

THE MILLENNIAL DIALOGUE

SOUTH AFRICA



METHODOLOGY

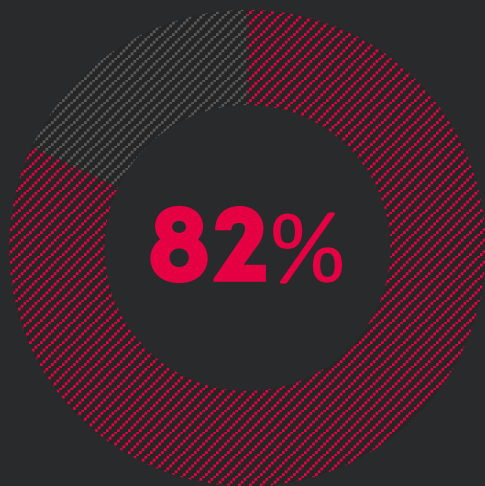
AudienceNet conducted an initial online survey amongst 1,285 16-35 year old South African residents and a week-long, moderated, online dialogue with 40 South African Millennials, segmented as follows: the politically engaged; the mainstream and the politically disaffected.

The sample was recruited to be nationally representative of all South African Millennials in terms of: age; geographical region; household income and educational attainment levels.

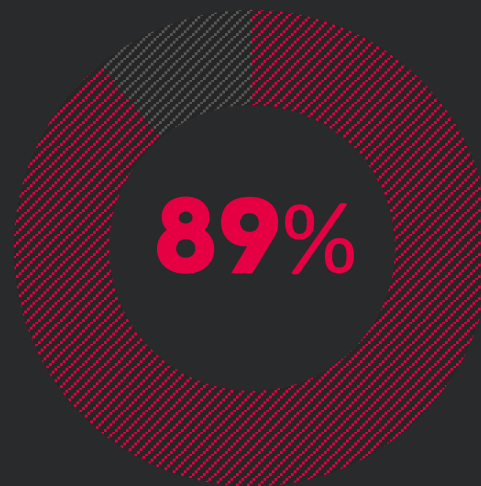
INTEREST & ENGAGEMENT WITH POLITICS



MOST YOUNG PEOPLE IN SOUTH AFRICA ARE HAPPY AND OPTIMISTIC...



*Are generally happy
with their lives*



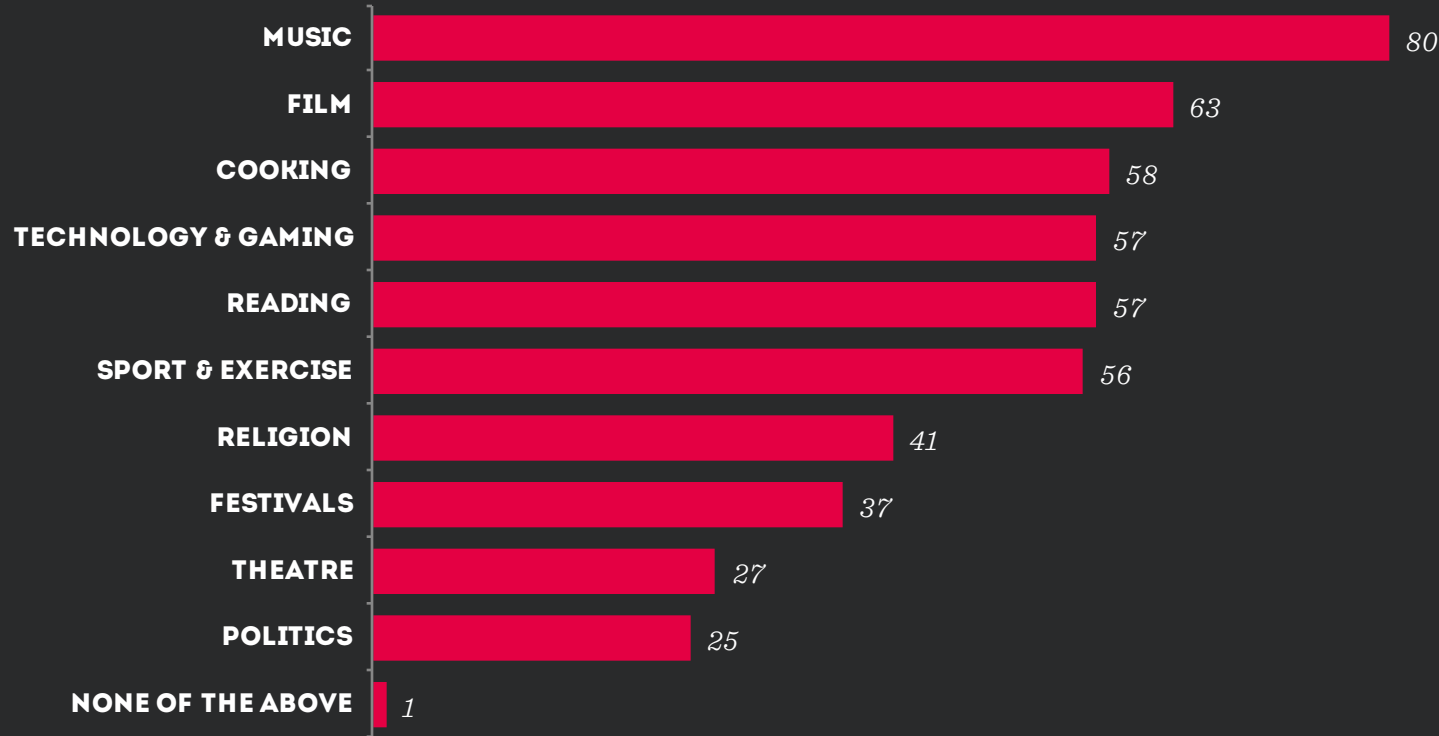
*Are optimistic about
their future*

Q: Taking all things into consideration, how happy are you with your life right now? BASE: 1,285

Q: Looking to the future and the things you might like to do and achieve in life, how positive/optimistic are you that you will get what you hope for? BASE: 1,285

MUSIC & FILM TOP THE LIST OF INTERESTS

(%Quoted)



Q: Which of the following are you interested in? BASE: 1,285

TAKING AN INTEREST IN POLITICS IS ALSO NOT CONSIDERED TO BE IMPORTANT

(Rank in order of importance)

1 BEING HAPPY

2 BEING IN GOOD HEALTH

3 BEING SUCCESSFUL

4 SPENDING TIME WITH FAMILY

5 MAKING MONEY

6 HELPING OTHERS

7 EQUALITY IN SOCIETY

8 BEING FREE TO DO AND SAY WHAT I WANT

9 THE WELL-BEING OF SOCIETY IN GENERAL

10 HAVING LEISURE TIME

11 CONTRIBUTING TO SOCIETY

12 HAVING MY VOICE HEARD

13 SPENDING TIME WITH FRIENDS

14 TAKING AN INTEREST IN MUSIC

15 BEING INVOLVED WITH MY LOCAL COMMUNITY

16 BEING CONNECTED TO FRIENDS VIA SOCIAL MEDIA

17 TAKING AN INTEREST IN POLITICS

Q: How important to you personally are each of the following? BASE: 1,285

WHY ARE SO FEW YOUNG PEOPLE INTERESTED IN POLITICS?

