

# 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



# Introduction

The Government Segmentation Model (GSM) enables communicators to better understand citizens, and to create greater alignment between citizen needs and government services and messages.

**The Government Segmentation Model (GSM)** enables government and communicators to better understand citizens and communicate with the different segments within the South African population.

The GSM report is a population segmentation created by the GCIS to enable government and communicators to understand and communicate to the different South African people segments. Based on an analysis and synthesis of comprehensive citizen research, it highlights the needs, concerns and characteristics of the different citizen groups and segments them into five (5) broad groups to enhance public service engagement and communication. By understanding

people and their differences, in terms of their needs and concerns and the services government delivers, this segmentation enables communicators to better understand what to say to the public and how to say it, while using their knowledge of available platforms to maximum effect thus working economically and creating greater alignment between government messages and citizen needs.

The GSM2019 was created using the GEOTERRAIMAGE (GTI) population sampling frame (due to a lack of Sampling Frame data at Enumerator Area (EA) level on the SA 2011 Population Census) which consists of 18 dwelling unit categories, up-to-date geographic information, various demographic information

and the Neighbourhood Lifestyle Index™© (NLI). As an income-based segmented classification, the NLI classifies neighbourhoods according to their income and various lifestyle characteristics at various spatial levels such as Enumeration Area level, Small Area Layer as well as area type (metropolitan, other urban or rural areas). Furthermore, different multivariate statistical techniques were used on GCIS quantitative population data to derive the different segments and objectively identify variables that best explained the variance in responses of different segments, thus dividing the South African population into five meaningful homogeneous subgroups or segments for the purpose of improving government communication and service delivery.

The identified segments are generalised to the South African population. To reaffirm the quantitative analysis outcome and arrive at specific characteristics and profiles for each segment, comprehensive focus groups and in-depth interviews were conducted by iOCO to further explore psychographic measures reflecting what people believe and think, what they share as 'human truths' or not (e.g. ideas of equality and service delivery). These were used to further discriminate the segments and gain more insight to each segment profile. Also, South African archetypes were developed, meaning a very typical example or description of a certain person was provided. These archetypes are included at the end of the brochure.



**This report is a result of comprehensive research around understanding the behaviour, aspirations and concerns of South African citizens defined through five populations segments.**





### THE REALIST

Looking to the facts to make up their own minds, The Realists busy themselves checking facts and scouring the news. Imparting their knowledge and rational thought onto others is important to them – they examine both the facts and the pros and cons to every situation, and are open to a constructive discussion about the South African government, its actions and its decisions. Whilst they know their story and are keen to stick to it, they are open-minded and are willing to have their minds changed by someone who has done their research and can present them with facts.

Curious and calm by nature, The Realists are empathetic and caring humans, who base feeling such as doubt and hope on facts. Their thought process is governed by a search for truth, examining if a news item is too good to be true, or simply cannot be true – based on facts, of course. Cool, grounded and rational, these individuals examine both sides to the story, examining where things are headed and how the current situation came about. Their introspective mind-set leads them to ask questions such as “Are we asking the right questions?”, and are eager to explore new possibilities and facts, realising that they may not have thought about a certain concept previously.

### THE OVERLOOKED

Feeling unappreciated, unseen and unheard, inferior, and angry, The Overlooked wonder if their votes count. Having waited for change in their lives, their communities and in the South African government for years, if not decades, The Overlooked think that they are not valued, that their voices don't count and that they are often misunderstood. Whilst their feelings of sadness, emotional exhaustion and inferiority seem to prevail, and they wonder at times if giving up would not be easier, their spirit of defiance, anger and impatience always shines through.

The Overlooked rally together, questioning why certain things only happen to them, wondering when it is their turn to benefit from the South African government's actions. Aware of the fact that they matter, both as individuals and as a community, The Overlooked are vocal about wanting to have their rights fulfilled. Comparing their own status quo to that of other communities, The Overlooked are often filled with anger, resentment, envy, and frustration. The vocalisation of these feelings often leads to The Overlooked protesting and trying to make their voices heard.

### THE BELIEVER

The Believers focus on the positive elements and actions taken by the South African Government, and are willing to act upon the positives, taking proactive measures, being helpful, supportive and encouraging. As a whole, The Believers feel happy, positive, optimistic, and hopeful. At times their feelings border onto euphoria, actively promoting concept that everything will get better, will change, and will be alright. Cognitive of the fact that “Rome wasn't built in a day”, The Believers advocate that patience is required, that South Africa is still in the infancy stages of Democracy and that positivity is the way forward. Seeking to be helpful and supportive in every scenario, The Believers are eager to take action to improve the status quo.

