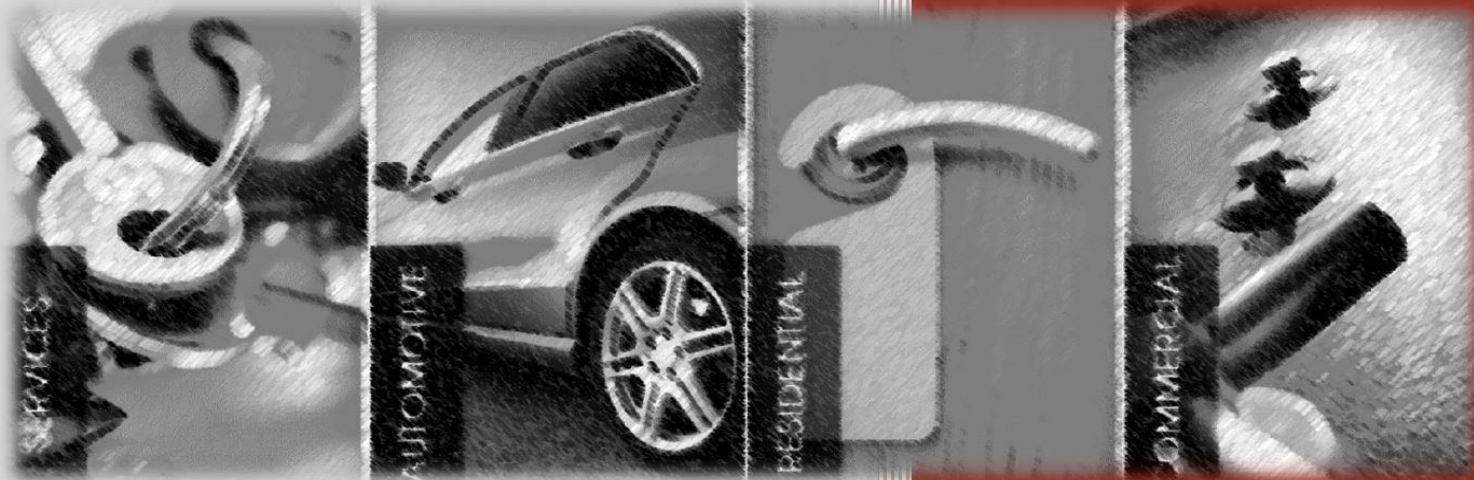


2017

PSIRA Locksmith Survey Findings



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PROJECT BRIEF

Demacon Market studies were commissioned by **PSiRA (Private Security Industry Regulatory Authority)** to perform market research surveys with different sets of private security consumers.

The purpose of these surveys is to assist PSIRA to better understand the consumer's perception of private security service providers and overall level of satisfaction.

The project brief:

In terms of the project brief it is understood that four sets of surveys had to be conducted as part of the study. These surveys had to be focused towards the following main categories of consumers:

1. **Consumers of Locksmith Security Services** - key coding, key cuts, burglary repairs, unlock cars, unlock house, unlock safes, etc. - potential consumers are all sectors.
2. **Consumers of Response Security Services** - armed and unarmed response security to residential areas and business parks - potential consumers are homeowners and managers of business parks, etc.
3. **Consumers of Assets-In-Transit Security Services** - high value goods / cash being transported to and from various points in the country - potential consumers are banking industry, retail industry, mining industry, etc.
4. **Consumers of Private Investigation Security Services** - private investigation, business investigation and polygraph services, etc. – potential consumers are all sectors.

The findings and analysis of each of these consumer markets had to be captured in separate market research reports. This report captures the findings of the **locksmith consumer market survey**.

PSIRA PROFILE

Before focus is turned towards the findings of the surveys a short overview is provided in terms of the mission, vision, objectives and values of PSIRA.

MISSION: To protect the constitutional rights of all people to life, safety and dignity through the effective promotion and regulation of the private security industry.

VISION: To be recognised as an excellent regulator of private security in South Africa by all our stakeholders.

OBJECTIVES: The primary objectives of the Authority are to regulate the private security industry and to exercise effective control over the practice of the occupation of a security service provider in the public and national interest and in the interest of the private security industry itself.

VALUES:

- Integrity: Ethical Conduct, Fairness, Transparency
- Excellence: Accountability, Professionalism, Performance, Accessibility
- Ubuntu: Accessibility, Respect, Compassion, Diversities.

The Authority regulates and controls the Private Security Industry through:

- Registration of service providers
- Registration of security officers
- Ensuring compliance and adherence to PSIRA Act and all other laws applicable to security service providers
- Accredit training security service provider
- Process course report submitted to us
- Receive and investigate complaints against service providers
- Prosecute non-compliance by service providers
- Advise private security consumers about private security industry
- Advise state on all matters of private security.

PROJECT METHODOLOGY

Step 1: Project Inception

Refinement of project scope.

Step 2: Survey Questionnaires Design

This step entailed the design and finalisation of the questionnaire. The Research and Development Unit of PSIRA sent through a list of potential questions that they wished to form part of the questionnaire. Making use of these questions as baseline, a more comprehensive field orientated questionnaire was developed. The questionnaire was sent to the client for final comments, after which it was finalised.

Step 3: Survey Execution

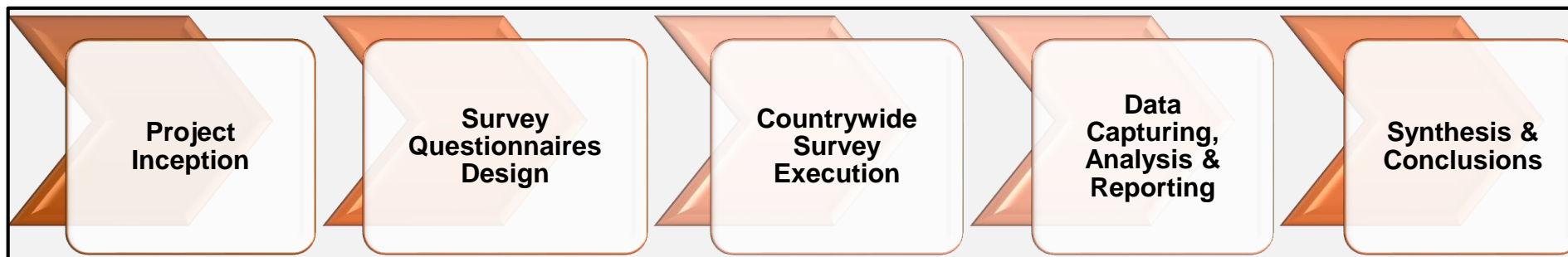
During this step the actual survey samples were estimated and broken down onto provincial levels. Detailed information is provided on the survey methodology in the next slide. After the sampling size were determined, in-house training was conducted with the surveyors executing the survey. Followed by the training was the actual execution of the survey.

Step 4: Data Capturing, Analysis and Reporting

In this step, questionnaires were sorted based on the level of completion and usability. The completed surveys were then captured into a pre-set database (in excel format). The data was then analysed from which diagrams and tables were developed. This analysis was then captured into a report format, reflecting quantitative and qualitative information on the consumer market segments. Data analysis was conducted on a national aggregate level, reflecting household and business characteristics and perceptions.

Step 5: Synthesis and Conclusion

The findings of the previous steps were integrated into a set of concluding remarks, ending of each of the individual reports.



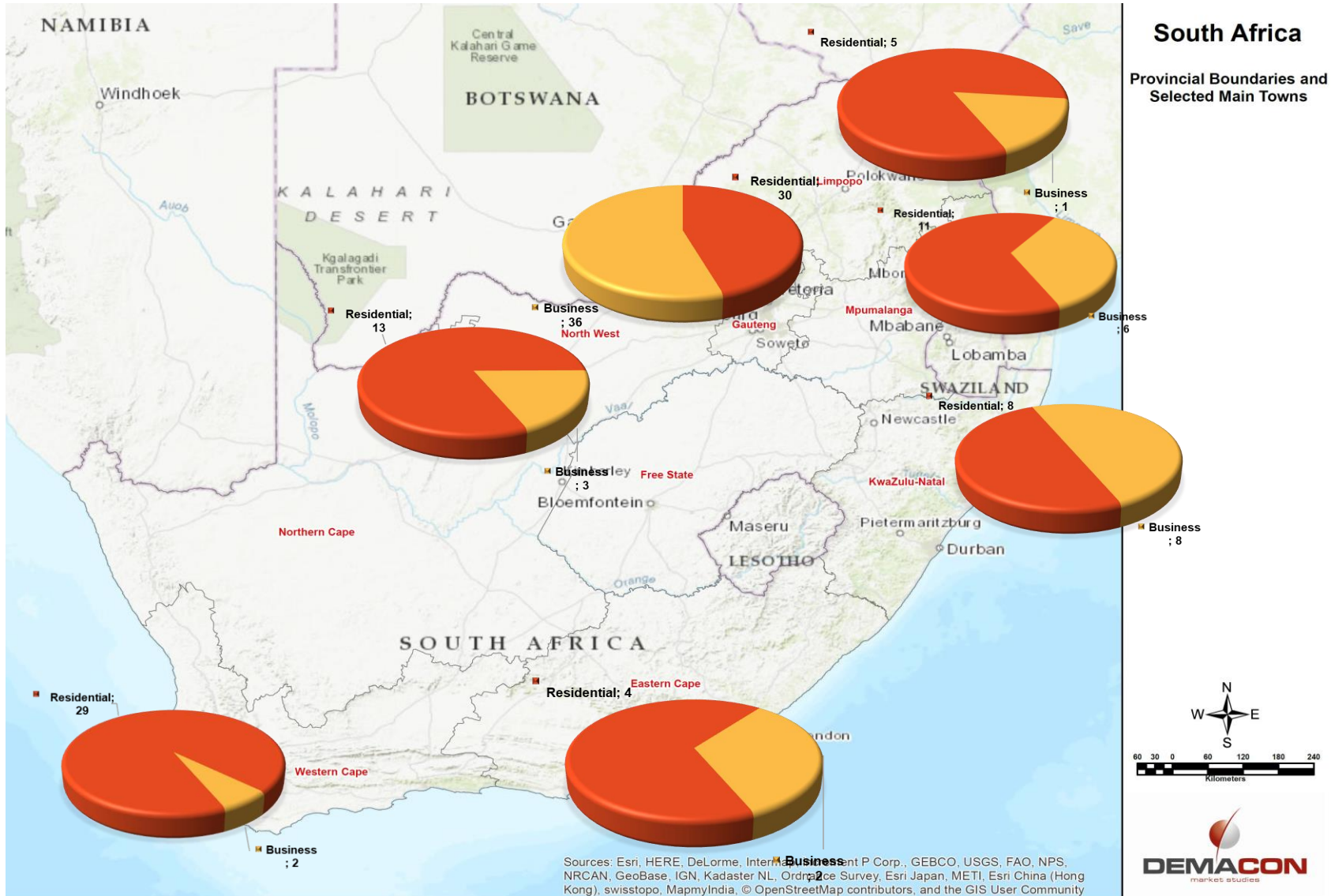
GEOGRAPHIC SPREAD OF SURVEYS

For the purpose of the Locksmith Consumer Survey, the following provincial spread was achieved – split between households and businesses per province.

