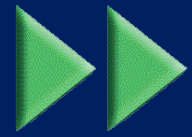


futurefact



futurefact: tracking change in South Africa since 1998

futurefact 2012

South Africa is a rapidly changing society and futurefact, South Africa's premier psychographic survey, has been tracking the significant psycho-social, political and economic trends in the country since 1998.

Having an in-depth understanding of the attitudes, values and belief systems of South Africans on wide ranging current issues and trends is critical. This is where futurefact comes into its own — providing the facts and substance for organisations to make the key strategic interventions for creating a sustainable future .

How can futurefact help your organisation create a sustainable future?

As an independent, homegrown survey, futurefact bases each year's questions on the key issues of the day, keeping some questions for ongoing tracking and repeating questions at certain intervals when they are relevant for tracking purposes. Subjects covered include: class mobility, social cohesion and social dissent, attitudes to the recession and financial literacy, political and social beliefs including transformational issues, perceptions of social delivery and unions, confidence in organisations and leaders, digital and mobile capabilities, mindsets and brand consciousness as well as an extensive media section. Each year the range of topics covered adapts to the current pulse of the nation.

futurefact has been successfully used as follows:

- > Positioning of products and brands;
- > Building brands and creating sales initiatives;
- > Assessment of potential gaps in the market;
- > Analysis of brand consciousness, class mobility and financial security;
- > Product development in a digital environment;
- > Development or reinvigoration of publications and channels;
- > Defining a target market 's media choices so that advertisers can reach it;
- > Political and/or economic scenario planning and tracking the significant changes in the socio-political and socio-economic climate;
- > Identifying the mindsets of different audiences/target sectors as well as those in a competitive context.

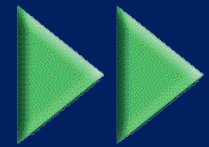


Being able to cross-analyse the extensive range of data within futurefact provides a multi-dimensional insight into what motivates target markets. This far transcends the limited array of demographics and even psychographics provided by conventional surveys.

"futurefact is a critical research source for Brand South Africa's annual National Perceptions Audit. It provides the direction and fundamental inputs for our domestic marketing strategy"

Wendy Shepherd, Research Manager, Brand South Africa





How to subscribe to futurefact 2012

futurefact fieldwork is funded entirely by subscriptions to the survey:

- > A subscription (R252,000 ex VAT) gives subscribers electronic access to the full set of futurefact 2012 data plus all previous surveys through one of their usual software suppliers such as Telmar, Infosense, Eighty20, SoftCopy and SPSS.
- > Dedicated client-specific questions (bespoke questions for the subscriber and not available to anyone else) are available before finalisation of questionnaire — the cost per question is detailed in the table below (a quote per question will be provided if more than 5 questions are required). Questions must be finalised by mid-October 2011.

	No ques- tions	1 ques- tion	2 ques- tions	3 ques- tions	4 ques- tions	5 ques- tions
Subscription (ex VAT)	R252,000	R252,000	R252,000	R252,000	R252,000	R252,000
Per question (ex VAT)	n/a	R50,000	R48,000	R46,000	R44,500	R42,800
Total (questions) (ex VAT)	n/a	R50,000	R96,000	R138,000	R178,000	R214,000
TOTAL (ex VAT)	R252,000	R316,000	R348,000	R390,000	R430,000	R466,000

- > Other options for accessing futurefact include a one-off access and analysis fee as well as presentations giving an overview of some of the significant trends. The fee charged is dependant upon on the extent and complexity of the brief / client requirements.

Each year a subscribers' workshop is held to discuss the prospective content for the new questionnaire. This ensures that relevant issues are tracked and new pertinent issues are monitored. The futurefact team also meets individually with subscribers who wish to include dedicated questions.

futurefact is conducted on a national probability sample of 2550 adults (aged 15 years and over), but excluding communities of fewer than 500 people. Fieldwork will be conducted from mid-January 2012 and results will be available electronically by April 2012.

If you would like the advantage that only futurefact can give your organisation, please contact:

Jos Kuper	joskuper@futurefact.co.za	011 783-1671
Penny Hoets	pennyhoets@futurefact.co.za	011 468-2591
Debbie Milne	debbiemilne@futurefact.co.za	082 449-9000
Lauren Shapiro	laurenshapiro@futurefact.co.za	083 289-2823

Recent futurefact subscribers include: Brand South Africa (International Marketing Council), Eskom, FNB, GCIS (Government Communication and Information Services), Media 24, MTN, MultiChoice / DSTv, SABC & PRIMEDIA .

futurefact: tracking change in
South Africa since 1998