Whilst their positive mind-sets prevail, The Believers are constructively critical, aware of the truth of the news, rather than trying to skew it to suit a personal agenda. They can, at times, feel somewhat apologetic towards the South African Government, being aware of potential shortfalls. Nonetheless, their thoughts centre around finding the positive in every situation.

## S1 ROOTED REALISTS





# Rooted Realists

27.8 million people  
(48% of South African population)

Without financial independence and jobs, for the majority of this group there is not much to celebrate as they are unsure about opportunities to improve their quality of life. The majority of this group are traditional and believe in their community/values which they feel are being eroded. The majority live with family because they have no home of their own. They have no formal school certification because most did not complete matric. This they see as part of the reason for criminal activity, social ills and their lack of employment. They worry about perceptions of corruption and nepotism in the public sector, and their impact on service delivery. They also worry about lack of funding to pursue their goals and the deterioration of living conditions. This can breed Rooted Realists that will look for any opportunity to find fault with the government ('The Critic') while some display an entitlement attitude; that they are owed something by society and by the government. Some of the Rooted Realists often feel neglected by and frustrated

with government, they feel unappreciated, unheard and unseen ('The Overlooked'), and would like their needs to be heard and to feel valued as part of South Africa. However, there are those who are 'The Realists', looking at facts, pros and cons to every situation. The Rooted Realists long for financial independence, permanent employment, improved living conditions and reaching the "unreachable" city for employment, accommodation and building a future. Their needs include learning new skills, access to government communication channels, resources and funds to aid growth. Therefore, there are those Rooted Realists who are 'The Go-getter', the circumstance they find themselves in drives them to want to improve their situation and the overall status quo. However, this desire for self-development can bring with it feelings of anxiety, fear, tiredness and agitation. And also there are 'The Believers' who focus on positive elements and actions taken by government and they are generally happy, optimistic

and hopeful. Due to the remote location of both their residence and employment, Rooted Realists have limited to no access to real-time news or events, and access to data purchasing trends is low due to their low income. Therefore some of the barriers they identify in their life and in regards to accessing government information are lack of access to technology and credible information. According to traditional findings, the Rooted Realist is a Millennial. However, due to the unique circumstances of the South African socio-economic landscape, communication cannot take traditional methods. Instead, in order to best communicate with Rooted Realists, a more personalised, one-on-one approach is recommended as they are virtually impossible to reach through mainstream social media channels. The Rooted Realists are searching for more accurate, reliable news sources that are easily digestible and don't require data.

**The people in this segment are generally positive about their lives and acknowledge that they have come a long way. However, their optimism is challenged by difficult financial circumstances (most of the segment relies on government grants and is unemployed).**

Live:	Non-metro farms (6.5 %), about two-thirds (63 %) live in non-metro traditional settlements and 30 % in non-metro urban informal settlements. Eastern Cape (24 %), Limpopo 20 %, KZN (18 %), Mpumalanga (11 %), North West (10 %)
Age:	30 % are 18 – 34 years old, 15 % are 35 – 49 years old and 14 % are older than 50 years
Gender:	Females 52 %, males 48 %
Race:	94 % Black, 5 % Coloured
Home Language:	93 % speak an African language – Isizulu 28 %, Isixhosa 17 %, Sepedi 15 %
Education:	One-in-ten have not completed primary school, only 4-in-10 have some high school education and 29 % completed matric
Employment:	High unemployment – only one-in-ten have full-time employment
Annual household income:	Low income – 45 % with an income of R0 – R39 504.00, 31 % R39 505 – R65 320.00 and 25 % R65 321 – R138 821.00
Most likely SA archetype:	Overlooked, Go-Getters, Critics, Realists, Believers





#### THE COMPLAINER

Looking for validation about their negativity from others, The Complainers live off self-imposed frustration and indifference, cherry-picking news to suit their agenda. Championing phrases such as "I am sick and tired of...", "Your government...", "This country...", "These people", and "Back in the day...", The Complainers have a glass-half-empty outlook on life and the South African government. The Complainers much prefer to complain to anyone willing to listen, rather than initiating positive change.

