Present a segmentation model for government

Main purpose to pursue segmentation

Construction of the model

Benefits of segmentation in understanding audiences, information needs and their views on government performance areas

Profile of segments for communication purposes
However, to effectively guide this function, GCIS and government communicators need to understand the different audiences that government delivers services to and communicates with.

To implement its strategic objectives, GCIS develops content and creates platforms to grow the voice of government to ensure that the South African public is aware of its work and achievements.

The success or failure of any communication campaign is ultimately determined by whether the message managed to reach the target audience(s) and whether it has made its mark to the audience(s). Segmentation also helps to have targeted communication approach...
HOW SEGMENTATION HELPS WITH A TARGETED COMMUNICATION APPROACH?

Understanding what information is needed by the audience(s)

We get to understand who we speak to

How do people want to be reached

Public participation

When it comes to effective communication, it’s not just how and what you communicate, but when that communication matters.
What do we currently know about our audiences
PURPOSE
- Who do we speak to?
- What do we tell them?
- How do we reach them?
WHO ARE WE ZOOMING INTO AS OUR DIRECT AUDIENCE?

General public

LSM 1-10
A critical means to understanding our audience better and reaching them effectively is ...

SEGMENTATION
To divide a population into different government audience groups which hold defined sets of properties.

A good segmentation model must:

- Facilitate government communications
- Deliver segments which are large enough to be viable
- Be easily accessible in relation to their media consumption behaviour

In order to accomplish this, segments must:

- Be homogenous within and heterogeneous across i.e. each segment must share similar characteristics within segment which are sufficiently different from other segments
- Account for objective factors as well as subjective factors
  They must embed immutable characteristics (demographic characteristics) as well as psychographic variation (beliefs and values)

A successful segmentation model must unify these elements.
First steps: Discriminating factors important for government communications

A measure of household affluence, where the higher the LSM the more affluent the household.

The LSM is also aligned to media consumption behaviour, and permits the establishment of communications profiles.

Collectively these demographic elements can be segmented, enabling an intuitive understanding of:

- The location of the communications segment.  
- The media usage of the communications segment.

Geographic measure aligned with the Census definitions of area:

- **RURAL**
  These are, generally speaking, the farming districts - sparsely populated with less than 500 households

- **URBAN**
  Small and large towns. Small towns generally have between 500 - 39 999 households whereas large towns between 40 000 - 249 999 households

- **METRO**
  These are the cities - densely populated areas with more than 250 000+ households
The selection of subjective segmentation elements (psychographics) required the implementation of complex statistical techniques in order to filter the principle beliefs which distinguishes between various other beliefs and performance evaluations.

The statistical techniques applied included:

- **Factor analysis**: This is a form of data reduction. The technique allows the grouping of evaluations into statistically valid constructs.

- **Reliability analysis**: This establishes a measure of the robustness of the measures being used.

- **Correlation analysis**: This establishes the strength of the relationship between belief elements.

- **Indicator analysis**: This allows for the computation of composite variables that encompass a range of attitudinal ratings into a single composite score. These scores can then be used as the basis of belief / psychographic segmentation.
Psychographic elements

All psychographic elements were tested for their viability in discriminating between groups.

The psychographic variables (beliefs / attitudes) were prepared [through a recoding exercise] in order to establish a measure which included all citizens [accounting for negative, neutral and positive ratings]

These variables were then subjected to a factor analysis. The established 9 factors, which cover the broader performance evaluation categories.

The factor elements where subject to a correlation analysis in order to...

Determine the degree of interrelation between the elements.
Three critical psychographic elements...

...that discriminated between all other beliefs and attitudes were determined to be the ratings of:

- The President
- National Government
- Uniting all South Africans into one nation

Single index score

These three critical psychographic elements were reduced to a single index score – referred to as the ‘quality of leadership and national unity’ indicator.

NB: the general performance evaluation categories i.e.

- Education,
- Health,
- Rural Development and Food Security,
- Human Settlements,
- Employment and Growth,
- Crime Prevention and Security, Infrastructure etc.

remained exogenous.

exogenous

The individual performance evaluation categories do not form part of the ‘quality of leadership and national unity’ indicator – but are significantly correlated.
A multi dimensional model approach was applied using a quantitative tracking research project data – which assisted in developing a more complete understanding of the audiences within a communication environment facing government unification of demographic & psychographic dimensions.