There were mixed views about why young people were less interested in politics. Some felt that politics was very important for all citizens to take an interest in, while others felt it was largely irrelevant to their lives.

"I am in 2 minds about politics. I do not like the propaganda and tactics used during political campaigning as it seems the only time the potential and current political leaders pay attention is when they are vying for a vote. As soon as the election is over everything goes quiet and change doesn't seem to come about for the issues that really matter."

"Politics are part of democracy. Politics brought us freedom from the old apartheid era. Politics are a platform to bring issues into the open, for citizens to voice their concerns, and influence the decision making process to attend to those national issues."

"I believe politics is important. It affects everything in a country, like life-standards, economic growth, basic services etc. Without good leadership, a country will only go backwards. I think we need to make good decisions in the following years, especially in South Africa. Our country is in a state of decay and politics is at the root of our problem."

"I was not that interested in politics that much before but unfortunately what is happening in politics forces you to sit up and notice, especially as it has an effect on my way of living."

"I care less than I should about politics, politics affects me, my family and my country, that been said, I think the problem is that I don't feel I can trust or be proud of any political party in SA due to the negativity that surrounds politicians/parties etc. I tend to keep my distance from negativity as that is just my personality."

WHY ARE SO FEW YOUNG PEOPLE INTERESTED IN POLITICS? (CONT.)

Those who were not interested in politics, said they lacked interest because of high corruption levels, feeling that politics had become a comedy show and they did not feel they were being heard.

“Politics is not something I get excited about, especially when you see on TV what goes on during the parliament debates, it is more like a comedy show...”

“Young people are not interested as they feel that their voices are not heard.”

“I’m really fed up when it comes to politics, because I feel as if I’m really wasting my energy. I’m saying this because in every election manifesto I’ve heard by different political parties It’s been nothing but empty promises and nothing tangible. It’s become so redundant that I don’t want to get myself worked up over something I feel won’t change sooner than I would like it to.”

“Personally I think young people, including myself, does not feel it is worth putting in all the time and energy just for corruption and backdoor activities to rule anyway.”

“I don’t participate in politics because I think they are not open for everyone you have to have a certain character to do that. My friends and I talk about the humor that is in the politics and humor in parliament.”

TAKING PART

12% said that they have attended a political meeting compared to 10% who said that they have taken part in a protest/demonstration

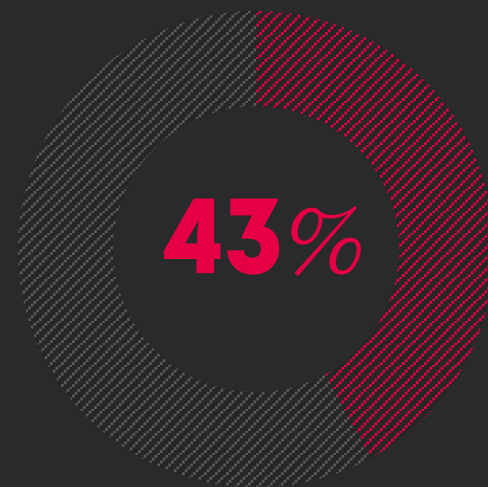
12%

Take part in
political meetings

10%

Take part in
protests/demonstrations

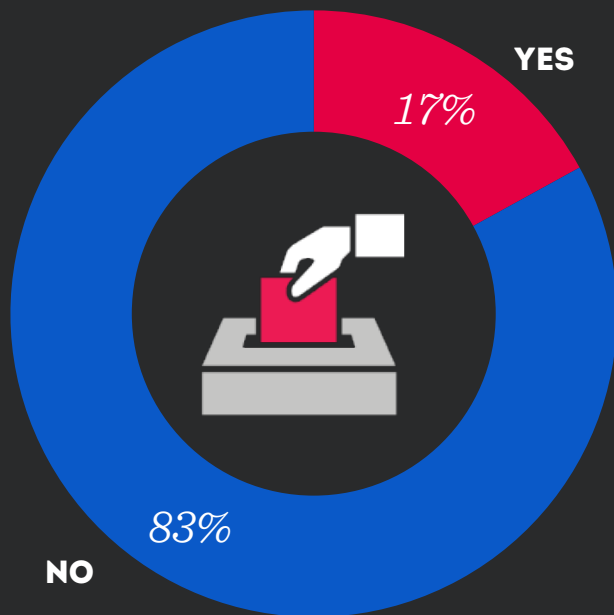
This compares to 52% who
take part in *religious*
meetings/events and...



who take part in *team*
sports

Q: Which, if any, of the following do you sometimes take part in? BASE: 1,285

DO THEY ENGAGE IN ANY OTHER POLITICAL ACTIVITY OUTSIDE MAINSTREAM OR PARTY POLITICS?



34%

Of those interested in politics said they were engaged with other forms of politics

Q: Do you engage in any other political activity outside mainstream or party politics in the country? BASE: 1,285