	Residential	Business
Gauteng	30	36
Western Cape	29	2
Mpumalanga	11	6
KZN	8	8
North West	13	3
Eastern Cape	4	2
Limpopo	5	1
Total	100	58

- A total of 629 numbers have been contacted, participation rate is estimated at 25%.
- 158 questionnaires were completed in full and could be successfully analysed.
- Locksmith services are of lower demand, compared with armed response services, with emphasis on rural and township areas.
- The analysis related to the following slides have been conducted with reference to households and businesses, underlying characteristics and perceptions related to armed response services.

GEOGRAPHIC SPREAD OF SURVEYS





REPORT OUTLINE

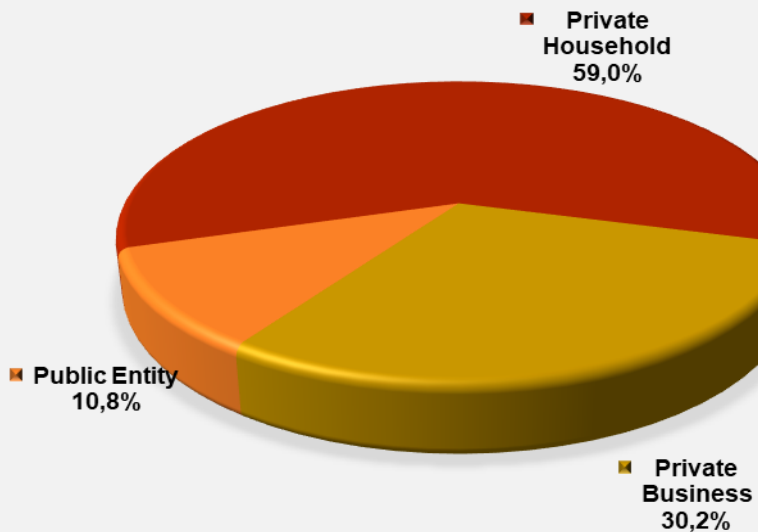
- SECTION A – INTERVIEWEE BACKGROUND
- SECTION B – HOUSEHOLD CHARACTERISTICS
- SECTION C – BUSINESS CHARACTERISTICS
- SECTION D – LOCKSMITH SERVICES
- SECTION E – SUMMARY AND REMARKS



SECTION A - INTERVIEWEE BACKGROUND

- Profile of interviewee?
- Knowledge of Household/ Business's security services
- Type of area in which Residence / Commercial property is located
- Have you ever used the services of a locksmith?
- If yes, did you have to use the services of a locksmith in a private or business capacity?

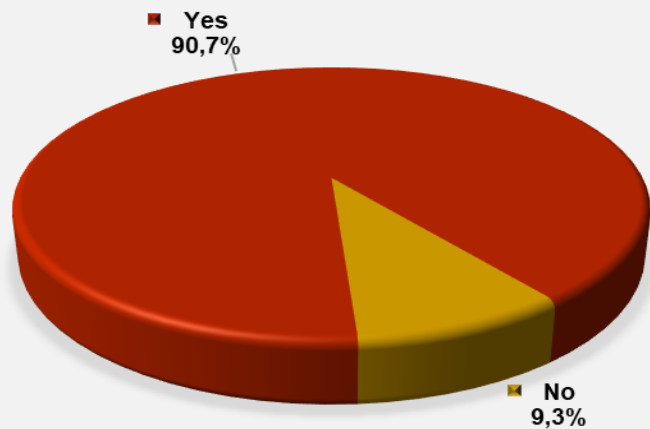
Profile of Interviewee



Profile of interviewee:

- ☐ Private Households – 59.0%
- ☐ Private Businesses – 30.2%
- ☐ Public Entity – 10.8%.

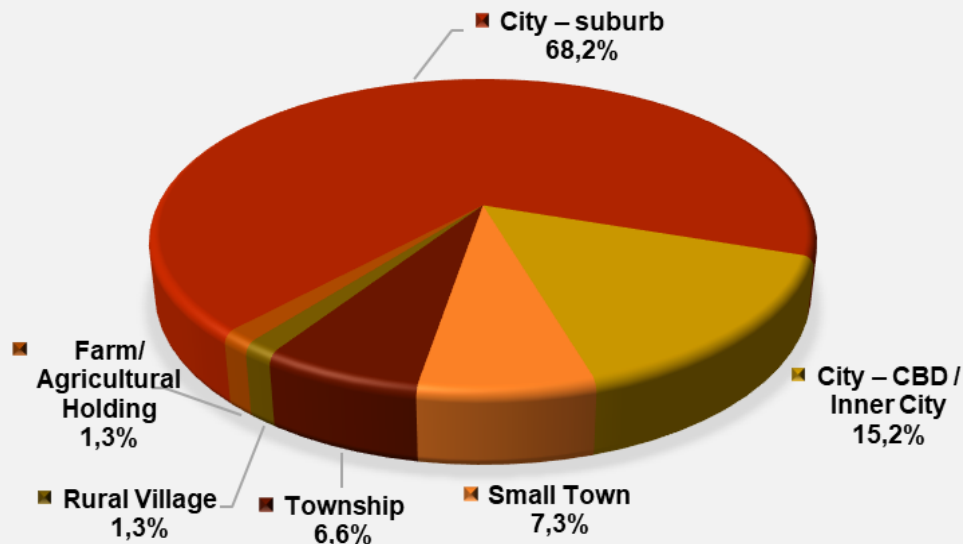
Does the respondent have knowledge on the household or business's security services?



The larger segment of respondents had knowledge on the security services related to the household / business interviewed:

- ☐ Yes – 90.7%%
- ☐ No – 9.3%.

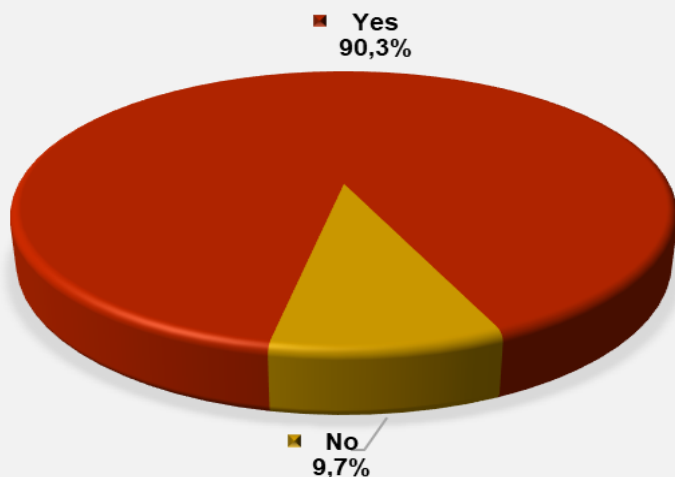
In which type of area does the household live or are the business premises located?



Respondents indicated in which type of area their residential unit or business premises are located:

- City – Suburban Area – 68.2%
- City – Inner City – 15.2%
- Small Town – 7.3%
- Township Area – 6.6%
- Rural Village – 1.3%
- Farm/ Agricultural Holding – 1.3%.

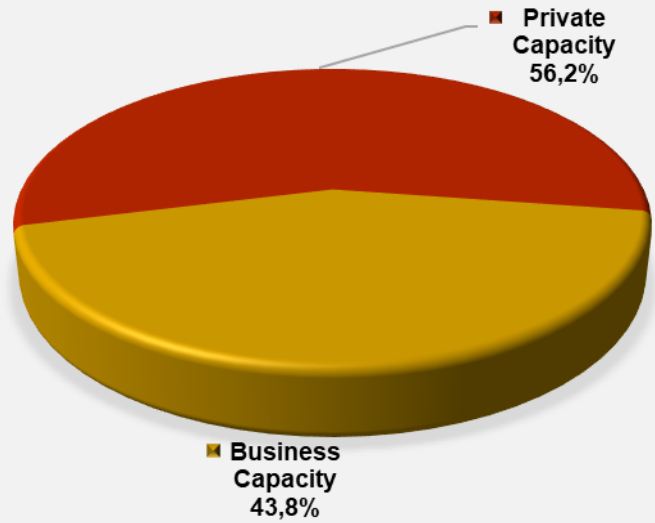
Have you ever had to use the services of a locksmith?



Respondents indicated the following in terms of whether they have ever made use of the services of a locksmith:

- Yes – 90.3%
- No – 9.7%.

Did you use the services of a locksmith in a private or business capacity?