5 protagonist segments
5 antagonist segments

Demographic dimension
Geographic location
LSM (household characteristics)

Psychographic dimension

Statistical development of a single index score through performance evaluation of the following:

• The President
• National Government
• Building of national unity
From the study population two groups emanated and differentiated by views – the protagonists (62%) and the antagonists (38%).

Further analysis also indicated the existence of both protagonists and antagonists within the segments.

Weighted population size forming the basis of the analysis 36.7 million representing 15 years and above South Africans.
S1 (Rooted) and S2 (City seekers) have the highest proportion of protagonists – 68% and 64% respectively.

While the S5 (Cosmopolitan capital) only represents 11% of the population, as a segment it contains the highest proportion of antagonists (52%).
WHAT’S IN THE NAME OF EACH SEGMENT?

Segments are named using:

**Geographical context**
Where people are physically
Gives a context to their needs

**Psychographic context**
Where people are living ‘mentally’ or what seems to be the predominant attitude driving the group and therefore the average mind-set

**Geo-psychographic**
Under the umbrella geo-psychographic name given to each segment, more detail about the:
- Nature
- needs,
- expectations
- and fundamentals
In trying to understand the segments views better, indices had to be developed on performance indicators using factor analysis.

Factor analysis assisted with reduction of explored elements into a single score measuring a priority area.

Through this analysis all questions that were found to measure the same construct were drawn together into a single index measure i.e. health, jobs, infrastructure etc. aligned to government priorities.
### Jobs Index
- Creating jobs
- Narrowing the income gap between rich and poor
- Making it easier for people to find a job
- Making it easier for people to start a small business
- Making it easier for businesses to create jobs

### Economy Index
- Managing the economy
- Ensuring that prices remain stable
- Protecting workers rights

### Infrastructure Index
- Providing water and sanitation services
- Providing a reliable supply of electricity
- Maintaining roads and bridges

### Infrastructural Services Index
- Ensuring that everyone has enough clean water

### Education Index
- Training teachers
- Addressing educational needs
- Increasing supplies for schools such as textbooks

### Welfare and Poverty Index
- Improving the living standards of the poor
- Distributing welfare payments to those who are entitled to them
- Providing social welfare services
- Promoting access to land
- Supporting community development initiatives and strengthening community organisations
- Providing support to people who have acquired land to become farmers

### Health Index
- Combating and treating HIV/AIDS
- Combating and treating TB
- Improving primary health care services at clinics
- Improving the quality of service at public hospitals
- Expanding the access of poor people to health care
- Improving children’s health through things like vaccines
- Providing primary health care services such as home-based care

### Crime and Corruption Index
- Making South Africa a safer place to live in
- Making public spaces such as schools, churches, mosques etc. safe
- Arresting criminals
- Prosecutors and courts putting criminals in jail
- Rehabilitating criminals so they can lead normal lives when they come out of jail
- Reducing corruption by public servants/government officials
S1 – ROOTED REALISTS: Prominent features

- 100% Rural
- 53% Female

- KZN
- EC
- NW
- LP

- 98% Black
- High proportion of Coloureds

- 79% LSM 4-6
- 21% LSM 1-3

High level of unemployment
- Most have some high school education
- Women mostly in informal employment
- Few men have skills in building and carpentry
 ROOTED REALISTS: Profile

 Majority belong to burial societies and rely on both traditional and municipal structures within their communities.

 The people in this segment are generally positive about their lives and acknowledge they come a long way. However, their optimism and hopefulness is challenged by extremely difficult financial circumstances (most of the people in the segment are beneficiaries of government social grants) and high unemployment.

 Most people in this segment have high school education. A fifth have some primary school education only and just less than a fifth completed matric.

 There is a feeling amongst this segment that not much is to celebrate without financial independence or prospects of having a job – so there is a feeling of ‘empty promises’, as they are unsure about ways to continue improving on quality of life.

 They are concerned about poverty and high levels of unemployment, see that as leading to high levels of crime. They see poor levels of education (due to lack of resources and financing of education) as part of reasons for uncontrollable criminal behaviour.

 Social grants are appreciated as financial relief to assist with basic needs as most are beneficiaries.

 The youth is of the view that job initiatives and good educational facilities in the rural areas would be the solution to demotivated and demoralised youth – especially males.

 They are looking forward to a future where they live a good life and experience the changes they are waiting for. They belong to political parties but less active. Highly inclined to attend community events.