POLITICIANS CONNECTING WITH YOUNG PEOPLE



27%

**FELT CONFIDENT THAT THEY
AND THEIR PEERS COULD
MAKE THEMSELVES HEARD**

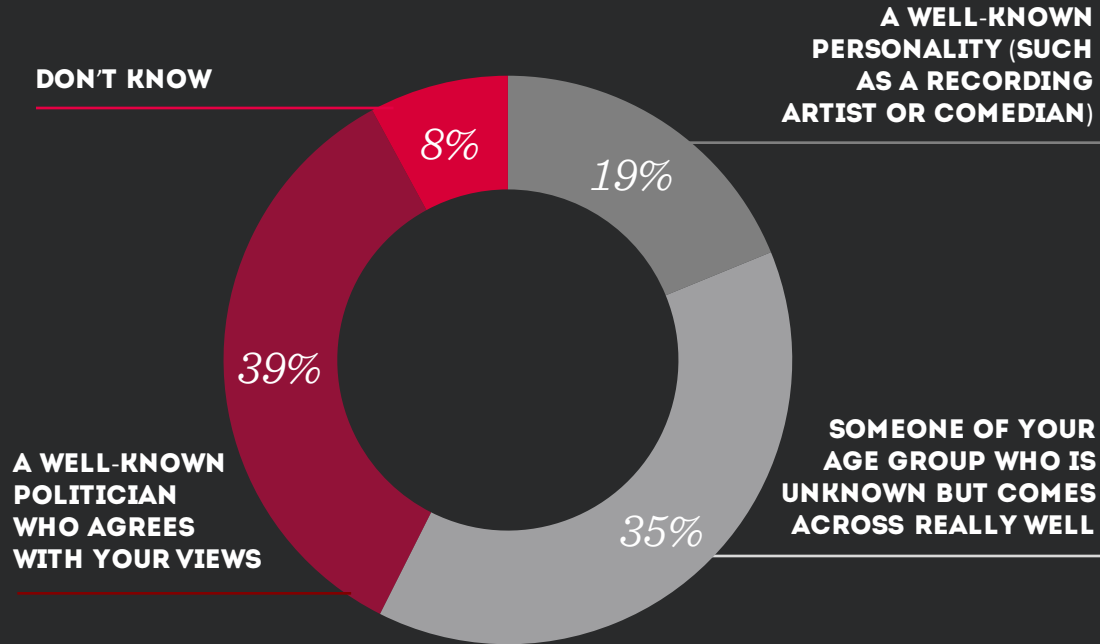
30%

**THINK VERY FEW, IF ANY,
POLITICIANS ENCOURAGE
YOUNG PEOPLE TO GET
INVOLVED IN POLITICS**

Q: Which of the following statements best describes the relationship between existing politicians in South Africa and the extent to which people of your age group get involved in politics? BASE: 1,285

Q: Thinking of any particular issue that you and/or your friends might have strong views about, to what extent do you feel that your voice can be heard and listened to? BASE: 1,285

WHO SHOULD RUN THE CAMPAIGN?



Q: Who would you prefer to lead a campaign that you really cared about? BASE: 1,285

LOOKING TO THE FUTURE...



FACTORS AFFECTING FUTURE QUALITY OF LIFE

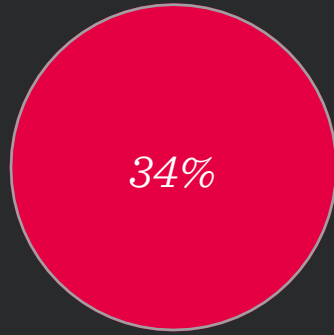
(‘Very big effect’ or ‘some effect’ %)



Millennials think crime will be the top factor influencing their future quality of life.

Q: To what extent do you believe that each of the following will affect your future and the quality of your life? BASE: 1,285

WHAT WOULD THEY RATHER BE?



*Business Owner
or Founder*



Doctor



Musician



Lawyer



*Sportsman/
Sportswomen*



*Research
Scientist*



Writer



*Famous
Celebrity*



*Religious
Leader*



Academic



Politician

Q: You may not want to be any of them but given the following choices, which of the following would you personally rather be? BASE: 1,285

TIME TRAVEL ACTIVITY | THEIR OWN FUTURE

The participants were asked to imagine that they could travel 20-30 years in to the future and describe what they think their lives would be like. While some were pessimistic, most hoped to have started a family, be travelling the world and/ or enjoying a successful career.

"I would be laying next to the beach, sipping cocktails. I would just be enjoying life, touring around the world at the most luxurious places. I don't think I would know what happens in South Africa"

"I will probably be close to death living a miserable life worrying about my children.."

"I would be having my own small to medium sized companies hopefully very successful. I would hopefully be a great entrepreneur and I really don't think it would be a company will be related to what I studied....."

"In 20 - 30 years I will have retired and be travelling the country with my wife."

"I think I will be the president in 20-30 years ...Just joking but then who knows ? It might just happen ; but then I'm hoping to have achieved a lot in my life in terms of owning my own clothing line , running my own PR , Marketing and communication agency."

TIME TRAVEL ACTIVITY | SOUTH AFRICA

When asked what the country might be like in 20-30 years time, there was a fairly even split of those who thought South Africa would have become a better country and those who thought heightened levels of corruption would have brought the country to its knees.

"I really do hope S.A. will be a better country where people from races can work and live together harmoniously, hopefully they'll be a reduction in corruption, and unemployment will not be a problem."

"In 20 or 30 years, South Africa will still be here. It will still be the hard fought land it is now, but here is hoping it will be better equipped to care for its citizenry."

"I think and hope that South Africa would be a well developed country, with millions of people being employed, educated, skilled and improved service delivery. No crime, no discrimination, just a peaceful nation. I think what would have caused these main changes is unity amongst South Africans and a better government."

"I honestly think it would be quite the same. Still no jobs, corruption, poverty, racism, sexism etc. Some people will be poorer while the rich are even richer."

"Will probably struggle to maintain a living as all our imports are very expensive at this point in time I can only see South Africa getting worse as we have uneducated corrupt government officials that run the country yes that is our leaders!!"

TIME TRAVEL ACTIVITY | GOVERNMENT

When we asked what the government might be like in 20-30 years time, some thought the government would be very much the same or have changed for the worse, but the majority of people hoped to see a more democratic and representative government.

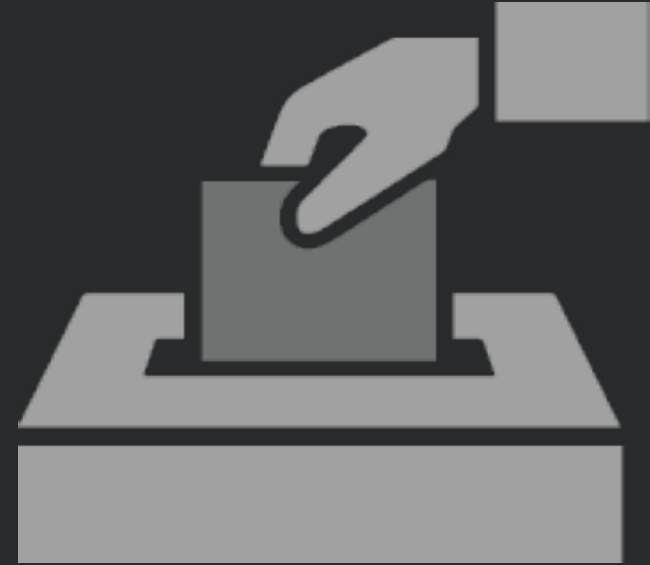
"I hope the government will be better than it is now, we have lots of different parties and none of them meet what I think is equality. I would like for the government in 20 - 30 years time to represent all demographics of S.A and genders as well. because then and only then will every South African be represented fairly."

