



The power of SEM™

Reflective of our unequal society and provides a more realistic picture of SA

Relevant and differentiating Meaningfully differentiates how people live, along a spectrum from low to high socio-economic living

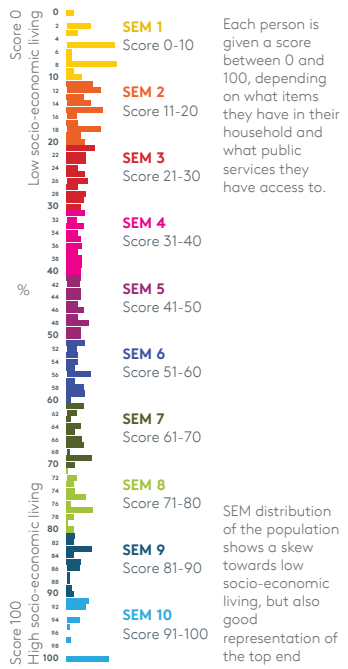
Stable. A person's score doesn't change quickly over time (focus on structural items and infrastructure elements, low reliance on durables, no reliance on technology items)

Flexibility of analysis to meet target market requirements – output is a continuum from 0 to 100, therefore can be sliced and diced as required

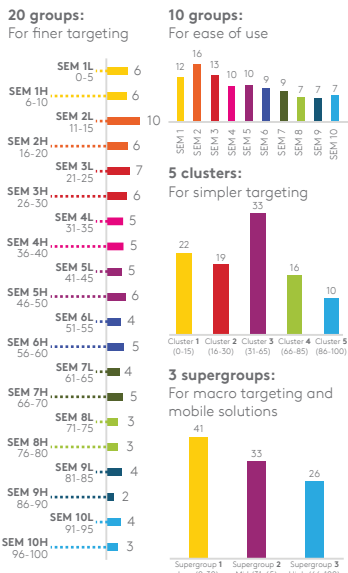
Good predictor of media and purchasing behaviour, and **highly correlated** to various demographics and attitudes

What do SA households look like according to SEM?

The SEM™ continuum



Different solutions available to suit your planning and analysis needs

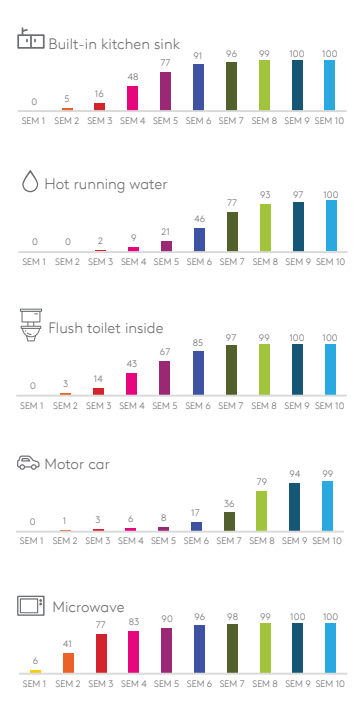


The 14 SEM™ inputs

- Built-in kitchen sink
- Water source/Hot running water
- Type of toilet
- Motor car
- Microwave oven
- Washing machine
- Deep freezer which is free standing /Side-by-side fridge and freezer
- Floor polisher or vacuum cleaner
- Type of roof material
- Type of floor material
- Number of sleeping rooms
- Home security service
- Post office near where you live
- Police station near where you live

How SEM™ was developed
SEM was developed using data from the Establishment Survey, a nationally representative survey of 25,000 adults across SA annually. Correspondence analysis was used to determine the most differentiating variables drawn from various sources.

SEM profiles by key inputs

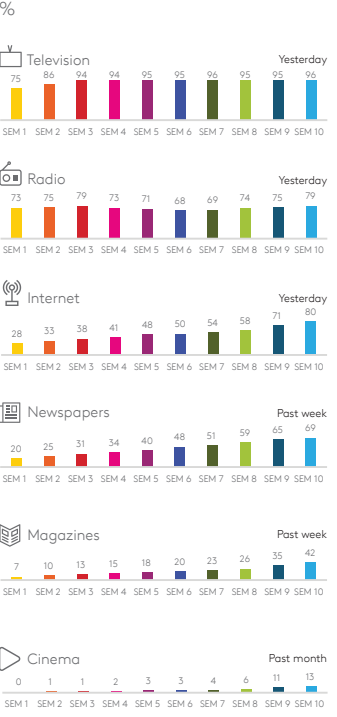


Establishment Survey SEM™ 2018

A socio-economic measure that depicts how South Africans live – based on what they have access to in and near their homes



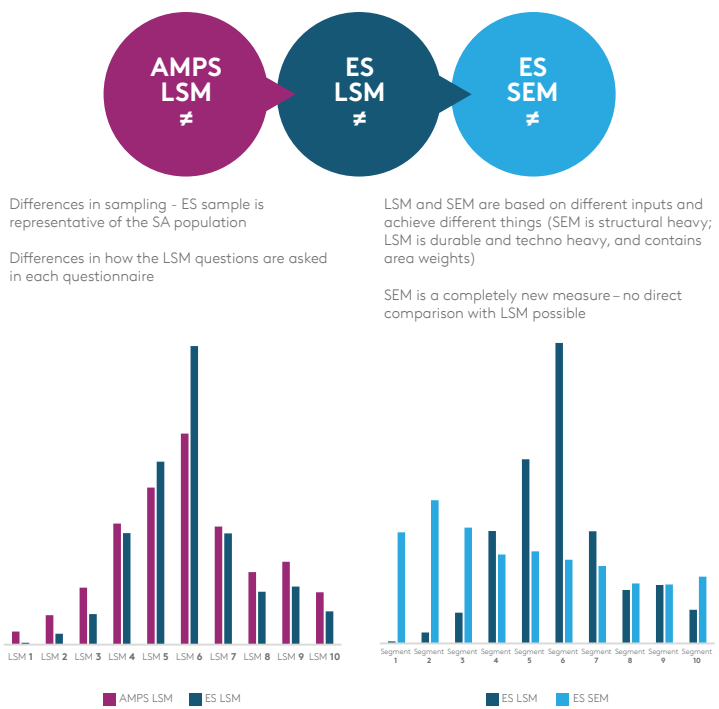
SEM media profiles



SEM profiles by province and area type



The journey from LSM to SEM



How do I get access to published SEM data?

SEM is published as part of the Establishment Survey dataset via the approved software bureau – Telmar, Nielsen, Infotools and Eighty20.

It has also recently been integrated into the BRC TAMS, BRC RAM and PRC PAMS currencies.

How do I get access to the SEM scoring system for custom research needs?

- Media agencies and marketers who advertise on BRC member TV and radio platforms, or PRC member print platforms
- Other companies and research houses
- Sign No fee SEM licence agreement. No payment required
- Sign SEM licence agreement. Once-off nominal fee charged.



For any further queries, please contact the BRC:
<http://www.brcsa.org.za/>