Poor, rural Africans, mainly from Limpopo, KZN, NW, EC. Community orientated and religious. High unemployment and lower education. Extremes of young and old people. All speak an African language. Most interested in government affairs and most supportive of government.

12.8 MILLION

Population

35% 68%

32%
### Population Index Ratings

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crime and Corruption</td>
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<tr>
<td>Education</td>
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<tr>
<td>Economy</td>
<td>43</td>
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<td>Welfare and Poverty</td>
<td>53</td>
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<tr>
<td>Health</td>
<td>66</td>
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<td>Jobs</td>
<td>34</td>
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<tr>
<td>Infrastructure Services</td>
<td>58</td>
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<tr>
<td>Infrastructure</td>
<td>62</td>
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### Segment Index Ratings

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<td>Education</td>
<td>5</td>
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<tr>
<td>Economy</td>
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<td>Welfare and Poverty</td>
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<tr>
<td>Health</td>
<td>2</td>
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<tr>
<td>Jobs</td>
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</tr>
<tr>
<td>Infrastructure Services</td>
<td>-6</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>-8</td>
</tr>
</tbody>
</table>

### Protagonists (8.7m)

- Crime and Corruption: 13 (68%)
- Education: 11 (68%)
- Economy: 11 (68%)
- Welfare and Poverty: 8 (68%)
- Health: 7 (68%)
- Jobs: 6 (68%)
- Infrastructure Services: 1 (68%)
- Infrastructure: -3 (68%)

### Antagonists (4.1m)

- Crime and Corruption: -8 (32%)
- Education: -7 (32%)
- Economy: -9 (32%)
- Welfare and Poverty: -11 (32%)
- Health: -9 (32%)
- Jobs: -10 (32%)
- Infrastructure Services: -22 (32%)
- Infrastructure: -20 (32%)

**Note:** the index measures denotes the deviation from the overall population mean.
Most appreciating beneficiaries of government programmes

Government need to **re-enforce** the positive communication on areas this segment is most happy with – concerning government performance

**Platforms of communication:**
- Radio & TV mainly
- Important opportunity through community involvement (stokvels, churches etc)

**Distribution points for communication materials:**
- Spaza shops / shops
- Knock and drop/at home
- Collection at clinics or from schools

**Re-craft** communication content and mediums to change negative perception on the following:

- Welfare & poverty alleviation
- Education
- Health
- Crime
- Infrastructure development & services
- Job creation
S2 – CITY SEEKERS

**EDUCATION**

<table>
<thead>
<tr>
<th>Level</th>
<th>Count</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Post Matric</td>
<td>927,931</td>
<td>9%</td>
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<tr>
<td>Matric</td>
<td>3,194,220</td>
<td>32%</td>
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<tr>
<td>High School</td>
<td>5,155,670</td>
<td>44%</td>
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<tr>
<td>Primary School</td>
<td>1,625,658</td>
<td>11%</td>
</tr>
<tr>
<td>No School</td>
<td>350,503</td>
<td>3%</td>
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</table>

**LSM**

<table>
<thead>
<tr>
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<th>Count</th>
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<tr>
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<td>11,011,324</td>
<td>98%</td>
</tr>
<tr>
<td>1-3</td>
<td>242,659</td>
<td>2%</td>
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**GENDER**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Count</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Female</td>
<td>628,463</td>
<td>51%</td>
</tr>
<tr>
<td>Male</td>
<td>496,751</td>
<td>49%</td>
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</table>

**AGE**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Count</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>15-17</td>
<td>968,860</td>
<td>9%</td>
</tr>
<tr>
<td>18-24</td>
<td>2,121,833</td>
<td>18%</td>
</tr>
<tr>
<td>25-34</td>
<td>2,152,262</td>
<td>20%</td>
</tr>
<tr>
<td>35-49</td>
<td>2,168,106</td>
<td>19%</td>
</tr>
<tr>
<td>50-64</td>
<td>669,340</td>
<td>4%</td>
</tr>
<tr>
<td>65+</td>
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</tr>
</tbody>
</table>

4,1 million Antagonists
7,2 million Protagonists
11,3 million Total

**Metropolitan and Urban**

- Metropolitan: 5,722,807 (50%)
- Urban: 5,531,175 (50%)
S2 – CITY SEEKERS: Prominent features

- 100% Urban
- 51% Female

- 94% Black
- 45% 18 to 34 yrs.
- 98% LSM 4-6

Most have at least high school education
Mostly in informal work / low income employment
They are actively looking for employment
These are city people who are constantly seeking for better opportunities. They mostly migrated from rural areas for better opportunities in urban areas.