Respondents indicated that they made use of the services of a Locksmith in a:

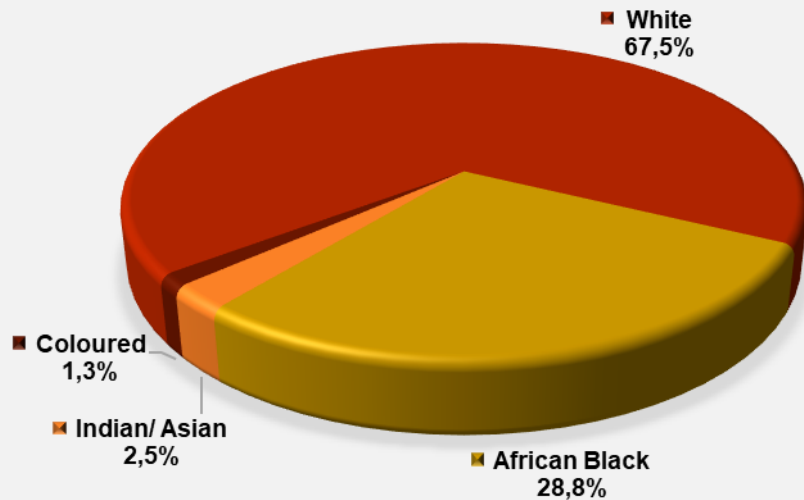
Private Capacity – 56.2%
Business Capacity – 43.8%.



SECTION B - HOUSEHOLD CHARACTERISTICS

- Racial Profile of Respondent**
- Gender Profile of Respondent**
- Age Profile of Respondent**
- Average Household Size**
- Household Description**
- Number of Income Earners in Household**
- Current Employment Status**
- Average Monthly Household Income**
- Vehicle Ownership**

Racial Profile of Respondents

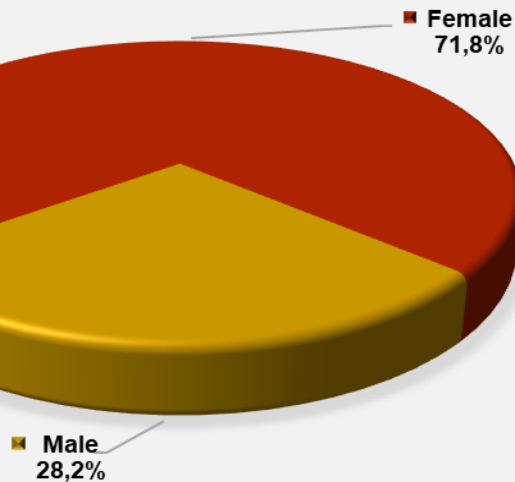


Household Respondents reflected the following Racial Profile:

- White – 67.5%
- African Blacks – 28.8%
- Coloured – 1.3%
- Indian/ Asian – 2.5%.

*the racial distribution of respondents does not correlate with the national racial composition of the country on account of the lower utilisation levels of such services within tribal/ rural and township areas.

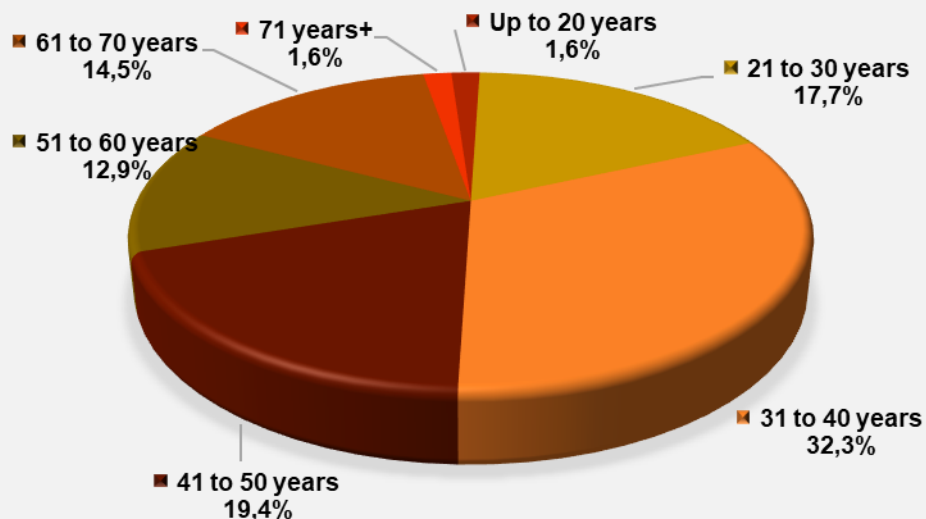
Gender Profile of Respondents



Respondents reflected the following Gender Profile:

- Female – 71.8%**
- Male – 28.2%.

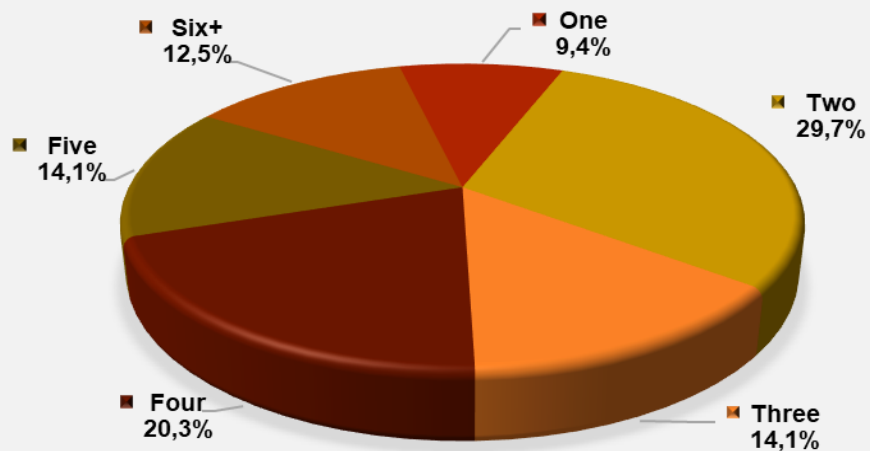
Age Profile of Respondents



Respondents reflected the following age profile:

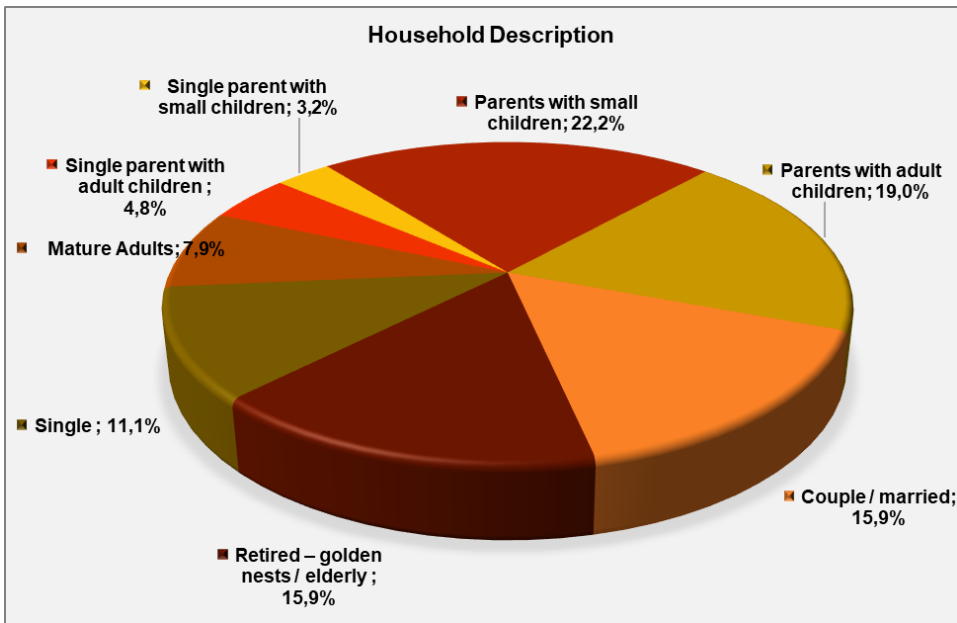
- Up to 20 years – 1.6%
- 21 to 30 years – 17.7%**
- 31 to 40 years – 32.3%**
- 41 to 50 years – 19.4%**
- 51 to 60 years – 12.9%
- 61 to 70 years – 14.5%.

Average Household Size

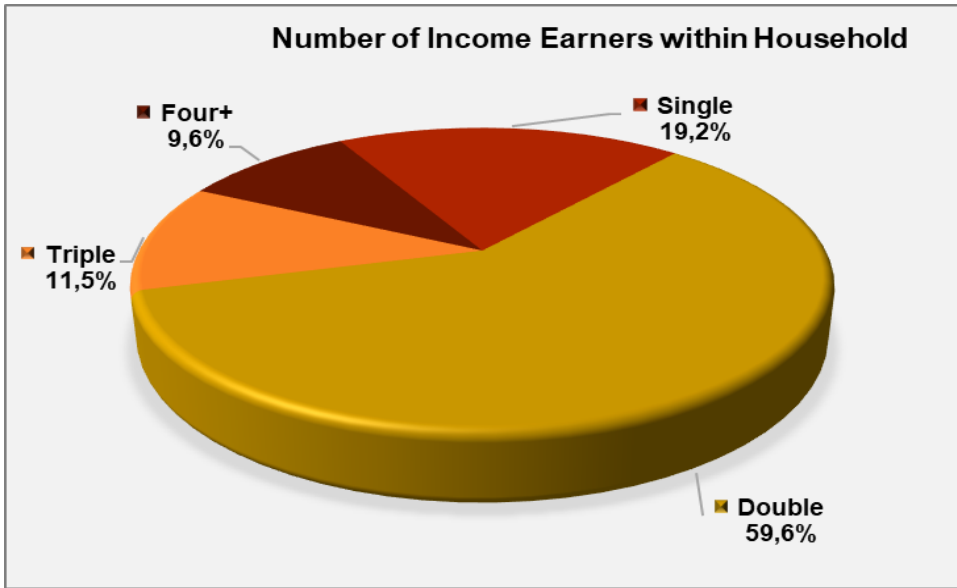


Respondents reflected the following average household sizes:

- One member – 9.4%
- Two members – 29.7%**
- Three members – 14.1%**
- Four members – 20.3%**
- Five members – 14.1%
- Six+ members – 12.5%.

