



Building financial confidence  
in all **South Africans**

Financial Planning | Retirement | Insurance | Health | Investments | Wealth | Credit



Sanlam Limited is the Licensed Controlling Company of the Sanlam Limited Insurance Group.

glacier  
by Sanlam



# RECAP ON THE BASICS

Sanlam Limited is the Licensed Controlling Company of the Sanlam Limited Insurance Group.



# THE PUBLIC SECTOR



## Government Departments

- Health
- Education
- SANDF
- SAPS
- Correctional Services



## SOEs

- Transnet
- Eskom
- SAA
- PRASA
- Telkom
- SABC



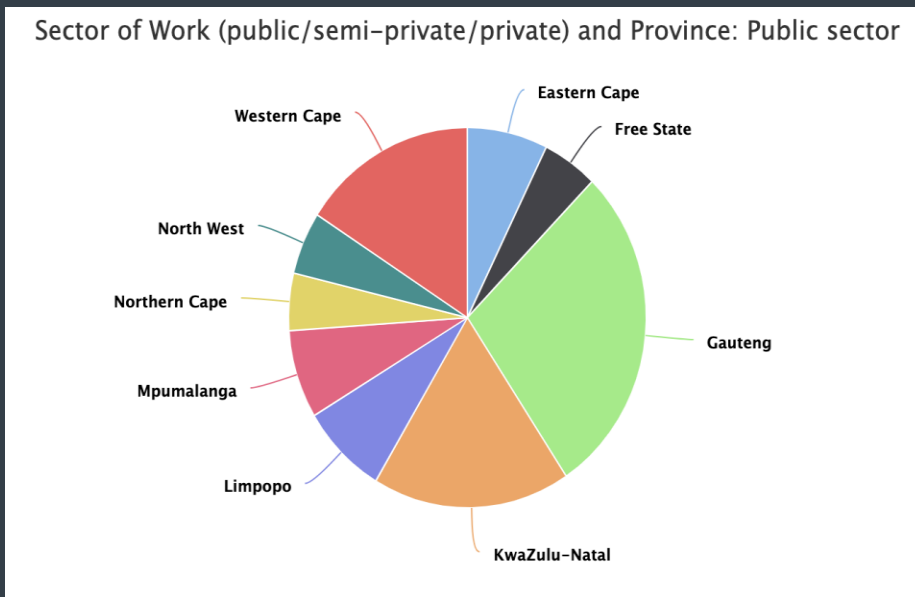
## Municipalities

- Tshwane
- City of Joburg
- City of Cape Town
- eThekweni
- Mangaung





# SIZE OF THE PUBLIC SECTOR



1  
1.265m  
active members

2  
R2.09 trillion  
**R2.3 trillion**  
market value

3  
473 312  
**490 000**  
pensioners and  
beneficiaries

4  
**16 GEPF**  
branches  
nationwide



# PRIVATE V PUBLIC SECTOR

Market research on trends 2019 – 2022

By *Client and Market Research*, Sanlam



## The sample universe

Since 2019 the economically active\* number of individuals measured in Brand Atlas has been declining.

|                     | 2019       | 2020      | 2022      |
|---------------------|------------|-----------|-----------|
| Economically active | 10 134 018 | 9 728 900 | 9 022 443 |
| Private             | 8 025 345  | 7 810 217 | 7 291 762 |
| Public              | 2 108 672  | 1 918 682 | 1 730 681 |

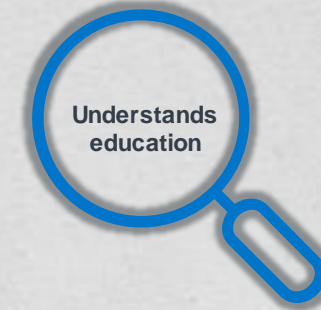
\* Household income of R7 000+ p.m.





# SECTOR IDENTITY

|                      |                          |         |
|----------------------|--------------------------|---------|
|                      |                          |         |
|                      | <b>LARGEST INDUSTRY</b>  |         |
| Gauteng Province 42% | <b>LOCATION</b>          |         |
| Office               | <b>WORK?</b>             | Hybrid  |
| 13% more African     | <b>DEMOGRAPHICS</b>      |         |
| 35+                  | <b>AGE</b>               | - 35    |
|                      | <b>GENDER</b>            |         |
| English              | <b>BUSINESS LANGUAGE</b> | English |
|                      | <b>EXPERTISE</b>         |         |





# EMPLOYEE PROFILES

|  |                   |   |
|--|-------------------|---|
|  |                   |   |
| 30% +                                  | <b>LIFE STAGE</b> | 28%   |
| Bigger households & increasing         | <b>DEPENDANTS</b> |   |
| 70%  70% <b>HEALTH</b>                 | <b>HEALTH</b>     | 55%  62% <b>HEALTH</b>                      |
| Mostly sole decision making households | <b>PSYCHOLOGY</b> | On average joint decision making households |

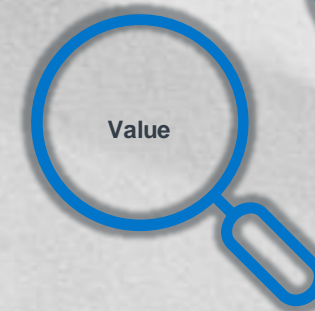
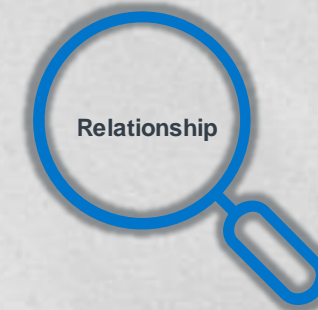



