Always looking to oppose anyone expressing a positive sentiment, The Complainers are the loudest voices in the room, seeking to make themselves and their opinion heard, understood and supported. When someone listens to or agrees with The Complainers, they feel a deep sense of validation, satisfaction, entitlement, and relief. Governed by thoughts of self-pity, negativity, hopelessness, and a strong sense of everything in the country going to the dogs.

#### THE CRITIC

Looking for any opportunity to find fault with the South African government, The Critics are known to criticise everything from lacking service delivery to the government's inability to maintain a road. Unable to base their opinion on actual facts, The Critics are misinformed, and live on Twitter to post their emotionally laden opinions and criticism, often to start a fight by looking for emotional follower reactions. Torn by feelings of anger, aggression, hatred and entitlement mixed with fear, insecurity and denial, The Critics often feel that they know something better than the government, and that they are owed something by society and by the government.

Characterise by the typical "ja, but..." opening statement, The Critics are often found saying that a particular construct is "wrong", that it will "never work" and that that's "not how it's supposed to be done". Hating both the country and the situation they're in, The Critics are not eager to take action to improve matters. Instead, they validate their criticism with that statement that they had nothing to do with the perceived problem in the first place.





# City Seekers

14.4 million people  
(25% of South African population)

The City Seekers make up 25 % of the South African population, and reside in the most densely populated cities like Johannesburg, Durban, and Cape Town.

Their optimism is challenged by their difficult financial circumstances, lack of employment opportunities, education, drugs, corruption and lack of skills. They feel that they are being held back despite their efforts to better themselves. Residing in predominantly informal housing, the City Seekers have one goal in mind: employment that yields money to take care of their families. Social grants are appreciated as a financial relief to assist with basic needs though not deemed sufficient or desirable. Despite the many challenges associated with their living circumstances, they keep on looking for job opportunities because they see this as the answer to a better future. To them, the city promises opportunities. They want to earn their way and contribute to the well-being of the country, their families and themselves. There

is a mixture of ‘Go-getters’, those that push themselves and ‘Realists’ those that look at both sides of the situation and give credit where it is due. They are concerned about their children’s future, as unemployment is rife among the youth. Much blame is put on Government for not delivering and keeping the promises they make. They view corruption as one of the primary reasons for the lack of opportunities in the work environment. These sentiments are what yield ‘The Complainers’; always looking to oppose anyone expressing positive sentiments and looking for validation about their negativity from others, and ‘The Critics’; not eager to take action to improve matters because they often say that they had nothing to do with the perceived problem in the first place.

Traditionally City Seekers would fall under two brackets, Millennials and Generation X, both which confirm to technology and digital literacy. However, due to the unique socio-economic climate of South Africa, not all City Seekers

are present on social media. In light of this, the best way in which to communicate with them is through a balanced mix of newspapers and radio, as well as Facebook and SMS. Many City Seekers do not speak English as their home language, which highlights the importance of communicating in vernacular.

**The people in this segment are city people who are familiar with the demands of competitive urban life issues. They are generally hopeful, ambitious, career oriented and constantly seeking opportunities to improve their lives and that of their families.**

Live:	Majority live in the metro (91 %) and mainly in informal (52 %) and formal (43 %) settlements. Gauteng (47 %), KZN 17 %, Western Cape (15 %), Eastern Cape (15 %)
Age:	34 % are 18 – 34 years old, one-fifth are 35 – 49 years old and 13 % are 50 years or older
Gender:	Females 49 %, males 51 %
Race:	Predominantly Black 90 % Black, Coloured 9 %
Home Language:	Majority speak an African language 87 % – Isizulu 34 %, Isixhosa 19 %, Sesotho 11 %
Education:	40 % completed high school and 37 % high school incomplete
Employment:	High unemployment – 42 % are unemployed
Annual household income:	Low income – 20 % with an income of R0 – R39 504.00, 38 % R39 505 – R65 320.00 and 42 % R65 321 – R138 821.00
Most likely SA archetype:	Go-Getter, Realist, Complainers, Critics



### THE FEARFUL

Living in the constant fear of what could go wrong at any given point in time, The Fearful feel anxious, concerned and worried about the South African government and its actions. News and press releases leave The Fearful feeling scared and afraid for their own safety and that of their children, friends and family members. Giving well-intended advice to those around them, The Fearful is often found asking if the doors have been locked, if a particular route is safe, and they need to know that their loved ones came home safely.