"The government will be more democratic and transparent."

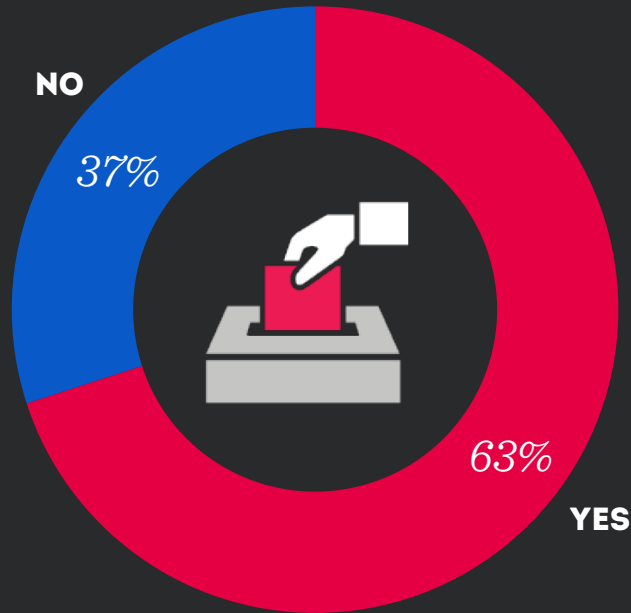
"I am hoping that government would have learnt from their mistakes and corrected them. I hope that they root out corruption, create a state that is driven by employment and not grants, a sports team that is chosen by merit and not by race (irrespective of race), employment opportunities that are skills driven and not quota driven, and a fair and transparent tender process."

"The government will be representative, and they will at least attempt to become accountable to their constituencies and executives. Our President will have earned their place in society by dedicating themselves to today's struggles, and not remind all about the struggles fought by their forefathers."

VOTING



HAVE THEY REGISTER TO VOTE FOR THE 2016 MUNICIPAL ELECTIONS?



70%

However, said they intended to vote in the election.

Q: Did you register to vote for the upcoming 2016 municipal elections? BASE: 1,285

Q: Do you intend to vote in the upcoming 2016 municipal elections? BASE: 1,285

WHY POLITICIANS AREN'T TRUSTED

When asked why they did not trust politicians, the three key reasons stated by millennials were high levels of corruption, a view of politics as “all talk, no action” and politicians caring more about their own needs than the needs of their people.

“Political leaders are not consistent in their beliefs and representations. One is always trying to outdo the other or make an opposition party look bad. The point of politics and the role of politicians is to better the country. somewhere along the line they have forgotten that it is not a high school popularity contest.”

“I do not trust politicians because they are all talk and no action and they look out for number one which is themselves, they do not care about people unless they are looking for votes then they start looking as if they care, it is worse because some of them will even forget were they come from the communities they grew up in.”

“I think many people in general do not trust politicians because they are generally corrupt. Another big thing is they make promises and never live up to them.”

“Many young people do not trust politicians because they do not deliver after they have been elected. They promise to fulfill our concerns and once they're in the seats, they break those promises.”

TRUSTWORTHY POLITICIANS?

The majority of participants could not think of any politicians who they trust. There were however both some national and international, past and present politician mentioned. Among them: Helen Zille, Mmusi Maimane, Nelson Mandela, Desmond Tutu, Barack Obama and Bernie Sanders.

“Desmond Tutu, Thabo Mbeki and Thuli Madonsela. Because they call a spade a spade. they have delivered what they had promised. I know they might be mistakes here and there that they have made but they have always delivered on their word.”

“I think that our ex-finance ministers Trevor Manuel and Nhlanhla Nene are both trustworthy guys. They are honest and humble people.”

“Would say Gauteng ANC David Makhura and Western Cape DA Patricia De Lille are the only local representatives that are trustworthy and engage with ordinary citizens”

“I think our first black president, Nelson Mandela was the most trustworthy of them all, he brought freedom to this country.”

“Mmusi Maimane, Bernie Sanders and Barack Obama are trust-worthy politicians. They do not stand for what they believe is good for the country, but what is morally and democratically sound as well as the growth of the country as a whole, rather than focusing on fixing the problems that currently exist, these politicians focus on collecting the problems and determining why they exist, and eliminating that issue. Prevention rather than cure.”

BUILDING TRUST IN POLITICS

If South African politicians want to gain the trust of millennials by far the best idea would be for them to keep their promises, talk about issues the people care about and be honest, according to the Millennial Dialogue community participants.

“The politicians can for once try to be honest with the youth and get involved to build trust, and just stop with all the golden lies.”

“As mentioned before trust has to be earned, don’t make empty promises, stay true to your word and be realistic about what is been promised and work with the people to better the country. Campaigning is stupid, just step up and DO!”