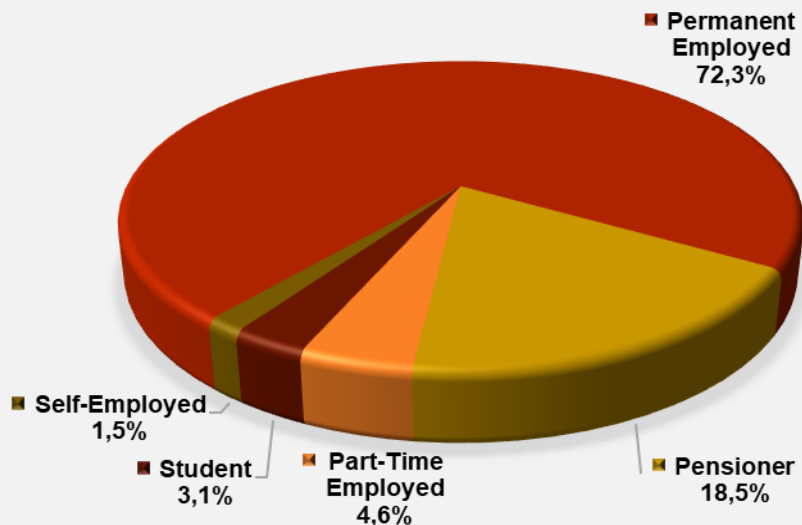


- Respondents indicated the following household descriptions:
- Parents with small children – 22.2%**
 - Parents with adult children – 19.0%**
 - Couple/ Married – 15.9%**
 - Retired – 15.9%**
 - Single – 11.1%**
 - Mature Adults – 7.9%**
 - Single parent with adult children – 4.8%**
 - Single parent with small children – 3.2%.**



- Respondents indicate the following number of breadwinners within their household:
- Single – 19.2%**
 - Double – 59.6%**
 - Triple – 11.5%**
 - Four+ - 9.6%.**

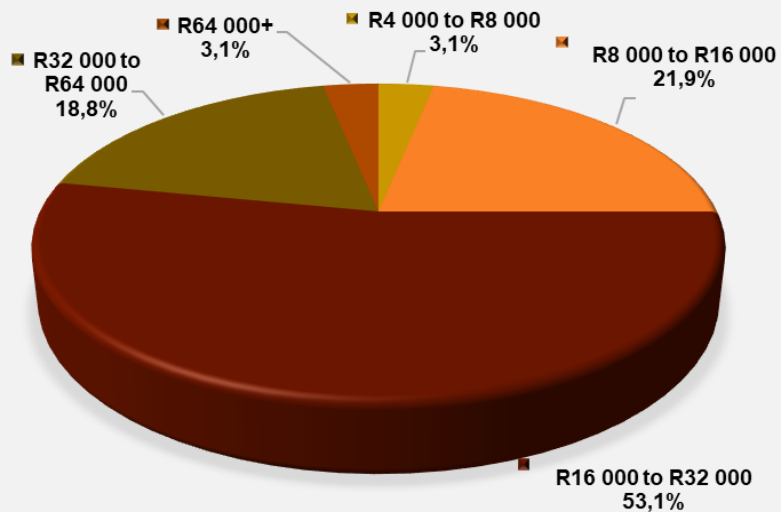
Employment Status of Respondent



Respondents indicated their current employment status:

- Permanently employed – 72.3%**
- Pensioner – 18.5%
- Part-time employed – 4.6%
- Student – 3.1%
- Self-Employed – 1.5%.

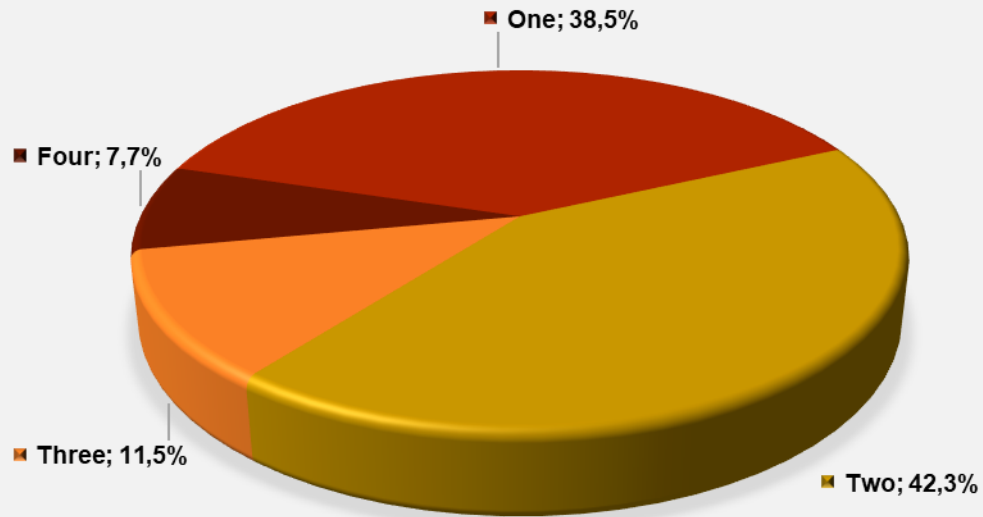
Average Monthly Household Income (Before deductions)



Monthly household income (before deductions):

- R4 000 to R8 000 – 3.1%
- R8 000 to R16 000 – 21.9%**
- R16 000 to R32 000 – 53.1%**
- R32 000 to R64 000 – 18.8%
- R64 000+ - 3.1%.

How many vehicles do you own?



Respondents indicated the following levels of vehicle ownership:

- Single vehicle – 38.5%**
- Two vehicles – 42.3%**
- Three vehicles – 11.5%**
- Four vehicles – 7.7%.**

SUMMARY

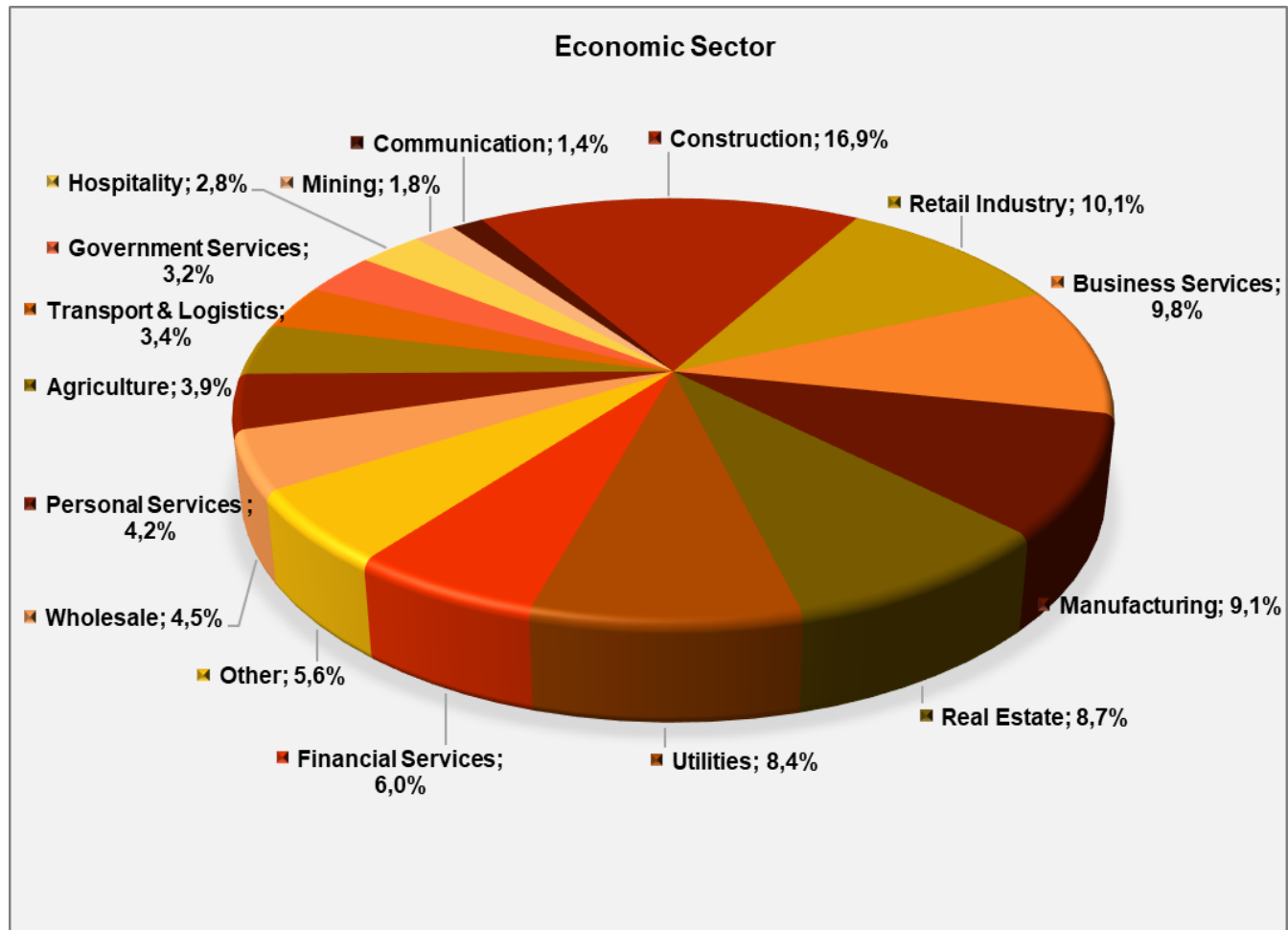
- ❑ Responding households are largely White (67.5%) and African Blacks (28.8%)
- ❑ The racial distribution of respondents does not correlate with the national racial composition of the country on account of the lower utilisation of such services within tribal/ rural and township areas.
- ❑ A higher percentage of females respondents filled in the survey (71.8%)
- ❑ Dominant age bracket of respondents – 21 to 50 years of age (69.4%)
- ❑ Average household size of respondents – 2 to 4 members (64.1%)
- ❑ Dominant household descriptions include:
 - ❖ Parents with small children – 22.2%
 - ❖ Parents with adult children – 19.0%
 - ❖ Couple/ Married – 15.9%
 - ❖ Retired – 15.9%
- ❑ Responding households are largely characterised by double breadwinners (59.6%), employed in permanent positions (72.3%)
- ❑ Responding households reflects middle to higher income consumers (R16 000 to R32 000 per month – 53.1%)
- ❑ Most households owns either two vehicles (42.3%) or one vehicle (38.5%).