Driving by thoughts such as "I am not going to survive", "The worst is yet to come", and "Is there hope?", as well as a constant worry for the wellbeing of loved ones, The Fearful are vigilant of their surroundings, aware of road accidents, crime statistics, and taxi deaths. Internalising only negative news and ignoring positive elements, The Fearful often fall victim to not researching facts and basing their fears off cherry-picked news tidbits, validating their fears, rather than being open to the possibility to positive news.

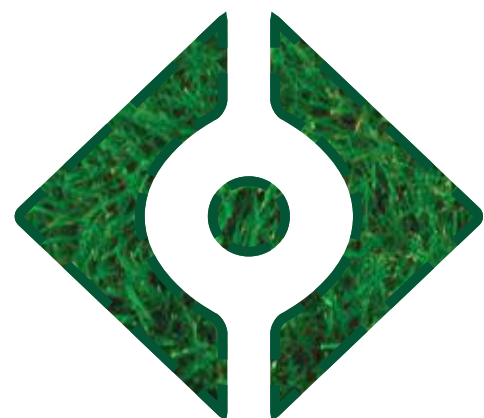
### THE GIVEN-UP

Aiming to just make it through life another day, The Given-Up are known for the draining effect they have on others, making up excuses at every corner and refusing to take risks or to improve the status quo. They're depressively indifferent about the South African government, floating in a pool of sadness, exhaustion, anxiety and hopelessness. The Given-Up feel rudderless, aimlessly drifting through life. Governed by thoughts of government concepts not working out, self-depreciation and a sense of wonderment about the positivity of others, The Given-Up exhaust everyone around them.

Looking neither to leaving the country, nor to taking action to improve the current situation, The Critics burden those around them with statements and questions such as "Why bother?", "Nothing is going to change.", "There is no light at the end of the tunnel.", and "That won't work anyways." Their anxiety and the burdens they feel they carry leave them feeling unnoticed, empty and unimpressible.







# Safely Suburban

5.9 million people  
(10% of South African population)

Their concern is about maintaining their lifestyle standards. Safely Suburbans see their quality of life as having declined as a result of financial constraints and unemployment due to lack of access to jobs because of their location. Some identify their lack of appropriate education attainment as a hindrance to accessing employment or getting better jobs, “I think that a better education could guarantee me a better job”. Unemployment is also seen as a major reason for the high crime rates experienced in the country.

Social grants are appreciated as having brought relief to those in need especially during these tough economic times. They see the country’s future lying in the hands of the youth, yet despair at the current state of affairs, i.e. the prevalence of drugs, alcohol, crime, corruption and inequitable education especially for black youth. Most Safely Suburbans believe that there is an imbalance in the distribution of the resources in the country and they want to see equal education and opportunities for all South African

children.

Though mostly loyal to the South African government the Safely Suburbans often feel unheard because they are of the view that their needs are not being addressed and they are overlooked, “I feel unfairly treated, I support my government but they don’t support me”. These sentiments are prevalent in the ‘Overlooked’ Safely Suburban. Most aspire to improve their current situations, and those that are employed hope to do so through promotions at work, earning better salaries and saving. This suggests a ‘Go-Getter’ kind of mentality. However, there are those that sometimes see the glass-half-empty, who prefer to complain to anyone willing to listen rather than initiating positive change, i.e. ‘The Complainer’, “I see that there are jobs and education opportunities available but I also see that there are too many of us and too little opportunities for us to all benefit from”. And, there are also those that aimlessly drift through life, aiming to just make it through another day and consumed by hopelessness, i.e. ‘Given-up’, with

the mentality that “Nothing is going to change”.

Traditionally, marketing insights dictate that this segment would consume media largely on a digital scale; via the smart phone, social media, or online news sites. The unique makeup of South Africa however dictates that more communication channels need to be explored; whilst younger members of this target audience may be content with interacting via social media and digital channels, a face-to-face interaction opportunity needs to be catered for too.

Additionally, language barriers in this segment will need to be considered; English is not the first language for a majority of the target audience. Vernac and content in languages endemic to the targeted provinces would improve interaction. This segment’s largest pain point is that the target audience feels unheard; responding to the target audience is quintessential.

