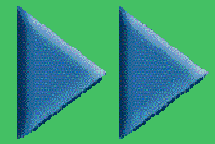


# futurefact



*In an age of unpredictability and increasing complexity, the ability to see the pathways into the future and to choose wisely has become among the most precious commodities of our time.*

*futurefact is a rigorous survey aimed at identifying these critical pathways and providing the background and insights that enable informed, clear decisions by private and public sector organisations.*

*futurefact was developed by South Africans for South Africa.*

***Tomorrow is not so mysterious to those who can understand today.***

futurefact has been tracking social trends since 1998 and has been a great predictor of trends and events on the South African landscape, including the xenophobic attacks that shocked us out of our rainbow reverie. The trends that are currently being revealed show that SA is once again at a crucial point in its history - a potential tipping point on many levels.

## Who should care?

Anyone who wishes to prepare for the future before it gets here should be deeply interested in what the futurefact surveys have to reveal. futurefact aims to provide a fact based compass for governmental, societal, business, media and academic institutions to consider how best to tap into and map out opportunities. Organisations also have a profound responsibility to see the warning signs and formulate a strategy to deal with them.

South Africa is one of the most rapidly changing societies in the world. Companies don't operate in a vacuum; they are dependent for their strategic route into the future on the social conditions in which they operate. These social conditions are affected by such factors as class mobility, socially disruptive and cohesive forces, economic perceptions and behaviour, our changing urban geography, the two e's: energy and environment, political and social beliefs and insecurities, and much more besides. These all have enormous impact on citizen and consumer behaviour, which directly affects business strategy and marketing for the future.

futurefact interrogates these myriad social conditions, strips away the many complexities and vagaries and presents the findings in a context upon which decisive action can be taken.

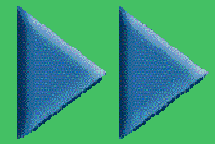
The futurefact surveys are a balanced combination of demographics, attitudes, activities, values, fears and ambitions with a comprehensive media section.

futurefact works closely with subscribers and opinion leaders:

- >To track the changes taking place in our society and identify and interpret emerging social, political and economic trends;
- >To identify target markets and develop appropriate messages and communication strategies;
- >For new product development, product and brand positioning; product reinvigoration;
- >To understand consumer attitudes and behaviour;
- >To inform editorial and communication content and direction.

***"We can have facts without thinking but we cannot have thinking without facts"***  
John Dewey, US educator, pragmatist, philosopher, psychologist (1859 - 1952).

[www.futurefact.co.za](http://www.futurefact.co.za)



## How to subscribe

futurefact fieldwork is funded by subscriptions to the survey, at two levels:

>The **Platinum** option gives subscribers electronic access to the full set of futurefact 2009 data plus all previous surveys and also five dedicated client-specific questions (bespoke questions for the subscriber and not available to anyone else). Cost: R365 000 ex VAT.

>The **Gold** option gives subscribers electronic access to the full set of futurefact 2009 data plus all previous surveys but no dedicated client-specific questions. Cost: R196 000 ex VAT.

Subscribers to the 2009 survey have electronic access to all previous surveys: 2000, 2002, 2003, 2004, 2006, 2007, 2008 through their usual software supplier (Telmar, Infosense, IMS, SoftCopy, Eighty20 etc.)

If futurefact holds a conference within the subscription year, **both Platinum and Gold subscribers** are entitled to send a limited number of delegates at no cost. Each year a subscribers' workshop is held to discuss the prospective content for the new questionnaire.

However, the futurefact team ensures that the questionnaire reflects the key issues emerging while tracking the important and relevant trends that have emerged since 1998.

The 2009 survey will be conducted in September and will be based on an area stratified probability sample of 2,500. This will be representative of the population of South Africans aged 15 years and over living in areas with a population in excess of 500 (ie ALL but deep rural). Personal interviews will be conducted in the home language of the respondent with a member of the household selected from a randomised grid. Three calls will be made to contact the original respondent before substitution in a neighbouring household. The data are weighted to population (adult and household) and access for clients is provided electronically through one of the software bureaus or any other compatible electronic format.

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

Website: [www.futurefact.co.za](http://www.futurefact.co.za)

Jos Kuper: joskuper@iafrica.com 011 783-1671	Penny Hoets: hoets@artslink.co.za 011 468-2591
Debbie Milne: debbie@green-hat.co.za 082 449-9000	Lauren Shapiro: laurens@yebo.co.za 083 289-2823

## What our clients think

*"The futurefact data was thoroughly interrogated at the time of Drum's editorial turnaround strategy. The implementation of the learnings through this process has been very successful - Drum's growing circulation speaks for itself."* Anfra Mostert, Research Manager for Drum

*"futurefact has been an invaluable survey for Ads24 in tracking the fast changing South African landscape, allowing us to make sense of the social, political and cultural (including language) trends in our Rainbow Nation on behalf of the range of newspapers we represent."* Tiaan Ras, Market Intelligence Manager, Ads24.

*"Eskom has been engaged with futurefact for many years, allowing us to generate longitudinal data and track how perceptions, needs and issues change and develop as the market evolves. This data has been fundamental as a critical input to scenario planning, strategy development, decision making and finding new and more appropriate ways of engaging our customers."* Dr. Dana Gampel, Business Intelligence, Eskom

**Where we are going depends very much on where we are today.  
Understand today and you can better shape tomorrow.**