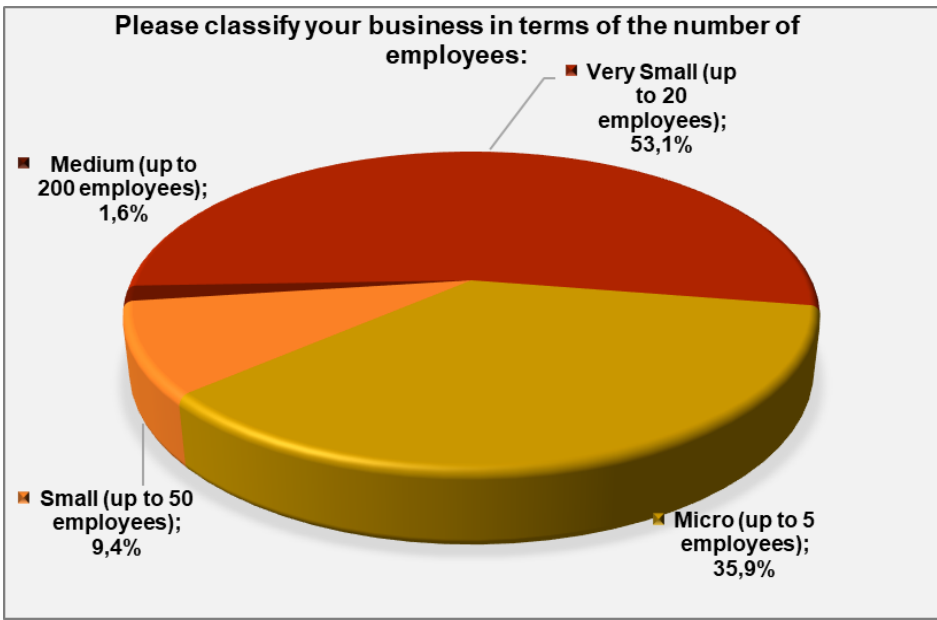
SECTION C – BUSINESS CHARACTERISTICS

- Economic Sector**
- Business Classification in terms of Employment**
- Age of Business**
- Business Location**

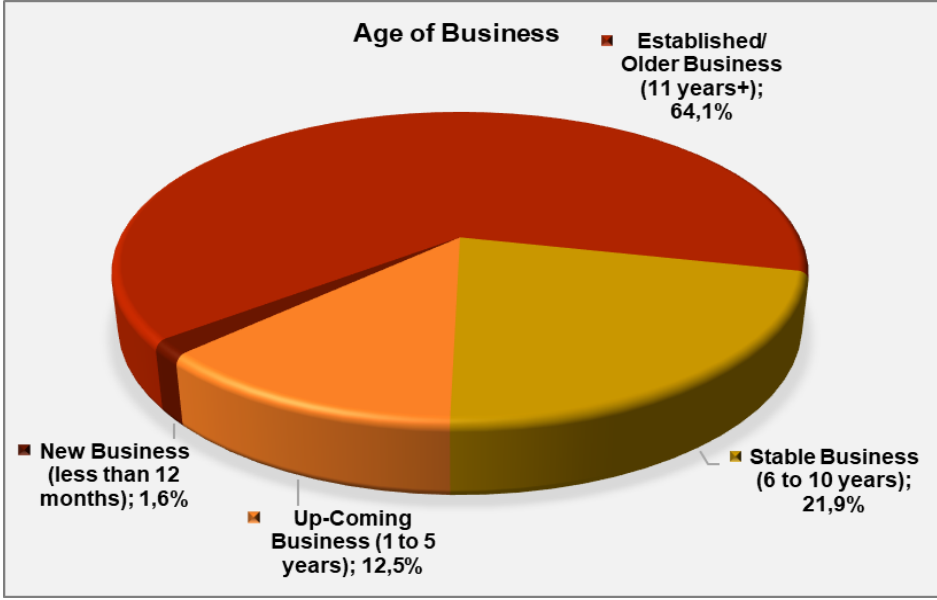
Economic Sector



- Businesses indicated the following sectors their businesses are involved in:
- Construction – 16.9%
 - Retail Industry – 10.1%
 - Business Services – 9.8%
 - Manufacturing – 9.1%
 - Real Estate – 8.7%
 - Utilities – 8.4%
 - Financial Services – 6.0%
 - Other – 5.6%
 - Wholesale – 4.5%
 - Personal Services – 4.2%
 - Agriculture – 3.9%
 - Transport and Logistics – 3.4%
 - Government Services – 3.2%
 - Hospitality – 2.8%
 - Mining – 1.8%
 - Communication – 1.4%.

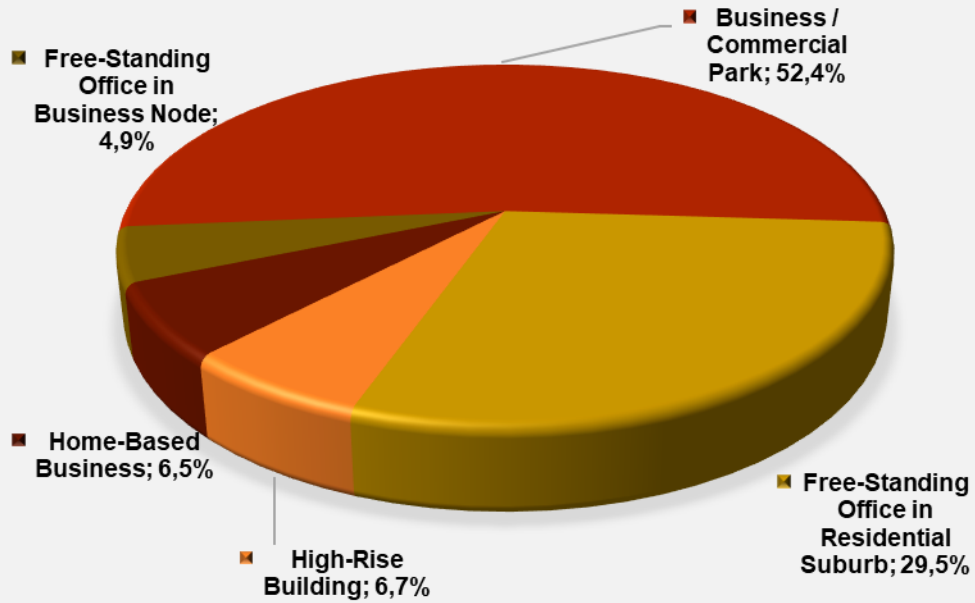


- Businesses classified their businesses according number of employees:
- Very Small (up to 20 employees) – 53.1%**
 - Micro (up to 5 employees) – 35.9%**
 - Small (up to 50 employees) – 9.4%**
 - Medium (up to 200 employees) – 1.6%.**



- Age of businesses:
- Established Business (11 years+) – 64.1%**
 - Stable Business (6 to 10 years) – 21.9%**
 - Up-coming Business (1 to 5 years) – 12.5%**
 - New Business (less than 12 months) – 1.6%.**

In what type of development is your business located?



Businesses indicated that their business operations are located in the following type of developments:

- Business/ commercial parks – 52.4%**
- Free-standing office in residential suburb – 29.5%**
- High-rise building - 6.7%
- Home-based businesses – 6.5%
- Free-standing office in business node – 4.9%.

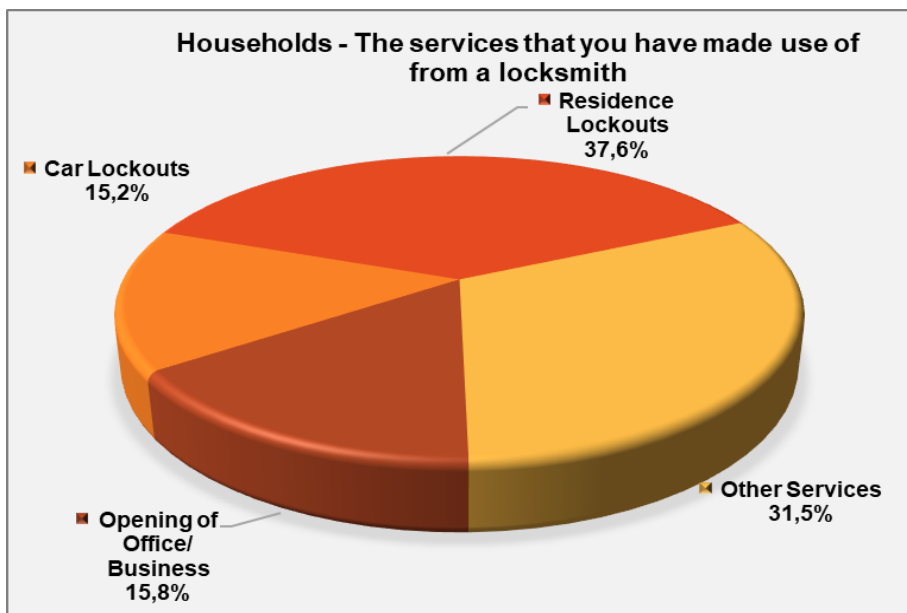
SUMMARY

- ❑ Responding businesses are largely involved in the following economic sectors:
 - ❖ Construction – 16.9%
 - ❖ Retail Industry – 10.1%
 - ❖ Business Services – 9.8%
 - ❖ Manufacturing – 9.1%
 - ❖ Real Estate – 8.7%
 - ❖ Utilities – 8.4%
 - ❖ Financial Services – 6.0%
 - ❖ Other – 5.6%
 - ❖ Wholesale – 4.5%
 - ❖ Personal Services – 4.2%
 - ❖ Agriculture – 3.9%
 - ❖ Transport and Logistics – 3.4%
 - ❖ Government Services – 3.2%
 - ❖ Hospitality – 2.8%
 - ❖ Mining – 1.8%.
- ❑ Responding businesses can be classified as very small (up to 20 employees) 53.1% and micro (up to 5 employees) 35.9%.
- ❑ Despite being small the majority of responding businesses represented established businesses (11years+) 64.1% and stable businesses (6 to 10 years) 21.9%.
- ❑ Responding businesses are primarily located within:
 - ❖ Business/ commercial parks – 52.4%
 - ❖ Free-standing office in residential suburb – 29.5%.