**The people in this segment consider unemployment the biggest problem in the country. The high cost of living, labour cost and investment are critical issues to be addressed to improve the economy. They are safety conscious and highly protective of their physical, social and economic environment.**

Live:	Majority (81 %) live in non-metro urban areas and mainly in formal dwellings. Western Cape (18 %), KZN (15 %), Mpumalanga (12 %), North West (11 %), Gauteng (10 %)
Age:	18 – 34 years old make up 30 %, about one-fifth are 35 – 49 years old and another fifth are 50 years or older
Gender:	Equal male and female split
Race:	Black 52 %, White 29 %, Coloured 15 %
Home Language:	Speak Afrikaans 30 % and English 22 % – these are followed by Isizulu 13 %, Isixhosa 7 %, Sesotho 7 %
Education:	36 % completed high school, 22 % high school incomplete and 21 % completed higher education (degree/diploma etc)
Employment:	29 % full-time employment, 12 % self-employed and 23 % are unemployed
Annual household income:	Majority (85 %) in the Middle income bracket – 39 % (R138 822 – R237 593.00), 28 % (R237 594 – R348 984.00), 18 % (R348 985.00 – R472 501.00)
Most likely SA archetype:	Go-Getter, Overlooked, Fearful, Complainers, Critics, Give-Ups



#### THE DEBATERS

Always looking for ways to convey their view on a topic, The Debaters seek fact-based discussion, hoping to convince others of their opinion. Strongly opinionated and with a tendency to play devil's advocate, The Debaters are, at times, conceived as being "otherwise". Driving by facts and the desire to challenge the status quo, The Debaters are often doubtful and frustrated, unsure of how and if to engage with someone who they deem too "naïve".

Driven by a deep-seated combination of empathy and curiosity, The Debaters are often dissatisfied and overwhelmed by the status quo. Always in search of the bigger picture, their aim in debating is to bring out the best in others. They seek to engage in fact-based debates, using approaches such as "I understand what you're saying, but...", "Why do you think so?", "Do you understand where I'm coming from?", or plain and simply "You're missing the point." Basing their strong opinions on factual research, The Debaters are proud of their point of view and of their argumentative skills.

#### THE CRITIC

Looking for any opportunity to find fault with the South African government, The Critics are known to criticise everything from lacking service delivery to the government's inability to maintain a road. Unable to base their opinion on actual facts, The Critics are misinformed, and live on Twitter to post their emotionally laden opinions and criticism, often to start a fight by looking for emotional follower reactions. Torn by feelings of anger, aggression, hatred and entitlement mixed with fear, insecurity and denial, The Critics often feel that they know something better than the government, and that they are owed something by society and by the government.

Characterised by the typical "ja, but..." opening statement, The Critics are often found saying that a particular construct is "wrong", that it will "never work" and that that's "not how it's supposed to be done". Hating both the country and the situation they're in, The Critics are not eager to take action to improve matters. Instead, they validate their criticism with that statement that they had nothing to do with the perceived problem in the first place.







# Metro Mobiles

6.1 million people  
(11% of South African population)

They are impatient at what they consider slow progress from Government and want to see better management of the economy, poverty reduction, job creation and an improved welfare system and job creation. They are career oriented and prepared to work hard to improve their situation. They are on the look-out for better work opportunities with growth opportunity with the aim of attaining financial freedom, these are often 'Go-getters'. Some Metro Mobiles look to government for support in realising their dreams and goals, "I need to be given more opportunities by the people we voted into power". Some Metro Mobiles are entrepreneurial and are always looking for ways of improving their lives even if it requires accessing financial aid to start their own businesses or upskilling themselves. They aspire to have a healthy work-life balance and rise through the ranks at work to become influential and inspirational though this comes with the burden of a lot of pressure and anxiety. Time

management between work and family is sometimes a concern. They see themselves as role-models therefore it is important to share their knowledge and rational thought with others, this being the trait of 'The Realist'. The 'Realist' Metro Mobile is often empathetic and caring in their nature and base feelings such as doubt and hope on facts. On the other side of the spectrum, there are 'The Debater' Metro Mobiles who also feel empathy combined with curiosity, and are often dissatisfied and overwhelmed by the status quo. Always in search of the bigger picture, their aim in debating is to bring out the best in others – still a trait of one striving to be an inspiration and role model to others. Metro Mobiles' concerns include drugs, high levels of unemployment, lack of foreign investment, corruption, nepotism in the work place, basic service delivery, crime and safety - reasons that have prompted them in some instances to consider leaving the country, to secure a better lifestyle for their children elsewhere. They often

wonder about how they could reach out to government and how they can play their part to make a change, "I wonder how the government could incorporate my ideas and my vision?" Metro Mobiles are looking for a future in which they are secure, can grow and improve their current lifestyle, they are always open to moving and improving their situation. Though not very many in their numbers, this segment makes a difference and they aim to have their voices heard, seen, or otherwise noted. This segment would consume media largely on a digital scale; via the smart phone, social media, or online news sites. Though they have access to the internet and are connected, Metro Mobiles rely on the work space and free hotspots for this – an interesting communication angle would certainly be the creation of government-sponsored hot spots which open onto a government info site. Although Facebook, Twitter and the digital media take the largest part of the news consumption of this target audience, traditional

The people in this segment are interested in keeping a particular life style. They are concerned about dropping their lifestyles because of the high cost of living.