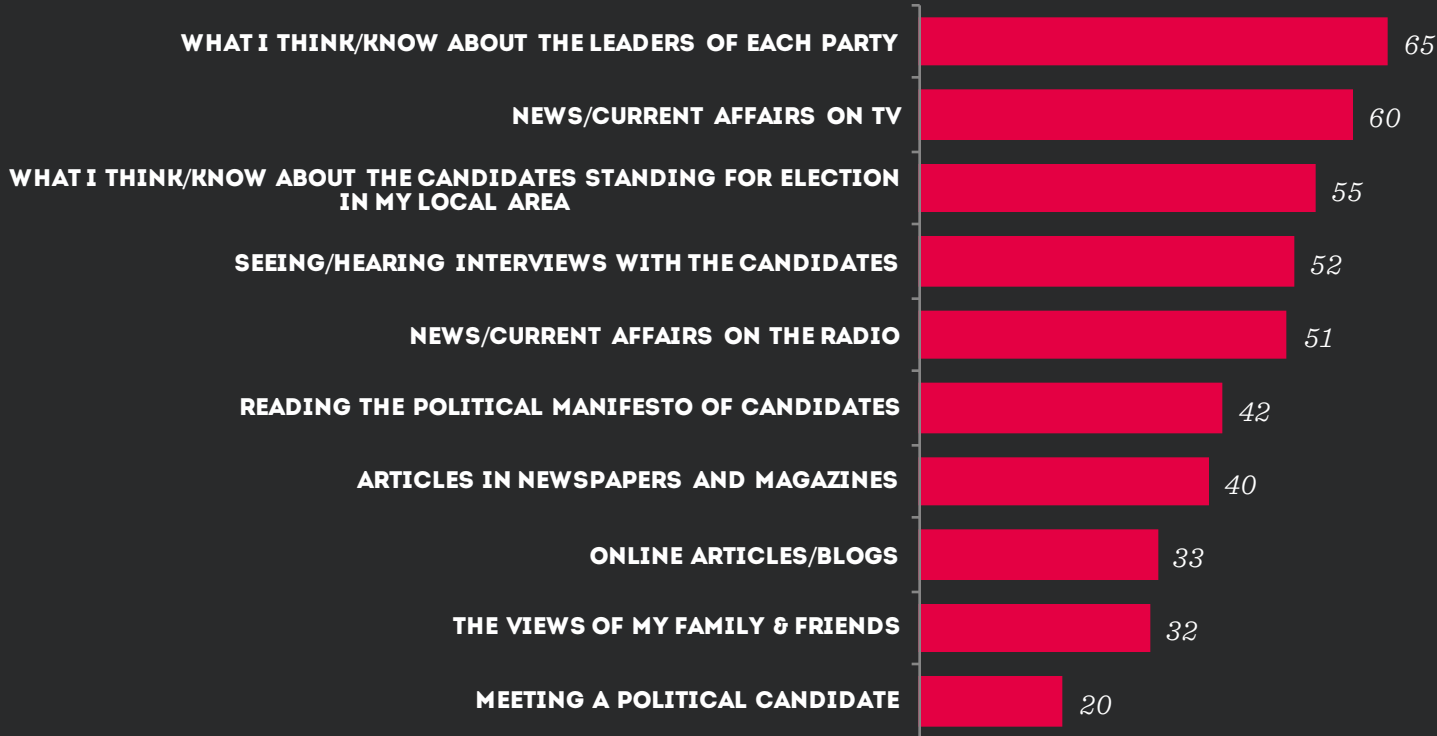
“Politicians can win credibility in young people by actually delivering what they promise, by listening to their grievances and making opportunities available in terms of employment, educational etc..”

“I think politicians can better connect with younger people by making someone younger take charge. Younger people connect better with people close to their own age. They could also win their trust by keeping their promises and actually try to make a difference in people’s lives.”

“I think politicians would do well to actually achieve what they promise. That would go a long way. And if they fail, that is fine - we are all human, but they need to take accountability for their failures.”

“A better connection to young people that politicians can do is to deliver their promises and youth would be by their side supporting them.”

FACTORS CONTRIBUTING TO VOTING DECISION

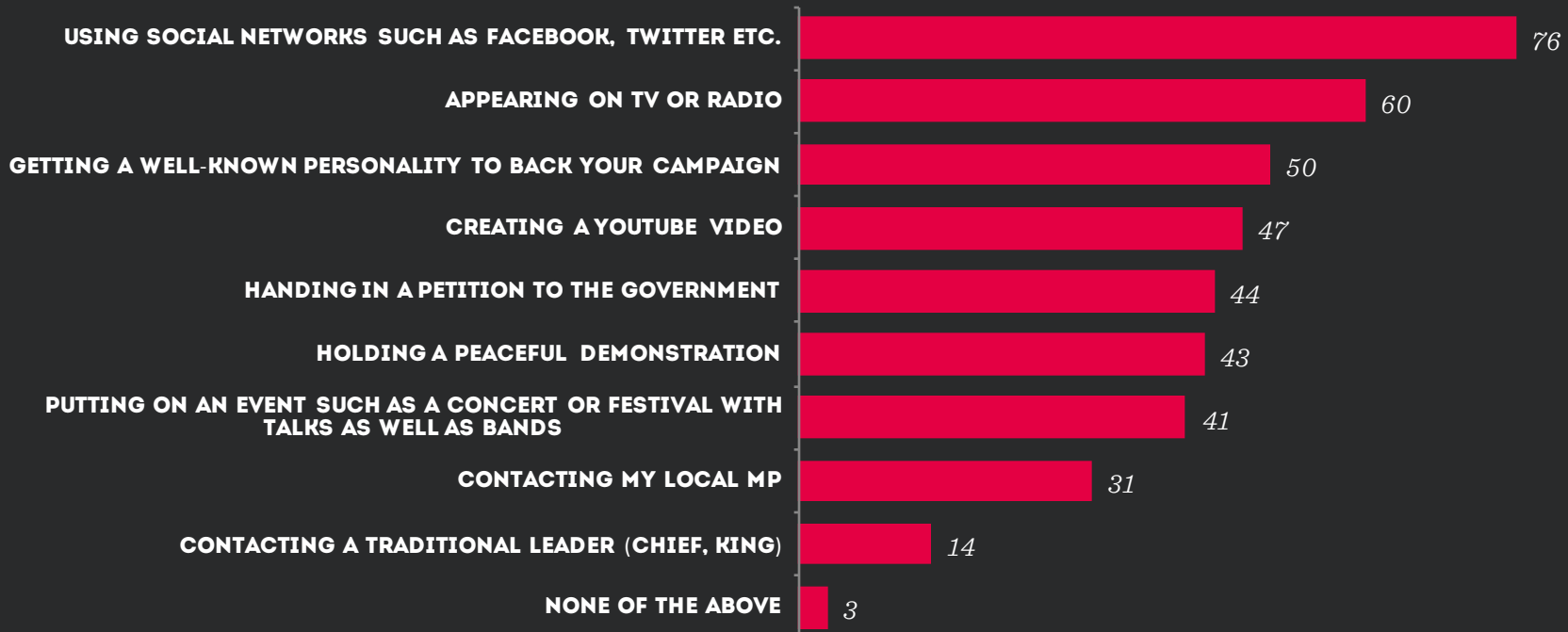


Views about the leaders of each party was seen as the key factor along with news and current affairs on the TV.

Q: Which of the following factors would contribute to your decision as to who to vote for? BASE: 1,285

MEANS THEY WOULD USE TO START A POLITICAL CAMPAIGN

If they were to start their own campaign, however, South African millennials would be more likely to focus their efforts on social media



Q: If you and/or your friends wanted to start a campaign to bring about change, which of the following do you think would be very useful?
BASE: 1,285

WHAT WOULD THEY DO DIFFERENTLY?

When asked what they would do differently if they were to run a political campaign, millennials said they would use social media to communicate with young people, they would avoid making empty promises and would focus on issues like job creation and education. They would also try to reach out to people face-to-face in their community and listen to peoples views.