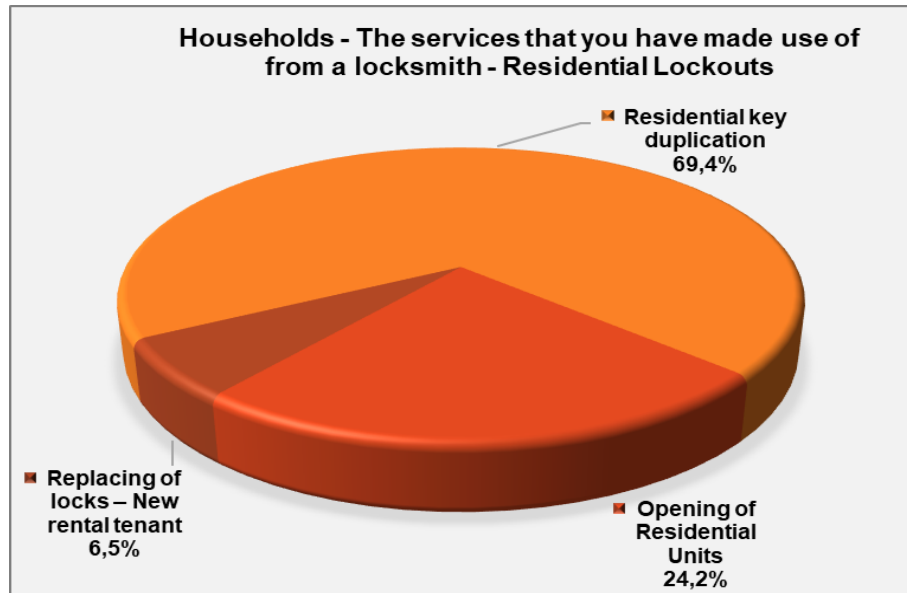
SECTION D – LOCKSMITH SERVICES

HOUSEHOLD RESPONSE

- Indicate the services that you have made use of from a Locksmith
- How did you identify which Locksmith Company to use?
- From your experience, how reliable has the services of the Locksmith Company been?
- Do you think that Locksmiths play a valuable role in keeping your home safe?
- Do you think the fact that a Locksmith can open all safes and locks makes their trade susceptible to abuse?
- Have you ever experienced any dishonest/ corrupt behaviour from a Locksmith?
- How would you rate the affordability of the services offered by a Locksmith?
- Have the costs of the services ever prevented you from making use of a Locksmith?
- Are you aware of any measures in place that holds Locksmiths accountable for their services offered?
- Did you know that by law all Locksmiths operating in South Africa must be registered with the Private Security Industry Regulatory Authority (PSIRA)?
- Do you feel that the Private Security Industry Regulatory Authority (PSIRA) has any influence on the quality of service provided by Locksmiths?

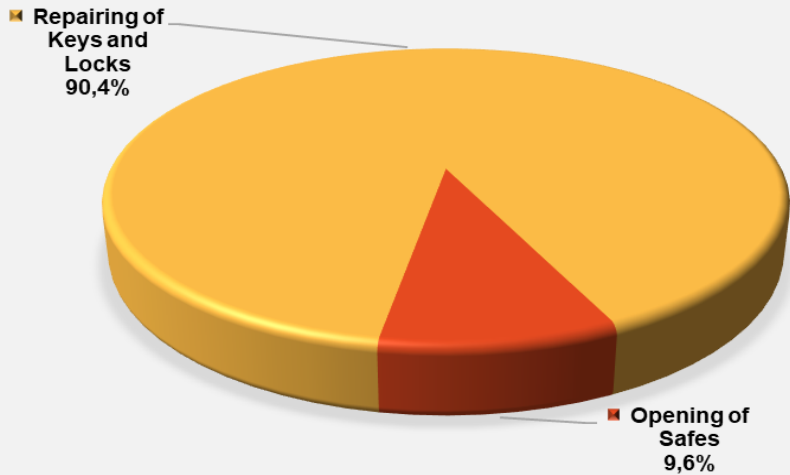


- Households indicated that they have made use of the following main services from Locksmiths:
- ❖ **Residence Lockouts – 37.6%**
 - ❖ **Other Services – 31.5%**
 - ❖ **Openings of Offices/ Businesses – 15.8%**
 - ❖ **Car Lockouts – 15.2%.**



- For residential lockouts the following main services have been used:
- ❖ **Residential key duplication – 69.4%**
 - ❖ **Opening of residential units – 24.2%**
 - ❖ **Replacing of locks for new rental tenant – 6.5%.**

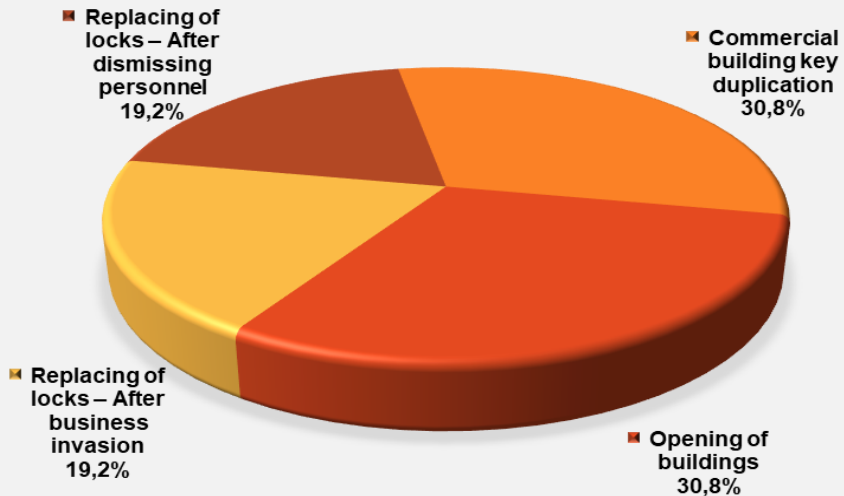
Households - The services that you have made use of from a locksmith - Other Services



❑ In terms of other Locksmith services the following was indicated:

- ❖ **Repairing of keys and locks – 90.4%**
- ❖ **Opening of safes – 9.6%.**

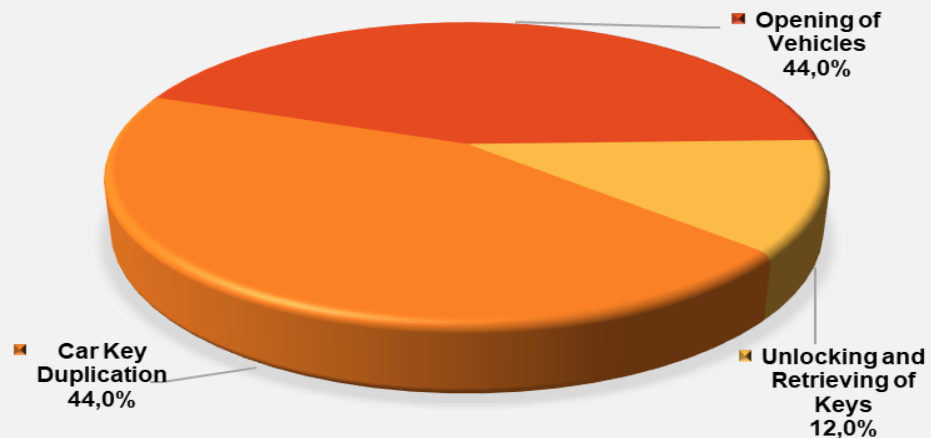
Households - The services that you have made use of from a locksmith - Opening of Other Buildings



❑ In terms of opening other buildings such as offices or business premises:

- ❖ **Commercial building key duplication – 30.8%**
- ❖ **Opening of buildings – 30.8%**
- ❖ **Replacing of locks after business invasion – 19.2%**
- ❖ **Replacing of locks after dismissing personnel – 19.2%.**

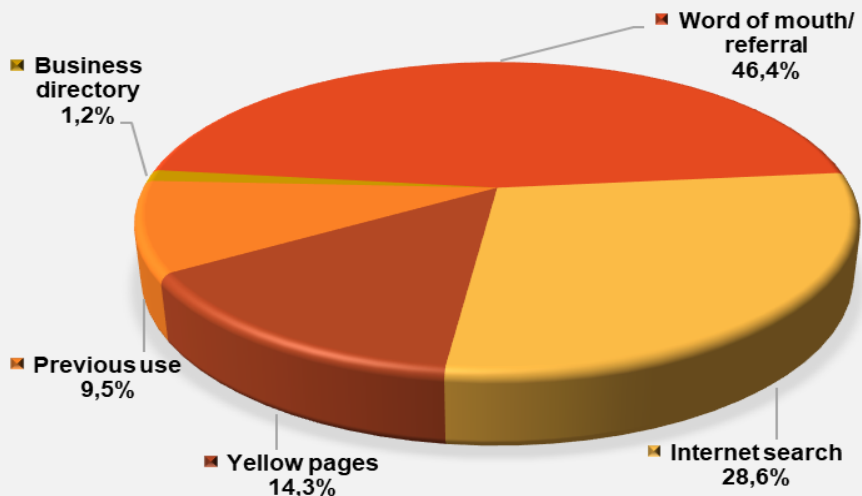
Households - The services that you have made use of from a locksmith - Car Lockouts



☐ In terms of Car Lockouts, the following services were required:

- ❖ Opening of vehicles – 44.0%
- ❖ Car key duplication – 44.0%
- ❖ Unlocking and retrieving of keys – 12.0%.