They are worried about not being able to keep up with the financial demands. They see foreign investment as the best way to create jobs.

They are threatened, critical and worried about 'foreigners' 'taking away their jobs.'

Live:	They live in metro areas and mainly in formal dwellings. Gauteng (44 %), Western Cape (22 %), KZN (19 %)
Age:	31 % 18 – 34 years old make, 22 % 35 – 49 years old and 21 % 50 years or older
Gender:	Female 51 %, male 49 %
Race:	Black 54 %, Coloured 21 %, White 13 %
Home Language:	Speak English 34 %, Afrikaans 22 %, Isizulu 20 %
Education:	43 % completed high school, 22 % high school incomplete and 14 % completed higher education (degree/diploma etc)
Employment:	27 % employment full-time, 13 % self-employed and 26 % are unemployed
Annual household income:	Middle income bracket – 35 % R138 822 – R237 593.00, 31 % R237 594 – R348 984.00, 34 % R348 985.00 – R472 501.00
Most likely SA archetype:	Go-Getter, Debaters, Realists, Critics

channels of communication such as the TV, radio, and print media should not be forgotten. When targeting this them on social media, content positioning is imperative. This segment is wary of

wishy-washy, sweeping statements, and seeks individualised, relevant and honest responses. Critical, aware, and not easily consoled, this segment follows government news channels to stay informed.



### THE FARMONGER

Known for manipulating the truth, The Farmongers live online, cherry-picking the truth to suit their agenda, fabricating the truth to disprove the perceived enemy. Governed by a god-like defiance, The Farmongers are angry and negative, their feeling of powerlessness against the South African government renders them anxious, fearful and, at times, nostalgic. Focused on gaining credibility, The Farmongers do not hesitate to manipulate, sensationalise and alter the truth to suit their story in order to garner more attention and to build a following.

The Farmongers consider themselves to be victims, but avoid debates or confrontation, moving on quickly when proven wrong with facts. Their conversation topics centre around negativity and cherry-picked news and events; ranging from an increase in farm murders and a perpetual fear of the country being taken over to a reminder of crime statistics, road deaths, unemployment, and health and job security. The Farmongers do not take action, preferring to rather spread fear and negativity.

### THE DEFECTOR

Having left the country, or being in the process of leaving, The Defectors are constantly seeking to validate their decision to leave South Africa. Riddled with worry, loneliness, and uncertainty, The Defectors feel ostracised and unwanted by the country and its government, sensing a certain disconnect from the country as a whole. Whilst they propagate an image of not being able to wait to leave South Africa, or of being ecstatic overseas, inwardly, their fear of making it in the new country takes over a lot of their emotional capabilities.

The Defectors justify their decision to immigrate with statements such as "I am doing this for my children.", "Nothing has changed in South Africa.", "This is why I'm leaving.", or "I had no choice, I had to leave." Consoling themselves by praising the nation they wish to join, The Defectors thrive off finding like-minded people. Even though they complain a lot, they are aware of the fact that they will, or are already, missing home and that the journey will be a lot tougher than meets the eye.

### THE COOLIOS

Self-righteous, entitled and ignorant, The Coolios are not affected by the current or any political situation. Having made a "Plan B", be it by emigrating, finding job security elsewhere, or by relying on the parents' bank account, The Coolios feel that the poor are a burden, their seeming inability to make a plan to deal with current issues is incomprehensible to The Coolios. Disinterested both in the notion of patriotism or in what the South African government is saying, The Coolios are one-track-minded procrastinators and act obnoxiously, complaining only if they're directly affected by a government decision.

Often described as selfish and apathetic, The Coolios are more focussed on obtaining a Wi-Fi password than on taking interest in or responsibility for the actions of the South African government. Their words of advice run along the lines of "You need to chill, bru.", or "Sweet, but you're speaking to the wrong person." Living as comfortably as possible, focussing only on their reality, The Coolios are out of touch with the world around them.

