Government Segmentation Model (GSM)
A framework for enhancing public service engagement and communication.
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 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.

This segmentation and understanding of the different groups enables government and its communicators to better engage and communicate with the different groups and to address the pertinent concerns and issues of the various groups.

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.

To derive the different segments and their names, an exhaustive scientific analysis of both GCIS quantitative and qualitative data was applied, to objectively identify variables that best explained the variance in responses of different segments. Of all the demographic variables used, the Living Standards Measure (LSM) and area type (metropolitan, other urban or rural areas) were measures that explained the variance in responses the best and therefore utilised for a first level of analysis to determine the segments. The identified segments are generalised to the South African population.

The analysis process involved the following:
- The LSM was used to categorise people according to their household affluence and the area type to define segments according to their geographic location.
- Psychographic measures reflecting essentially what people believe and think / what they share as ‘human truths’ or not (e.g. ideas of equality and democracy) were used as discriminating variables for segments.
- To reaffirm the quantitative analysis outcome and arrive at specific names of segments, comprehensive focus groups were held across the country to gain more insight to each segment profile.
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 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).

### Rooted Realists

**12.8 Million People**

(35% of South African population aged 15+)

Without financial independence and jobs, for this group there is not much to celebrate as they are unsure about opportunities to improve their quality of life.

The majority belong to burial societies and rely on both traditional and municipal structures within their communities. They are highly inclined to attend community events.

They see job initiatives and good educational facilities in the rural areas as the solution to demotivated and demoralised youth – especially for males.

Social grants are appreciated as financial relief to assist with basic needs such as children’s school fees, clothes and food. In this group, typically women know more about the different social grants (child, disability and old age).

On the other hand, the availability of social grants is said to encourage social ills such as sexual activities and pregnancy among teenagers to access ‘easy money’ and abuse of the system by people faking disabilities.

They worry about perceptions of corruption and nepotism in the public sector, and their impact on service delivery.

The majority of this group are traditional and believe in their community/values which they feel are being eroded.

They are rooted and content with where they are, appreciate when government delivers services that improve their lives, and want to create a better future where they live.

<table>
<thead>
<tr>
<th>Live:</th>
<th>Rural areas (100%), one quarter live in traditional and informal settlements. KZN 29%, Limpopo 22%, North West 14%, Eastern Cape 14%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age:</td>
<td>Almost one-third are 15-24 years, with one-third older than 50 years</td>
</tr>
<tr>
<td>Gender:</td>
<td>Females 53%, males 47%</td>
</tr>
<tr>
<td>Race:</td>
<td>98% Black, 2% Coloured</td>
</tr>
<tr>
<td>Home Language:</td>
<td>96% speak an African language – Zulu 30%, Xhosa 19%, Tsonga 6%, Siswati 5%</td>
</tr>
<tr>
<td>Education:</td>
<td>One-in-ten have no schooling, one-fifth have primary school education, one-fifth have some high school education</td>
</tr>
<tr>
<td>Employment:</td>
<td>High unemployment – about one-in-ten have fulltime employment</td>
</tr>
<tr>
<td>LSM:</td>
<td>One-fifths in LSM 1-3 (21%) Four-fifths in LSM 4-6 (79%)</td>
</tr>
</tbody>
</table>
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.

City Seekers

11.3 Million People
(31% of South African Population Aged 15+)

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.

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. Nepotism and corruption among ward councillors is a major course for concern for them.

They view corruption as one of the primary reasons for the lack of opportunities in the work environment.

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.

Live: Equal split of urban (50%) and metro (50%) Two-fifths from Gauteng, one-fifth from KZN, 12% Free State

Age: More than three-quarters are under 50 years of age. Half between 25 and 49 years, a quarter between 15-18 years

Gender: Roughly equal gender split

Race: Predominantly Black 94%, Coloured 5%

Home Language: Majority speaks an African language, 8% Afrikaans

Education: 44% High school and 32% Matric. Less than 10% post matric qualification

Employment: Only three-in-ten have a job

LSM: 4-6 (98%)
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.