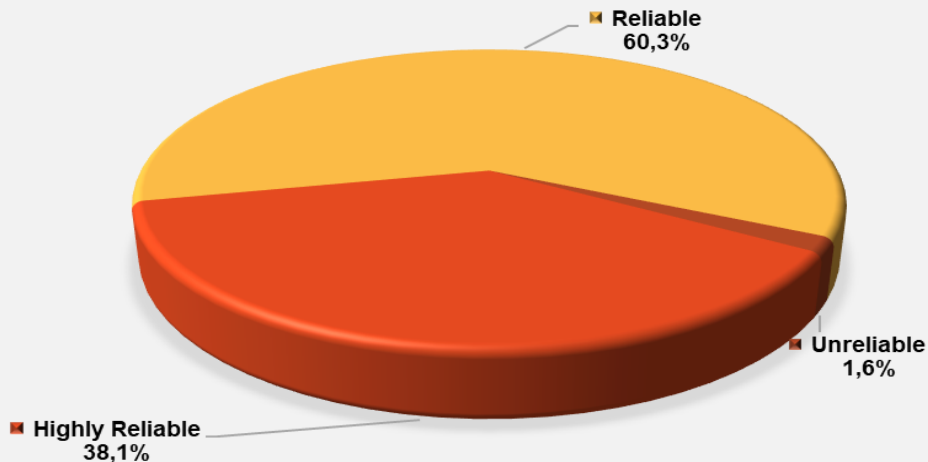
Households - How did you identify which Locksmith company to utilise?



☐ Households indicated that they identified Locksmith Companies via:

- ❖ Word of mouth/ referrals – 46.4%
- ❖ Internet searches – 28.6%
- ❖ Yellow pages – 14.3%
- ❖ Previous use – 9.5%
- ❖ Business directory – 1.2%.

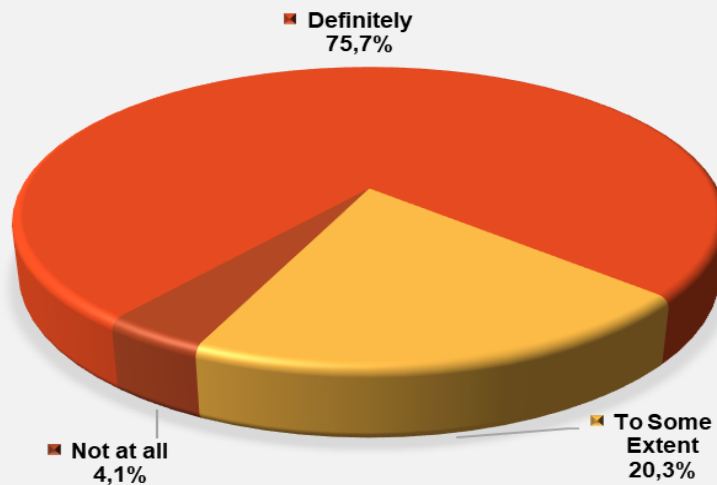
Households - From your experience, how reliable has the services of the Locksmith been?



On the question of how reliable the services of the Locksmith was, the following answers were provided:

- ❖ **Reliable**– 60.3%
- ❖ **Highly Reliable** – 38.1%
- ❖ **Unreliable** – 1.5%.

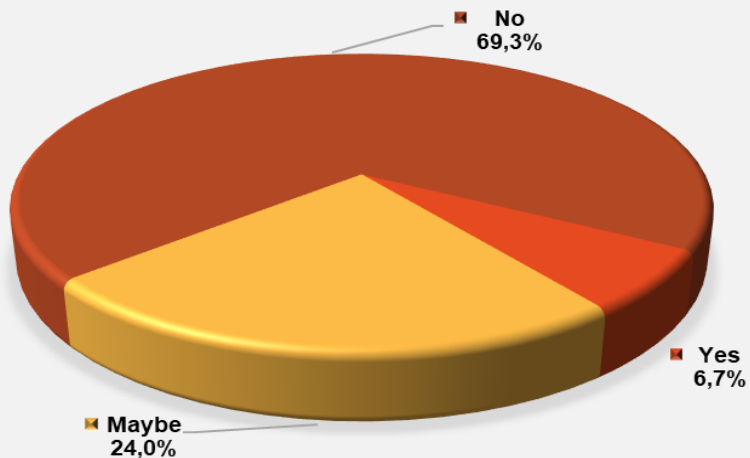
Households - Do you think that locksmiths play a valuable role in keeping your home safe?



Households are of the opinion that locksmiths play a valuable role in keeping their homes safe:

- ❖ **Definitely** – 75.7%
- ❖ **To some extent** – 20.3%
- ❖ **Not at all** – 4.1%.

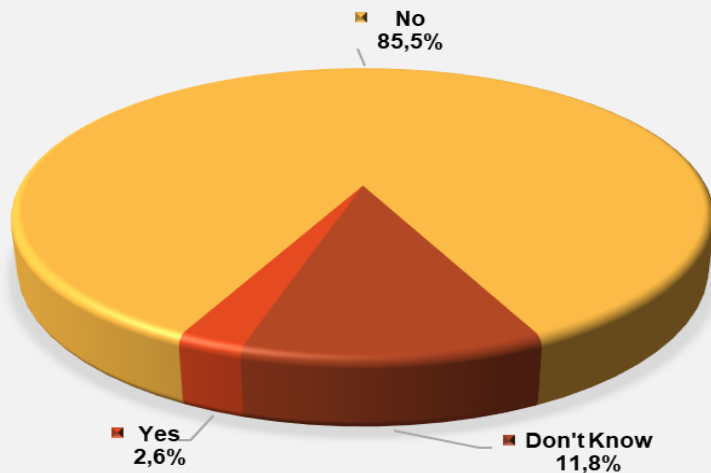
Households - Do you think the fact that a locksmith can open all safes and locks makes their trade susceptible to abuse?



☐ Households responded as follows on the question whether Locksmiths' trade are susceptible to abuse:

- ☐ No – 69.3%
- ☐ Maybe – 24.0%
- ☐ Yes – 6.7%.

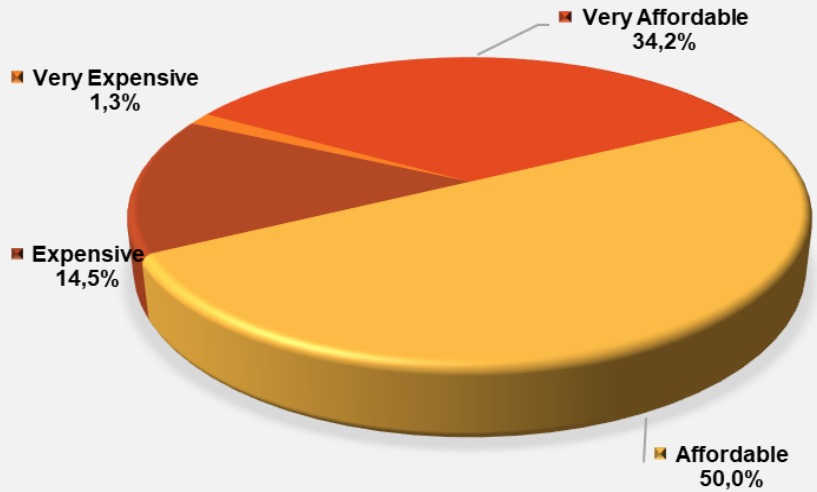
Households - Have you ever experienced any dishonest/ corrupt behaviour from a locksmith?



☐ Households largely have not experienced any dishonest or corrupt behaviour from the locksmith used:

- ❖ No – 85.5%
- ❖ Don't Know – 11.8%
- ❖ Yes – 2.6%.

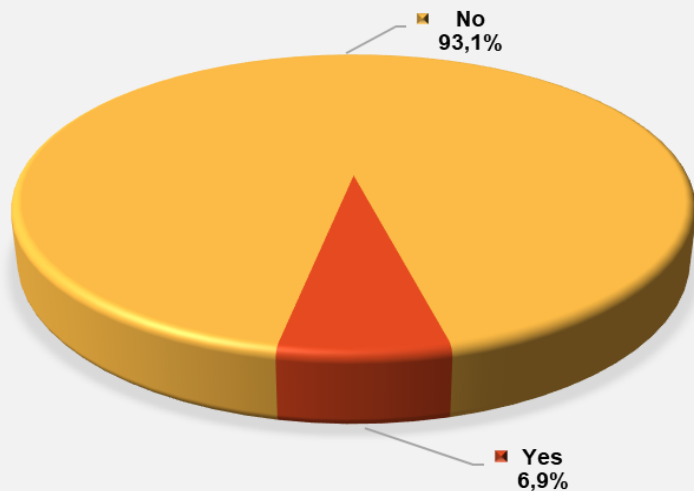
Households - How would you rate the affordability of the services offered by locksmiths?