They have career oriented goals and want to get ahead.

While they blame government/nepotism/corruption for not being able to get ahead, they see few opportunities and keep looking for work as they see this as the answer to a better future.

Most have high school education while a third have acquired their matric.

They constantly want to better themselves through education and improved skills even in the face of major challenges.

Some see themselves as ‘hustlers’, creating opportunities where there are none. They would do any job due to the tough economic times.

Part time work is also seen as great as it provides opportunities elsewhere for them to improve themselves, skills or academically.

They do have a fear of not attaining their goals and not surviving financially – and not being able to improve their current situations.

Social grants are appreciated as financial relief to assist with basic needs though not deemed sufficient.

Corruption was associated with officials misusing funds – there is an acknowledgement though that all were involved in partaking in corruption therefore becoming everyone’s responsibility.

They belong to political/labour groups, however less active in these groups.
### S2 – City Seekers

<table>
<thead>
<tr>
<th>Population Index Ratings</th>
<th>Segment Index Ratings</th>
<th>Protagonists (7.2m)</th>
<th>Antagonists (4.1)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Infrastructure</strong></td>
<td>62</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Infrastructure Services</strong></td>
<td>58</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td>63</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Health</strong></td>
<td>66</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Welfare and Poverty</strong></td>
<td>53</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Jobs</strong></td>
<td>34</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Crime and Corruption</strong></td>
<td>52</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Economy</strong></td>
<td>43</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: the index measures denotes the deviation from the overall population mean.
They have career orientated goals and want to get ahead in life

Government needs to **re-enforce** the positive communication on areas this segment is most happy with – concerning government performance

**Platforms of communication:**
- Radio & TV mainly
- Newspapers
- Direct communication required

**Distribution points for communication materials:**
- Knock and drop/at home
- Spaza shops/shops
- Loose inserts in newspapers

- Welfare & poverty alleviation programmes
- Job creation & issues related to the economic management of the country
- Crime & corruption
S3 – SAFELY SUBURBAN: Prominent features

- 71% Black
- 15% White
- 71% LSM 7-8
- Fairly employed and financially stable compared to S1, S2 & S4
  - Most have matric & post matric qualification
  - Adults mostly have formal employment with benefits or own some form of business
SAFELY SUBURBAN

Affluent, from the upper LSMs in large urban and small rural towns. Highest proportion of Afrikaans speakers. Male bias and tend to be younger, high levels of tertiary and furthering education with low unemployment. High media consumption and interest in public affairs.

12% Population

12% PROTAGONIST

59% ANTAGONIST

These people are largely positive about their own lives. They are most likely staying in sheltered “gated” or secured environments.

The economic recession has had a huge impact on their lifestyle.

Most of them have matric with some having a tertiary education, and there is a focus on furthering education (especially among the youth). They are entrepreneurial and focused on their financial security. They are predominantly youth.

While unemployment is low, this segment want better jobs and are selective about the type of jobs they are prepared to do – it is about the quality of employment opportunity. They are also somewhat dependant on their parents when things fall short.

They feel very affected by the high cost of living, ever increasing petrol prices, influx of foreigners, drug pedalling, lack of job opportunities for local South Africans.

They worry about racial inequality in education, and that immigrants are taking jobs from locals. They see an imbalance in the allocation of resources for skills development also detrimental to the growth of the economy.

They are ambivalent about social grants – in the one sense it is seen as potential reason for future unchecked population growth on the other necessary to assist needy families during these tough economic times.

They associate corruption with government (top of mind), but when probed they acknowledge their own contribution to corruption.

They belong to political parties and trade unions though most of them are inactive.
**S3 – SAFELY SUBURBAN**

<table>
<thead>
<tr>
<th>Population Index Ratings</th>
<th>Segment Index Ratings</th>
<th>Protagonists (2.6m)</th>
<th>Antagonists (1.9m)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Economy</strong></td>
<td>Economy</td>
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<td>3</td>
</tr>
<tr>
<td><strong>Jobs</strong></td>
<td>Jobs</td>
<td>34</td>
<td>2</td>
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<tr>
<td><strong>Infrastructure Services</strong></td>
<td>Infrastructure Services</td>
<td>58</td>
<td>2</td>
</tr>
<tr>
<td><strong>Infrastructure</strong></td>
<td>Infrastructure</td>
<td>62</td>
<td>1</td>
</tr>
<tr>
<td><strong>Welfare and Poverty</strong></td>
<td>Welfare and Poverty</td>
<td>53</td>
<td>0</td>
</tr>
<tr>
<td><strong>Crime and Corruption</strong></td>
<td>Crime and Corruption</td>
<td>52</td>
<td>-1</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td>Education</td>
<td>63</td>
<td>-2</td>
</tr>
<tr>
<td><strong>Health</strong></td>
<td>Health</td>
<td>66</td>
<td>-3</td>
</tr>
</tbody>
</table>