### THE DREAMER

Living with their heads in the clouds, The Dreamers believe in the impossible. Somewhat out of touch with reality, The Dreamers romanticise the truth and their dreams, seeing a bright silver lining either for themselves or for others everywhere. Naïve in personality, The Dreamers are happy, hopeful, and positive people, who are easily excited and very emotional.







# Cosmopolitan Capital

3.6 million people  
(6% of South African population)

Cosmopolitan Capitals are highly critical of Government and cite poor management of the economy, and corruption as critical reasons. This segment has a number of negative archetypes such as Critics, Complainers, Fearful, Fearmongers, Defectors, Coolios. Their future plans mainly hinges around providing the best environment for their children/ family, improving and protecting business concerns. Their primary concern is around safety of their family and that their children will not have a future in South Africa, and they express a similar concern for the rest of the country's youth. Some sentiments shared, "I need to be careful, safety is a great concern for me and my family outside of the home".

They are always making plans as 'they go' due to perceived political and economic instability in the country. This sentiment is prominent in 'The Fearful' who lives in fear of what could go wrong at any given point in time. They are anxious, concerned and worried about the South African government and its actions. News and press releases leave

'The Fearful' feeling scared and afraid for their own safety and that of their children, friends and family members. Some go as far as being 'Fearmongers'; angry and negative, feeling powerless against the South African government which renders them anxious, fearful and, at times, nostalgic. Emigration is a strong consideration for this segment, 'The Defector' due to the expressed possibility of better living conditions and opportunities elsewhere stating reasons such as "I am doing this for my children". They are also concerned about possible land grabs and governments policy on land distribution as it would detrimentally impact their economic standing. Major issues for them are education (they send their children overseas for schooling and University), perceived lack of job opportunities for their children, unemployment, crime, corruption and the perceived poor management of the economy by Government. Some younger Cosmopolitan Capitals might be 'Coolios', self-righteous and entitled because of their privileged lifestyle and

parents' bank balances. 'The Coolios' are not affected by the current or any political situation, they are disinterested both in the notion of patriotism or in what the South African government is saying. 'Coolios' are described as selfish, apathetic, one-track-minded procrastinators and obnoxious, complaining only if they're directly affected by a government decision. Though for the most part Cosmopolitan Capitals seem to be negative regarding government and performance of government there are some who are total 'Dreamers', they romanticise the truth and their dreams, seeing a bright silver lining either for themselves or for others everywhere. They live by the mind-set that everything is, or will be alright, 'The Dreamers' believe that anything is possible and they have unfaltering hope in the South African government and the change they promise to bring about. Cosmopolitan Capitals are by far the smallest population segment, and is also often either the most involved from a philanthropic standpoint, or the most disinterested, from an ignorant standpoint.

**These people are mostly affluent, professional and independent. They have the highest amount of disposable income, highest proportions of tertiary education, employment and self-employment. They are influential, business focused and concerned about anything that would negatively impact the economy and consequently their independence and their net worth.**

Live:	They live in metro areas and mainly in formal dwellings. Gauteng (62 %), Western Cape (22 %), KZN (9 %)
Age:	26 % 18 – 34 years old make, 25 % 35 – 49 years old and 26 % 50 years or older
Gender:	White 51 %, Black 34 %, Indian 9 %
Race:	Black 52 %, White 29 %, Coloured 15 %
Home Language:	Speak English 47 %, Afrikaans 17 %, Isizulu 11 %
Education:	33 % completed high school, 38 % completed higher education (degree/diploma etc)
Employment:	43 % employment full-time, 18 % self-employed and 10 % are unemployed
Annual household income:	Upper income bracket – 41 % R472 502– R616 852.00, 32 % R616 853 – R798 172.00, 19 % R798 173 – R1 053 843.00, 8 % more than R1 053 843.00
Most likely SA archetype:	Dreamers, Fearmongers, Defectors, Critics, Complainers, Fearful, Coolios

Traditionally, marketing insights dictate that this segment would consume media largely on a digital scale; via the smart phone, social media, or online news sites. Though impartial to receiving news directly from Government sources they are more likely to utilise the government website and social channels for news wraps, informative content and analytical overviews and

reports than for one-on-one engagement, job postings, and the likes. They engage with government to be up-to-date about events and to make informed decisions about immigration, investments, moves and decisions that affect their own wellbeing and that of their families, "I consume what I'm interested in, and what affects my life only".

