

SEM

Socio Economic Measure



WHAT IS SEM?

SEM depicts how South Africans live based on what they have access to in and near their homes



SEM relies less on durables and more on household structures and community infrastructure

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

SEMs are an improved approach to segmentation, which is relevant to South Africa

Source: PAMS 2019

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SEM

Socio Economic Measure



HOW SEM WORKS

10 SEMs across the spectrum from the bottom to the top socio-economic groups



SEM demographics include



Population



Area



Language



Province

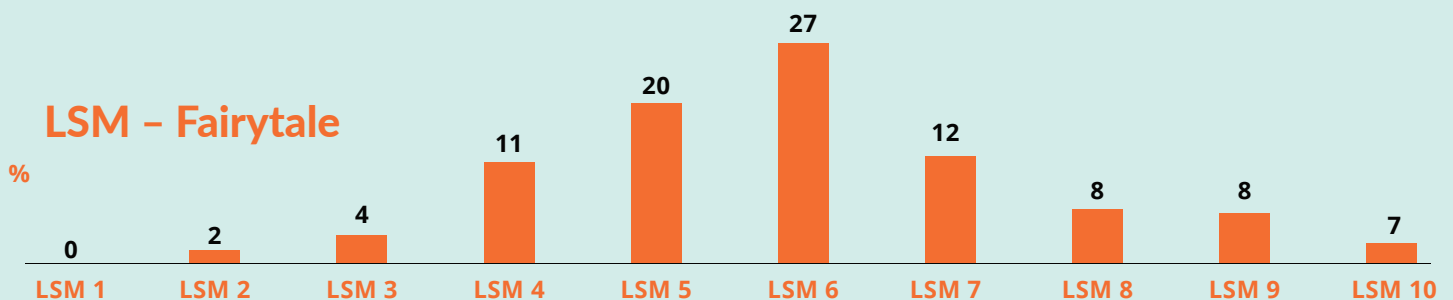


Education

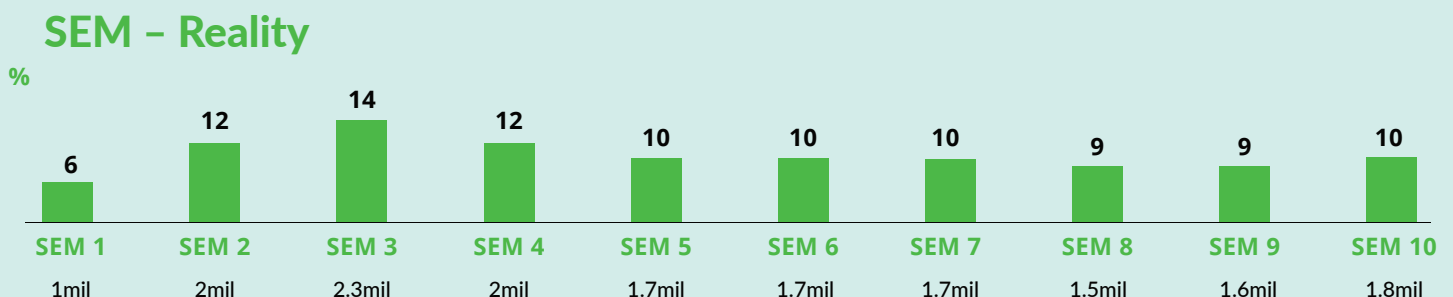


Work

Fairytale vs Reality



Low socio-economic living → High socio-economic living



SEM provides flexibility and further customisation to meet your target market requirements

Source: PAMS 2019 Household Weight

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SUPERGROUPS AT WORK

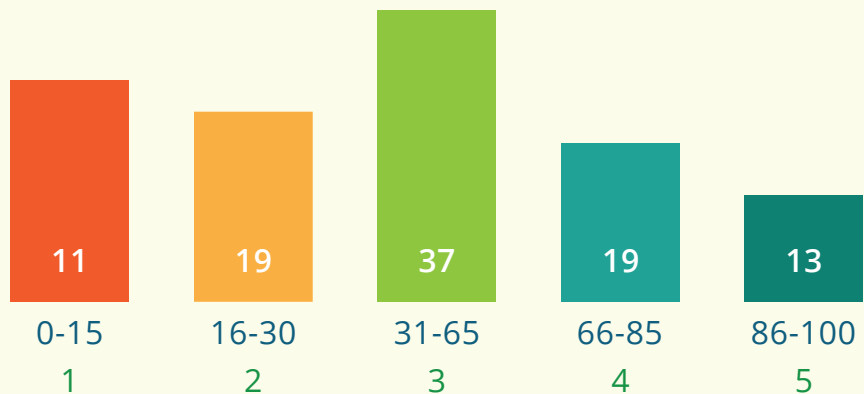
Two Supergroup formations have been developed, making SEMs more user friendly



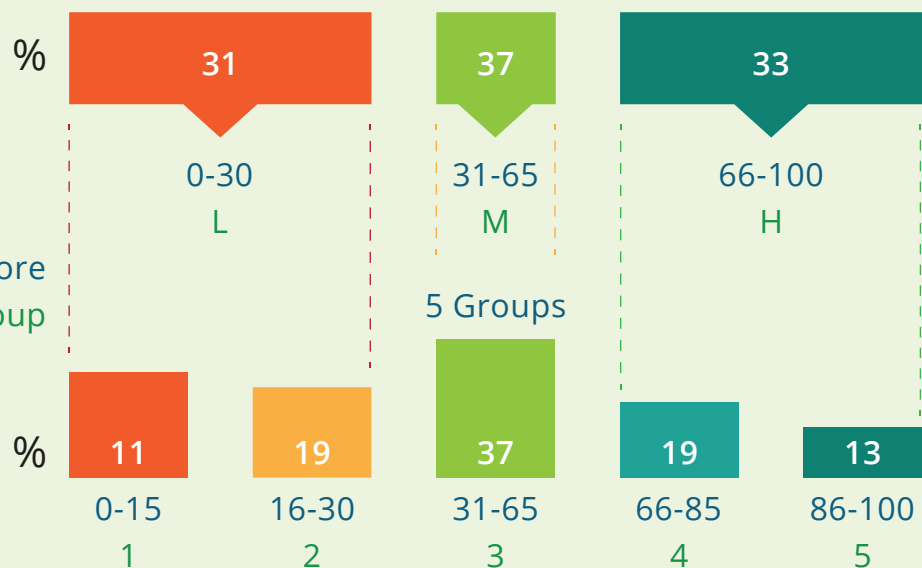
Each person is given a score of between 0 - 100 depending on what items are in their household and what public services they have access to



%
SEM Score
Supergroup



%
SEM Score
Supergroup



Source: PAMS 2019

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