Note: the index measures denotes the deviation from the overall population mean
They want to empower themselves so that they could continue to carry out their family responsibilities and their responsibilities as citizens.

Government need to re-enforce the positive communication on areas this segment is most happy with – concerning government performance.

Platforms of communication:
- Radio & TV mainly
- Magazines & Newspapers
- A bit of on-line news

Distribution points for communication materials:
- Knock and drop/at home
- Loose inserts in newspapers
- Spaza shops/shops

S3 – SAFELY SUBURBAN: Communication implications

Re-craft approach to counter negative perceptions about government performance in this segment should be crafted on the following areas:
- Job creation
- Crime & corruption
- Education
- Health

Infrastructure
- Infrastructure & services
S4 – METRO MOBILES

EDUCATION

- **Post Matric**: 739,992 (15%)
- **Matric**: 1,517,893 (43%)
- **High School**: 1,502,942 (37%)
- **Primary School**: 253,444 (4%)
- **No School**: 27,963 (1%)

**LSM**

- **7-8**: 4,042,234 (100%)

**GENDER**

- **Female**: 2,120,105 (56%)
- **Male**: 1,922,128 (44%)

**AGE**

- **15-17**: 321,845 (8%)
- **18-24**: 569,549 (15%)
- **25-34**: 987,582 (23%)
- **35-49**: 801,333 (20%)
- **50-64**: 1,043,772 (27%)
- **65+**: 318,152 (6%)

**Antagonists**: 1,6 million

**Protagonists**: 2,4 million

**Total**: 4,0 million

**Limpopo**: 2,250,110 (64%)

**Free State**: 57,081 (2%)

**Gauteng**: 2,723,966 (18%)

**KZN**: 776,495 (7%)

**Eastern Cape**: 686,153 (9%)

**Western Cape**: 321,845 (8%)

**Northern Cape**: 569,549 (15%)

**MPUMALANGA**: 987,582 (23%)

**NORHERN CAPE**: 801,333 (20%)

**50-64**: 50-64

**318,152**: 318,152 (6%)
GP KZN

100%
27% - 50 to 64yrs
23% - 25 to 34yrs
Highest proportion of Indians and Coloureds

100% - LSM 7-8

Fairly employed compared to S1 & S2 – amongst adults

- Majority have matric
- Adults (35-49yrs.) mostly have formal employment with benefits
The people in this segment are generally interested in maintaining a particular lifestyle. They are worried about a drop in their lifestyles given the high cost of living.

They are worried that they cannot keep up with financial demands. Some live with their parents because of the cost of living.

They see foreign investment as the way forward and a way to create jobs, although they are extremely threatened, critical and worried, about ‘foreigners’ in the country.

They have career oriented goals and are prepared to work hard to further their situation and seeking better employment.

They are worried about drugs, high levels of unemployment, lack of foreign investment, corruption, nepotism (especially in the work place), bribery, basic service delivery, crime and safety and the impact of foreigners taking their opportunities.

They are concerned about their children’s future and in some instances even prepared to leave the country to secure a better lifestyle.
### Protagonists (2.4m)

- **Infrastructure**: 62
- **Infrastructure Services**: 58
- **Health**: 66
- **Jobs**: 34
- **Welfare and Poverty**: 53
- **Crime and Corruption**: 52
- **Economy**: 43
- **Education**: 63

### Antagonists (1.6m)

- **Infrastructure**: -7
- **Infrastructure Services**: -8
- **Health**: -12
- **Jobs**: -10
- **Welfare and Poverty**: -17
- **Crime and Corruption**: -23
- **Economy**: -17
- **Education**: -25

**Note:** the index measures denotes the deviation from the overall population mean.
They need stability in cost of living to maintain their lifestyle.

Re-craft communication to change negative perception about government performance in this segment in the following areas:

- Welfare & poverty alleviation
- Crime & corruption
- Economy
- Education
- Jobs

Government needs to re-enforce the positive communication on areas this segment is most happy with – concerning government performance.