# GOVERNMENT SEGMENTS' MEDIA CONSUMPTION



<b>TV</b>	<b>Viewing – Weekly Reach TV: 92%</b> SABC 1 – 89 % SABC 2 – 69 % SABC 3 – 56 % eTV – 61 % Total DSTV – 21 %	<b>Viewing – Weekly Reach TV: 97%</b> SABC 1 – 92 % SABC 2 – 74 % SABC 3 – 52 % eTV – 67 % Total DSTV – 37 %	<b>Viewing – Weekly Reach TV: 99%</b> SABC 1 – 83 % SABC 2 – 66 % SABC 3 – 54 % eTV – 61 % Total DSTV – 57 %	<b>Viewing – Weekly Reach TV: 99%</b> SABC 1 – 60 % SABC 2 – 56 % SABC 3 – 50 % eTV – 57 % Total DSTV – 71 %	<b>Viewing – Weekly Reach TV: 99%</b> SABC 1 – 28 % SABC 2 – 25 % SABC 3 – 27 % eTV – 28 % Total DSTV – 80 %
<b>RADIO</b>	<b>Viewing – Weekly Reach Radio: 96%</b> Metro FM – 29 % Ukhozi FM – 32 % Umhlobo Wenene FM – 19 % Thobela FM – 18 %	<b>Viewing – Weekly Reach Radio: 93%</b> Metro FM – 34 % Ukhozi – 31 % Umhlobo Wenene – 21 % Thobela - 21 %	<b>Viewing – Weekly Reach Radio: 89%</b> Metro FM – 41 % Ukhozi FM– 26 % Umhlobo wenene FM – 14 % Lesedi FM– 13 %	<b>Viewing – Weekly Reach Radio: 94%</b> Metro FM – 36 % RSG – 13 % Good Hope FM– 12 % Ukhozi FM – 11 %	<b>Viewing – Weekly Reach Radio: 90%</b> 5 FM – 23 % Metro FM – 23 % RSG – 20 % 5 FM – 30 %
<b>NEWSPAPER:</b>	<b>Reading – Newspapers Weekly Reach – 31%</b>	<b>Reading – Newspapers Weekly Reach – 29%</b>	<b>Reading – Newspapers Weekly Reach – 45%</b>	<b>Reading – Newspapers Weekly Reach – 56%</b>	<b>Reading – Newspapers Weekly Reach – 72%</b>
<b>DIGITAL:</b>	<b>Weekly Reach – 50%</b>	<b>Weekly Reach – 57%</b>	<b>Weekly Reach – 66%</b>	<b>Weekly Reach – 69%</b>	<b>Weekly Reach – 85%</b>
<b>COMMUNITY RADIO:</b>	<b>Community radio – 10%</b>	<b>Community radio – 13%</b>	<b>Community radio – 13%</b>	<b>Community radio – 15%</b>	<b>Community radio – 8%</b>
<b>ON THE GO:</b>	<b>Weekly Reach – 100%</b>	<b>Weekly Reach – 98%</b>	<b>Weekly Reach – 98%</b>	<b>Weekly Reach – 99%</b>	<b>Weekly Reach – 99%</b>

NOTE: PW – Past Week Digital – Any Online Activity

Treat community radio figures with caution – not all community radios are measured

Source: BRC ES Branded A 2018 (Jan-Jun 2018) & Government Segmentation Model (GCIS Tracker Feb-Mar 2019)



# APPLYING THE GOVERNMENT SEGMENTS



Effectively applying the government segmentation model when developing communications products and considering relevant platforms will improve communication.

## Proposed steps for easy application of the model

### STEP 1:

Ascertain your primary and/or secondary target audiences for your message or content.



### STEP 2:

Align your message or content to your chosen target audience(s) to either address concerns or re-enforce positive messages as highlighted in the segment profiles.

### STEP 3:

Identify most effective media channels/platforms for your intended target audience(s).



### STEP 4:

Steps 1 to 3 should always be considered when developing communication strategies for campaigns or any government communication initiative.

The same consideration should be applied when planning direct interaction with the public, for example; Izimbizo and other public participation initiatives.

S1  
ROOTED  
REALISTS

S3  
SAFELY  
SUBURBAN

S5  
COSMOPOLITAN  
CAPITAL

S2  
CITY  
SEEKERS

S4  
METRO  
MOBILES