"I would ask the youth to prioritise their needs, instead of deciding for them what their needs are.

I would use word of mouth, meetings, pamphlets, local newspaper ads to advertise my campaign and recruit as many people as I can. I would allow the people to take the platform and voice their challenges. I would also invite the community leaders to address the gatherings and campaigns."

"I would have achieved people's trust cause I would always deliver, I would make sure that their needs are attended to, that South Africa is a better place in terms of infrastructure, a better educational system, Availability of job opportunities, more people being literate / an educated nation , projects that support entrepreneurship and community empowerment . Furthermore I hope to have achieved promoting unity amongst South Africans. I would have made people vote for me through my actions, telling people what you can do for them is not really enough. It is your actions that elaborate more."

"Issues my campaign would be focusing on: unemployment, housing, youth centre were the youth meet at, introduce more sports or activities to the youth and community, a community centre be build for the homeless children and adults that cannot take care of themselves in the community, involve youth on how our community can be uplifted. I will not make promises I can keep. I will let the youth and community to speak for themselves and get them involved in all the works and campaign and seeing it through and not take matters to myself by delivering things that they don't need."

POSTER CAMPAIGN

The respondents were asked to work together to develop ideas for posters that would encourage young people to get engaged in politics and call for unity in the country. They want to use simple language with English as their preferred campaign language.

“Youth are seen as too immature and self involved to partake in politics, but the youth should actively take part in the process of elections whereby the candidates are chosen to form governments, why, because it is their future and the future of their sons and daughters that are at risk.”

*“My headline would be ONE VOICE
Because the term ONE represents unity and solidarity while voice emphasizes that what everyone has to say is important and worth listening to, that it takes more than one young person to make a change.”*

A few more of the top rated wording suggestions:

“VOTE FOR CHANGE”

“BE THE CHANGE ”

“VOTE FOR AN IMPROVED FUTURE”

THE 'IDEAL' CANDIDATE

When we asked who their ideal candidate was, many said that gender and clothing didn't matter, although there was a slight preference for female politicians. Most wanted the politician to be millennial, preferably somewhere between 25-35.

"Female, 45, A Suit and heels, Caring, Good listening skills, can easily adapt to different situations and emotions, Bubbly, exciting and a good sense of humor. Discussions with the youth in different communities trying to find their burning issues, Her strong charisma, her unapologetic force to demand change from the government, She's female and people underestimate her. I like this person very much and i would vote for her to be a leader."

"Female. Mid 30. Moved around, coast to Jo'burg. Mixed of everything, shows diversity. Strong minded and independent but able to surround themselves with the best and learn Family, work, a bit of everything Their ability to change, and admit wrong doing. Weakness will be, dedication. Wont give up, but eventually will. I feel that they will be able to make decisions for people, with keeping in mind what the country needs and wants. Then meeting in the middle"

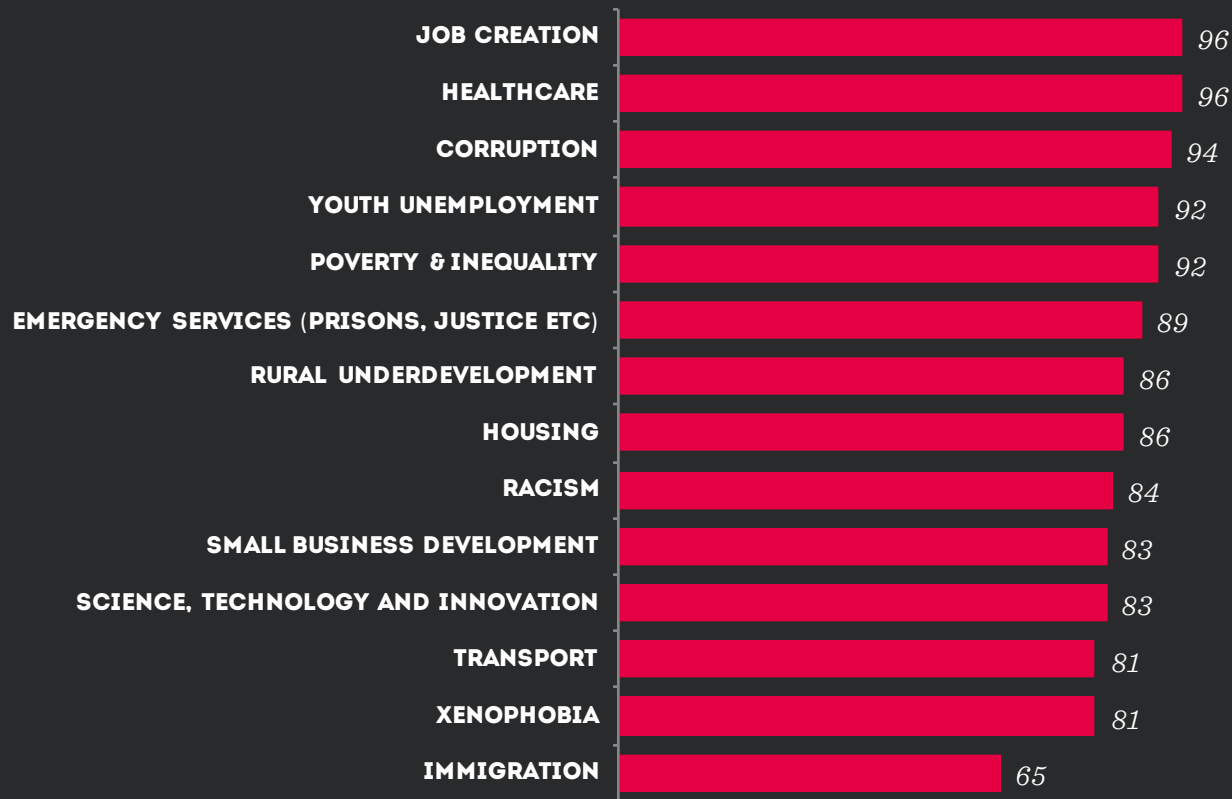
"It really makes no difference to me what they look like, where they live, what they wear or what they do in their spare time, etc. The most important thing is that the representative comes across as trustworthy and genuine. That they really stand up for what they believe in and are willing to put the country and it's people first."

THE ISSUES THAT MATTER



HIGH PRIORITY FOR PUBLIC SPENDING

(‘Very high’ or ‘high priority’ %)



Job creation, education and healthcare topped the priority list for South African millennials.