### Safely Suburban

**4.5 Million People**

(11% of South African Population Aged 15+)

<table>
<thead>
<tr>
<th>Live:</th>
<th>Four-in-five are from large towns and one-fifth from small rural towns Mainly from Gauteng, Mpumalanga, North West, KZN and Western Cape</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age:</td>
<td>Less than two-in-ten are older than 50 years, 25% are 18-24 years, 11% are 15-17 year old youths</td>
</tr>
<tr>
<td>Gender:</td>
<td>More Males (60%) than Females</td>
</tr>
<tr>
<td>Race:</td>
<td>71% Black, 15% White, 9% Coloured, 4% Indian</td>
</tr>
<tr>
<td>Home Language:</td>
<td>Largest proportion speaks Afrikaans (31%)</td>
</tr>
<tr>
<td>Education:</td>
<td>High Education levels: One-in-four have a post-matric qualification</td>
</tr>
<tr>
<td>Employment:</td>
<td>Low unemployment</td>
</tr>
<tr>
<td>LSM:</td>
<td>7-8 (71%)</td>
</tr>
</tbody>
</table>
The people in this segment are interested in keeping a particular lifestyle. They are concerned about dropping their lifestyles because of the high cost of living. They are threatened, critical and worried about ‘foreigners’ ‘taking away their jobs.’

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 entrepreneurial and are always seeking ways of improving their lives even if it requires accessing financial aid to start their own businesses.

The people in this segment are concerned about drugs, high levels of unemployment, lack of foreign investment, corruption, nepotism in the workplace, 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 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.

Live: 100% Metro. Two-third are from Gauteng, one-fifth from KZN, one-in-ten from Western Cape

Age: Four-in-ten are between 25 and 49 years, three-in-ten 50 years and older

Gender: Females 56%, Males 44%

Race: Three quarters are Black, 10% Coloured, 8% White, 6% Indian

Home Language: English 17%, Afrikaans 14%, Zulu 32%, Xhosa 13%

Education: Four-fifths have some High School education or matric. 15% have a post-matric qualification

Employment: Three-in-ten are unemployed

LSM: 7-8 (100%)
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.

They are highly critical of Government and cite poor management of the economy, and corruption as critical reasons.

Lack of job opportunities concern them. Their future plans mainly hinges around improving and protecting business concerns and uplifting themselves academically. They are always making plans as ‘they go’ due to perceived political and economic instability in the country.

Their primary concern is 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.

Emigration is a strong consideration for this segment, due to the expressed possibility of better living conditions and opportunities elsewhere. 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), unemployment, crime, corruption and the perceived poor management of the economy by Government.

---

**Cosmopolitan Capital**

4.1 Million People
(11% of South African Population Aged 15+)

- They live in 100% Metro. Gauteng 79%, Western Cape 12%
- One-quarter between 25-34 years, one-quarter between 50-64 years
- Male bias (58%)
- White 46%, Black 38%, Coloured 9%, Indian 6%
- Mainly English and Afrikaans
- Established and have highest levels of employment and entrepreneurship
- 9-10 (100%)
Driven, expansive, powerful, independent. Influential, opinion makers, global view.

Dynamic, shape shifters, outward ambition, connected, desire for mastery and visibility.

Maintain lifestyle standards, safety-conscious, surrounded by support. Protected, strong belonging and sense of place.

Job seekers, career oriented, desire for stability and ability to weather the storm, hard-working.

Traditional and rooted, seeking basics: shelter, water, warmth, Connected, pulse of politics.

International, high net worth, business focused, worried about high cost of living, worried about slow progress in Government.

Impatient, want to see progress, worried about drop in standard of living, sees foreign investment as the best way forward, open to improving their situation.

Protective, safety-conscious, largely positive about their lives, want equal education opportunities for all SA children.

Looking for opportunities, want to get ahead, want to better themselves through education and skills development, want a better future.

Largest beneficiary, supportive of government, traditional, rooted, seek good educational facilities for their children, want an improved quality of life.