Platforms of communication:
- Radio & TV mainly
- Newspapers
- A bit of on-line news

Distribution points for communication materials:
- Knock and drop/at home
- Loose inserts in newspapers
- Spaza shops/shops

Infrastructure
Infrastructure services
Health
S5 – COSMOPOLITAN CAPITAL: Prominent features

- 100% - LSM 9-10
- 26% - 50 to 64 yrs.
- 24% - 25 to 34 yrs.
- High proportion of Indians and Coloureds
- Mostly self-employed and own businesses
  - Most have matric & post matric qualification
  - Adults (35-65 yrs.) mostly own businesses or executive positions
They are the segment of the market that is extremely conscious of South Africa in a world-wide arena; through access to knowledge and information and they have the financial lifestyle to experience and compare.

They are the most affluent segment of the population, with the highest amount of disposable income, highest proportions of tertiary education, employment and self-employment.

Lack of job opportunities concern them. Their future plans mainly hinge around business and are focused on uplifting themselves academically.

They always making plans as “they go” due to the perceived political and economic instability in the country.

Emigration is a strong consideration for this segment – due to the expressed possibility of better living conditions elsewhere. They are also concerned about land grabs and governments policy on land distribution.

Issues for them are education (they send their children overseas for schooling and university), crime and corruption and management of the economy.

They associate corruption mainly with Government officials and condemn BEE which the see as cause of corruption. E Toll is also perceived by this segment as a form of corruption.
### Segment Index Ratings

<table>
<thead>
<tr>
<th>Category</th>
<th>Population Rating</th>
<th>Segment Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>62</td>
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<td>Infrastructure Services</td>
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<tr>
<td>Jobs</td>
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<tr>
<td>Health</td>
<td>66</td>
<td>-4</td>
</tr>
<tr>
<td>Welfare and Poverty</td>
<td>53</td>
<td>-5</td>
</tr>
<tr>
<td>Economy</td>
<td>43</td>
<td>-6</td>
</tr>
<tr>
<td>Crime and Corruption</td>
<td>52</td>
<td>-10</td>
</tr>
<tr>
<td>Education</td>
<td>63</td>
<td>0</td>
</tr>
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</table>

### Protagonists (2m) vs Antagonists (2.1m)

<table>
<thead>
<tr>
<th>Category</th>
<th>Protagonists</th>
<th>Antagonists</th>
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<td>-17</td>
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<td>Crime and Corruption</td>
<td>4</td>
<td>-23</td>
</tr>
<tr>
<td>Education</td>
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<td>-25</td>
</tr>
</tbody>
</table>

Note: the index measures denotes the deviation from the overall population mean.
Government need to **re-enforce** the positive communication on areas this segment is most happy with – concerning government performance.

**Communication for this segment should focus on what government is doing on the following to change their negative perception**

- Section with largest proportion of antagonists

**Platforms of communication:**
- Radio & TV mainly
- Highest consumption of newspapers and online news

**Distribution points for communication materials:**
- Loose inserts in newspapers
- Knock and drop/at home

**Re-craft:**
- They need more transparency from govt.
- Investment opportunities
- Worried about the future of the country

**Infrastructure & services**

- Education
- Crime & Corruption
- Economy
- Welfare & poverty
Tailoring is the process of crafting messages to cater for individual characteristics. The audiences must perceive that the issue is relevant to them. Relevance of the message is the extent to which it fulfils the desires and motivations of individuals.

What we have provided today is the tailored messages that each identified segment needs and wants to hear. There are priority messages and secondary messages for each group.

Communicators need to note which communication channels are likely to be the most effective in reaching the intended audience. This process is called targeting, it is the strategic use of communication channels to reach the audience segments.
What are the needs of different groups within the South African population?

What are the issues facing these groups?

How do typical South Africans perceive communication from government and how receptive will they be?

How should GCIS and the whole of govt. communicate with them (e.g. topics, channels etc.)

To do so, Government needs to understand:

- What are the needs of different groups within the South African population?
- What are the issues facing these groups?
- How do typical South Africans perceive communication from government and how receptive will they be?
- How should GCIS and the whole of govt. communicate with them (e.g. topics, channels etc.)

By understanding people and their differences, in terms of services government delivers, we know better what to say to them and how to say it to them so that we can create greater understanding of what government does and is doing for all South Africans.

GCIS wants to formulate effective communication strategies in terms of......