Q: Imagine that you were in government, how much priority would you place on each of the following areas? BASE: 1,285



66%

**BELIEVED IN THE
IMPORTANCE OF EQUALITY
OF SEXUAL ORIENTATION IN
SOCIETY**



76%

**BELIEVED IN THE
IMPORTANCE OF EQUALITY
FOR ALL GENDERS IN
SOCIETY**

THE ISSUES THAT MATTER

The main issues for South African were unemployment, corruption and crime level, three areas they saw as highly interlinked. Many thought corruption and nepotism had led to high levels of youth unemployment which in turn had led to poverty and higher levels of crime.

“Don’t get me started on the unemployment rate that’s always on a increase, which is now directly proportional to the crime increase in South Africa statistics, even worse is the well educated individual who are sitting at home passing time looking at their degrees and diploma, a lot of employers have set the bar so high that it’s impossible to get a job without any experience, 3-5 years post graduate or Trade test, it is a big concern that our government must look into to balance and bridge the gap, giving fresh educated young people a chance to build a portfolio of experience.”

“Unemployment put a lot of people on the street. This can also be the root of other problems such as the high crime rate, violence, not being able to give a child proper education etc.”

“Fighting corruption up to the last man, because it kills the country and has lead to decline in service delivery. We care about service delivery and freedom, to be specific financial freedom.”

“Firstly elected representatives should focus on creating job opportunities, because today the majority of South African youth, whether educated or not, struggle to find jobs. If more people get employed it would not only help with improving our economy, but it also assist in alleviating poverty and crime.”

THE ISSUES THAT MATTER CONT.

Other issues young South Africans worried about were poverty, education, healthcare, the economy and infrastructure. Again, many saw these issues as being interlinked with the main issues of corruption, unemployment and crime.

"The economy. Food prices, petrol everything are skyrocketing every few weeks due to various reasons (drought, international stuff etc), so I feel that the representatives should start to do something about this issue because it is mostly the poor that are suffering from this."

"Education. There are still millions of people and children who aren't educated, too few schools, education too expensive, lack of teachers; and this is our future."

"Basically for my group of friends we worry about education, whether our kids will be able to get the best. It disappointed me to hear that they've been burning down schools, that shouldn't even be an option because they are disrupting the children's future."

"Young South Africans are living in poverty because they are not employed, others are retrenched from their jobs on a daily basis."

"Roads Infrastructure, roads are extremely bad with millions of potholes that makes traveling unsafe and cause damages to cars."

"I think they should concentrate on education, because bettering the education system will lead to more kids getting an opportunity to further their knowledge at college or university. This is vital as it could better the growth of this country as well as improve the financial and economical state"

POLITICIANS/POLITICAL PARTIES



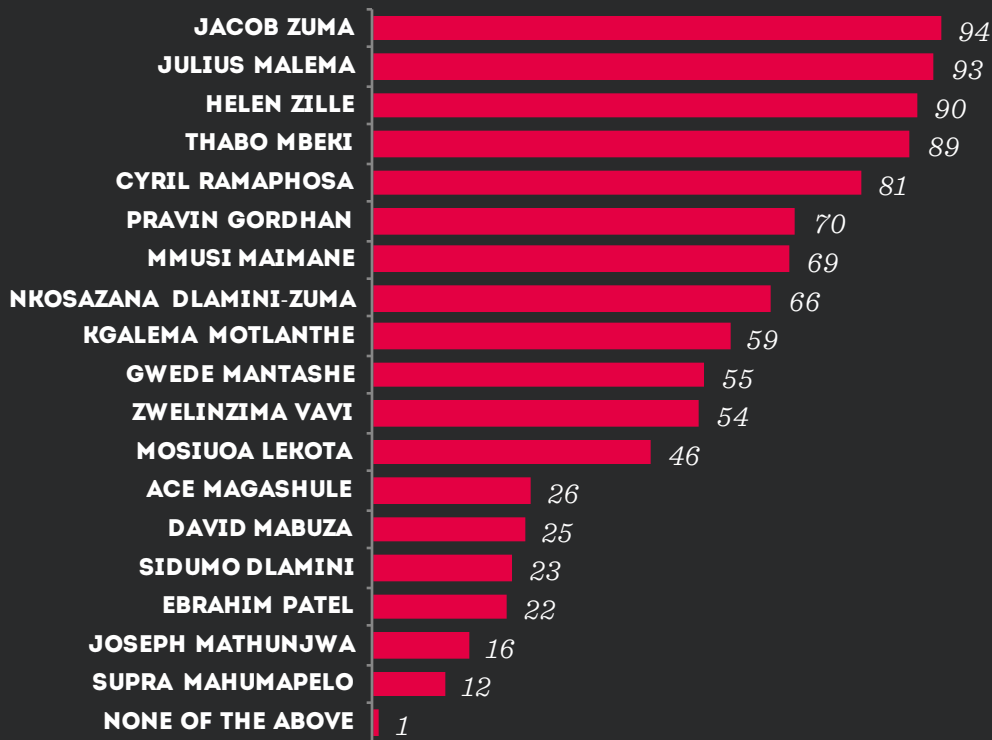
AWARENESS OF POLITICAL PARTIES (%)



AWARENESS WAS VERY HIGH FOR MOST TOP PARTIES & UNIONS

Q: Which, if any, of the following political parties & trade unions are you aware of? BASE: 1,285

AWARENESS OF POLITICIANS (%)



Q: Which, if any, of the following politicians are you aware of? BASE: 1,285

WRITE A LETTER TO YOUR LOCAL MP

"Dear Sir/Madam

After continuous attempts in contacting telephonically, I've resorted to an age old method of written text.

I would like your response regarding a few things within the community that I feel we as citizens have been paying for but not receiving full care.

Firstly our roads are terrible, we have about 5 potholes on same stretch of roads that open up continuously, we have noticed that over the past 2 years the government has not been fixing these, at times I've even seen a normal motorist that was probably a casualty in past pouring sand/concrete just to save another soul.

Why has no one attended to these issues yet we pay road funds... Or is there never any money? Should the country be keeping their funds in their communities and fixing these issues because I'm sure this would go much more smoothly then waiting for our government to assist!

