital newsletters.

Preferred media

- Contact municipal offices directly
- WhatsApp
- App similar to the load shedding App

30
YEARS
OF FREEDOM