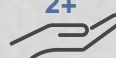


# ON A PERSONAL LEVEL

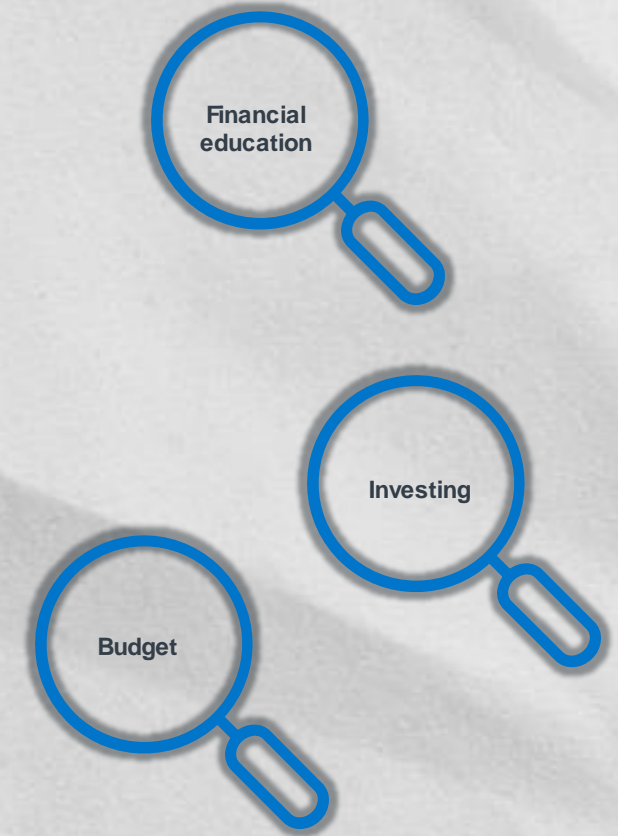
|  |  |  |
|--|--|--|
|  |  |  |
| Soccer/walking<br>cricket/swimming          Music/movies<br>Reading/travel                   | <b>RELAXATION/<br/>RECREATION/<br/>PREFERENCES</b> | Hiking/yoga<br>golf/cycling          Blogging/hunting<br>fixing cars                         |
| Travel/finances/investments<br>luxury and lifestyle  | <b>INTERESTS</b>                                   |  |
| Corruption/unemployment/poverty/lack of<br>opportunities/power supply/crime/healthcare costs | <b>CONCERNS</b>                                    | Corruption/unemployment/poverty/lack of<br>opportunities/power supply/crime/healthcare costs |
| Bigger deal with focus on shopping   | <b>REWARDS</b>                                     |  |
| 50%+<br>regularly          50%+ a lot  | <b>REACHING OUT</b>                                | 39% a lot  |





# WEALTH

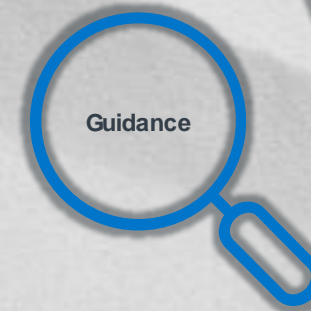
|  |   |  |
|--|---|--|
|   |   |             |
| R20k +<br> 58%  | R20k +<br> 71%   | <b>PRE-TAX INCOME</b>  |
| R20k +<br> 43%                                      | R20k +<br> 60% |  |
|   | <b>MONTHLY LIVING EXPENSES</b>  |             |
|  51%  |  72%             | <b>PROPERTY OWNERSHIP</b>  |
|  31%  |  55%           |  |
| 2+<br> 71%   | <b>FINANCIAL SUPPORT</b>  | 2+<br> 69% |
|  Paid off debt, home repairs, school fees, holidays | Feels in control but higher credit, store, vehicle and loan debt                                  | <b>BONUSES &amp; DEBT</b>  |
|  More invested                                    |   |  |





# FINANCIAL CONFIDENCE

|                                     |                              |                            |
|-------------------------------------|------------------------------|----------------------------|
|                                     |                              |                            |
|                                     | <b>FINANCIAL SUCCESS</b>     |                            |
|                                     | <b>FINANCIAL LITERACY</b>    |                            |
| Internet/media/friends/<br>employer | <b>SOURCE OF INFORMATION</b> | Family/formal<br>education |





# FINANCIAL PLANNING

|   |                             |  |
|---|-----------------------------|--|
|   |                             |  |
| Unsure of risk profile  | <b>ATTITUDE TO RISK</b>     | Surer of risk profile  |
| Funeral policies = 70%<br>Life policies = 62%<br>Disability policies = 37%                                    | <b>RISK COVER</b>           | Less risk cover i.e. vehicle, household, mobile              |
| Tax-free savings/education policies/share portfolios  | <b>FINANCE PRODUCTS</b>     | Offshore investments/guaranteed annuities/preservation funds |
| 99% own responsibility<br>BUT also responsibility of employer and government<br><b>Feels plans too vague!</b> | <b>RETIREMENT</b>           | 99% own responsibility                                       |
| Child education/lifestyle/luxury comforts   | <b>MOTIVATORS TO INVEST</b> |  |





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