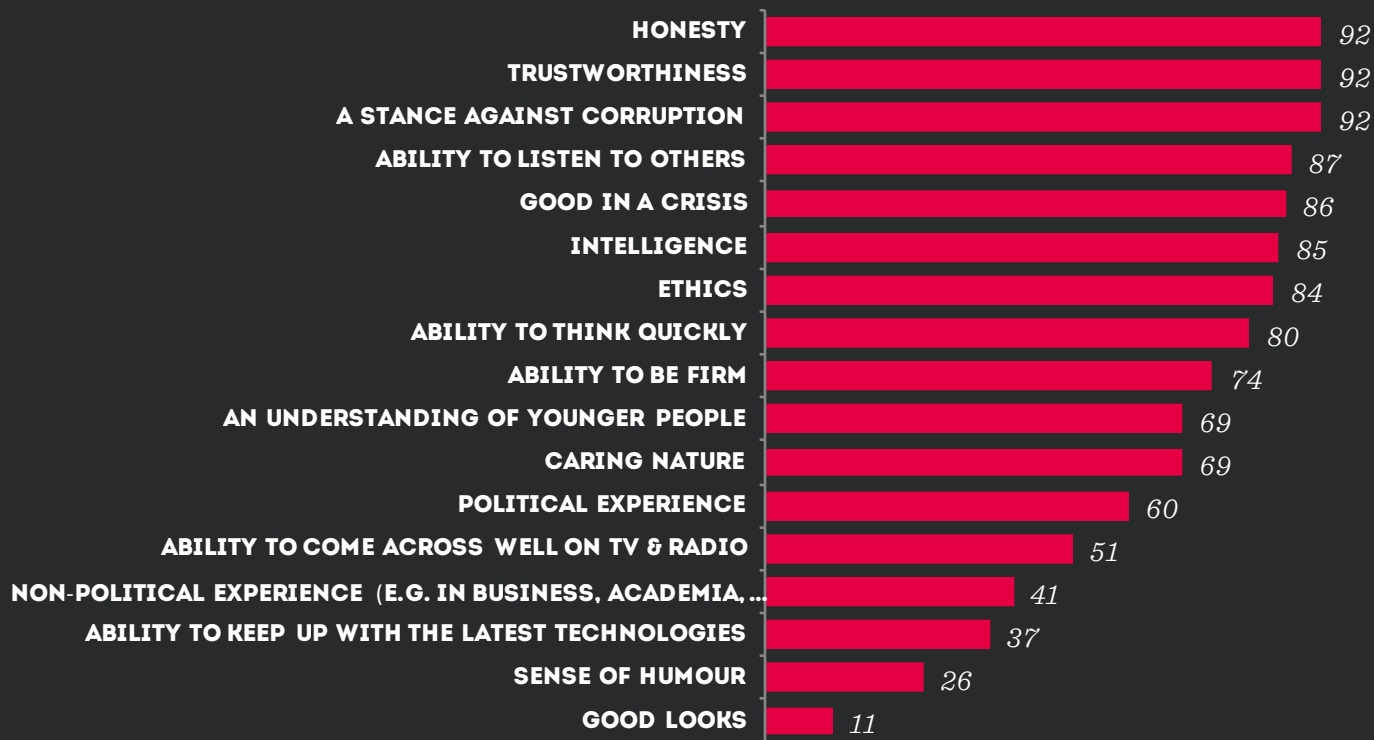
We face issues in our community, there is an abundant amount of times there is hardly any water pressure, I've checked with surrounding homes and most agree with this ongoing concern.

We have traced the issue to wrong pipe being fitted again by the Council which will now take a couple of years to fix at rate these things go.

These may seem like small issues, but to an ongoing community, someone should address these items.

Regards"

IMPORTANT QUALITIES FOR AN ELECTED POLITICIAN (%)

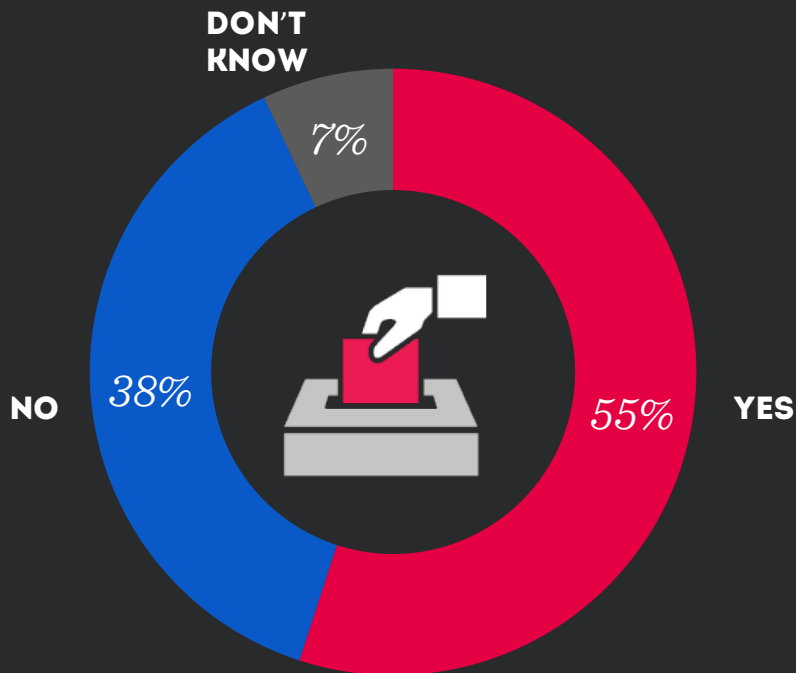


Q: How important should it be for an elected politician to possess each of the following qualities? Very important BASE: 1,285

ELECTORAL REFORM



SHOULD IT BE MADE COMPULSORY TO VOTE?



66%

Of those who said they wanted to vote said it should be made compulsory to vote

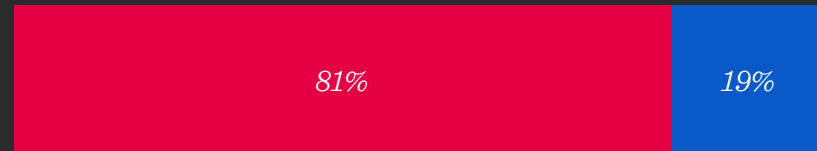
Q: Do you think that it should be made compulsory, by law, to vote at a general election? BASE: 1,285

WOMEN IN POLITICS

(% who agree with each statement)

NEARLY ALL FEMALES (93%) THOUGHT THAT THERE SHOULD BE MORE WOMEN IN POLITICS, THIS COMPARES TO 69% OF MALES. AMONGST 16-20 YEAR OLDS 86% BELIEVED THAT THERE SHOULD BE MORE WOMEN IN POLITICS.

"There should be a more women in politics"



■ Yes ■ No

Q: Thinking of the current gender balance in politics, do you think there should be more women politicians? BASE: 1,285