☐ The affordability of Locksmith services are rated as follows:

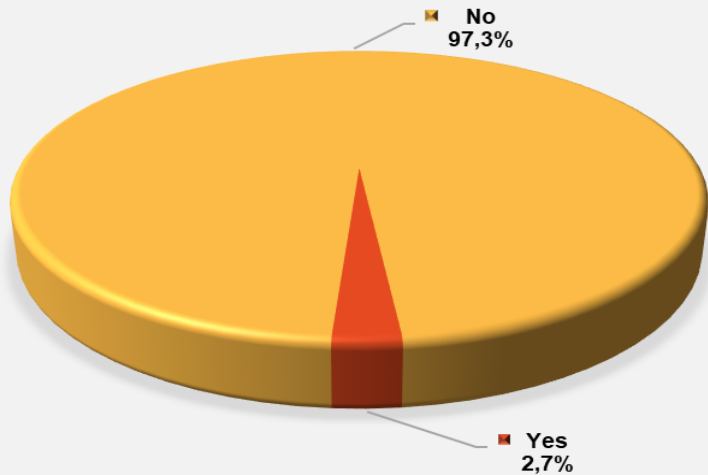
- ❖ Very Affordable – 34.2%
- ❖ Affordable – 50.0%
- ❖ Expensive – 14.5%
- ❖ Very Expensive – 1.3%.

Households - Have the costs of the services ever prevented you from making use of a Locksmith?



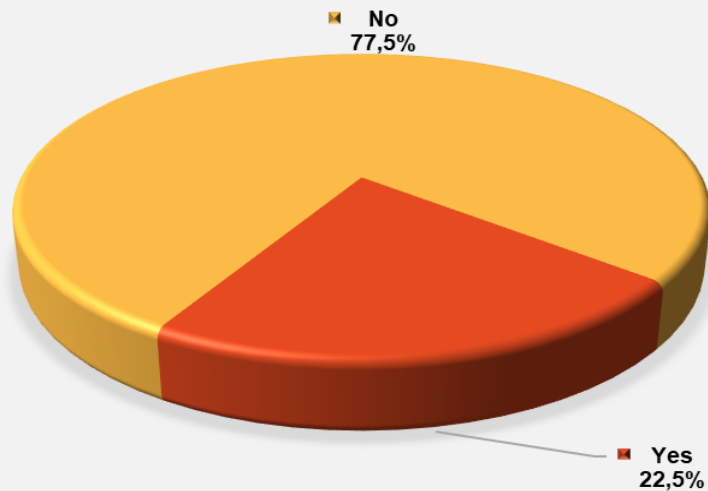
☐ A small segment of households indicated that the costs of Locksmith services have prevented them from making use thereof – 6.9%.

Households - Are you aware of any measures in place that holds locksmiths accountable for their services offered?



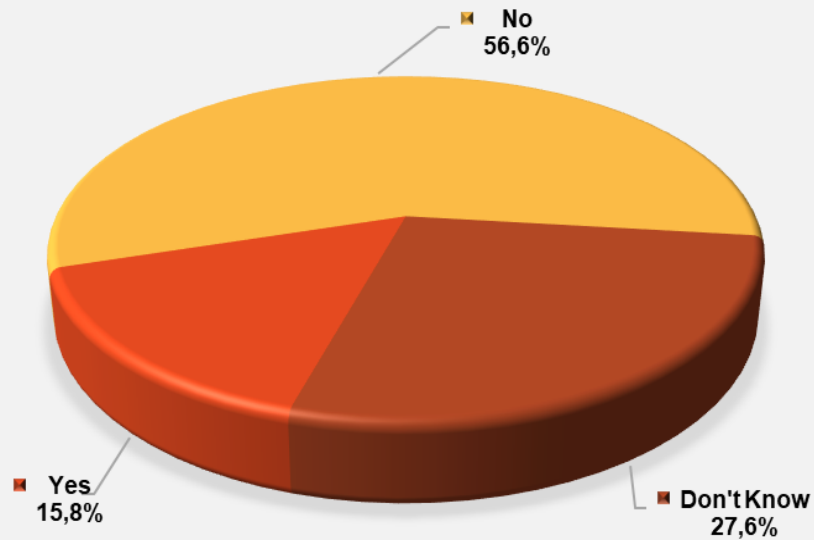
□ ±97% of households indicated that they are not aware of any measures in place that holds locksmiths accountable for their services offered.

Households - Did you know that by law all locksmiths operating in South Africa must be registered with the Private Industry Regulatory Authority (PSIRA)?



□ ±23% of households indicated that they are aware that by law all locksmiths operating in South Africa needs to be registered with PSIRA.

Households - Do you feel that the Private Industry Regulatory Authority (PSIRA) has any influence on the quality of service provided by locksmiths?



- ❑ ±57% of households feel that PSIRA has no influence on the quality of services provided by locksmiths.
- ❑ ±28% of households indicated that they do not know if PSIRA has any influence on the quality of services provided by locksmiths.
- ❑ A total of ±16% of households indicated that they feel PSIRA has some influence on the quality of services provided by locksmiths.

SUMMARY

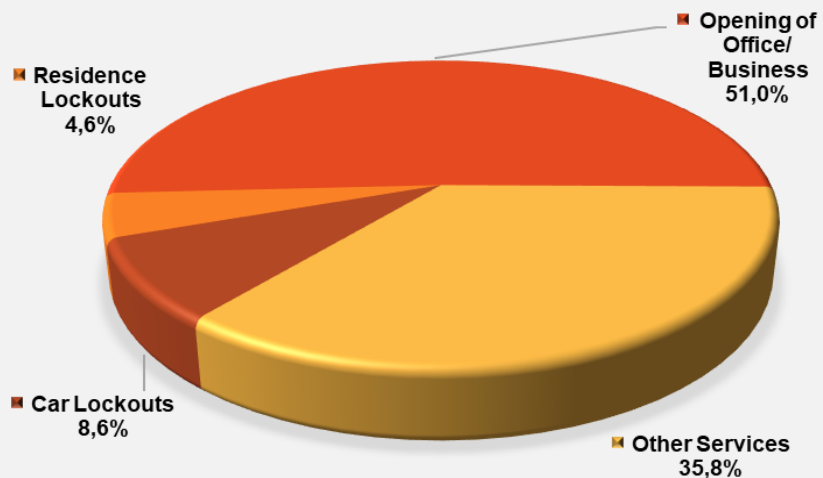
- Households have largely made use of locksmith services for residential purposes (37.6%) and other services (31.5%) .
- In terms of these categories of services the focus was largely on residential key duplication, opening of residential units, repairing of keys and locks and the opening of safes.
- Households identified locksmith companies to use via word of mouth / referrals (46.4%) and internet searches (28.6%).
- Households rated the services offered by the companies as reliable (60.3%) to highly reliable (38.1%).
- ±76% of households indicated that in their opinion locksmiths play a valuable role in keeping their homes safe.
- Households largely do not view the trade as being susceptible to abuse (69.3%).
- ±86% of households has not experienced dishonest or corrupt behaviour from the locksmith companies used.
- Locksmith services are rated as affordable (50.0%) to very affordable (34.2%).
- ±97% of households indicated that they are not aware of any measures in place that holds locksmiths accountable for their services offered.
- ±23% of households indicated that they are aware that by law all locksmiths operating in South Africa needs to be registered with PSIRA.
- ±16% of households indicated that they feel PSIRA has some influence on the quality of services provided by locksmiths.

SECTION D – LOCKSMITH SERVICES

BUSINESS RESPONSE

- Indicate the services that you have made use of from a Locksmith
- How did you identify which Locksmith Company to use?
- From your experience, how reliable has the services of the Locksmith Company been?
- Do you think that Locksmiths play a valuable role in keeping your business safe?
- Do you think the fact that a Locksmith can open all safes and locks makes their trade susceptible to abuse?
- Have you ever experienced any dishonest/ corrupt behaviour from a Locksmith?
- How would you rate the affordability of the services offered by a Locksmith?
- Have the costs of the services ever prevented you from making use of a Locksmith?
- Are you aware of any measures in place that holds Locksmiths accountable for their services offered?
- Did you know that by law all Locksmiths operating in South Africa must be registered with the Private Security Industry Regulatory Authority (PSIRA)?
- Do you feel that the Private Security Industry Regulatory Authority (PSIRA) has any influence on the quality of service provided by Locksmiths?

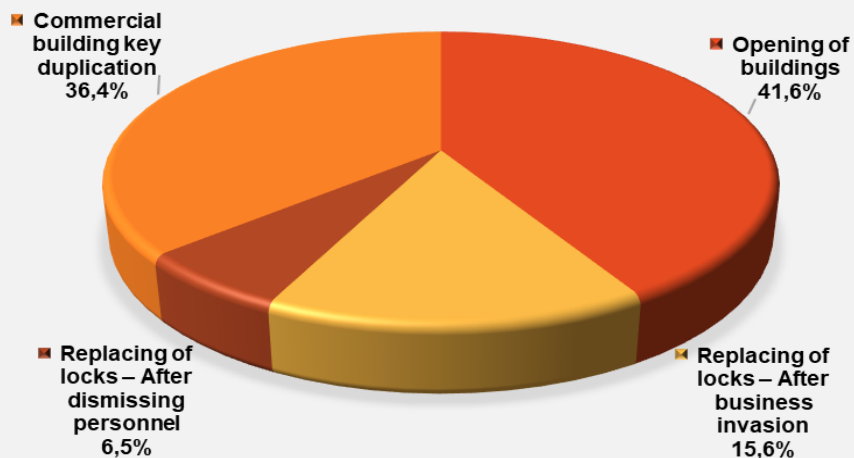
Business - The services that you have made use of from a locksmith



Business Respondents indicated that they have made use of the following main services from Locksmiths:

- ❖ **Openings of Offices/ Businesses – 51.0%**
- ❖ **Other Services – 35.8%**
- ❖ Car Lockouts – 8.6%
- ❖ Residence Lockouts – 4.6%.

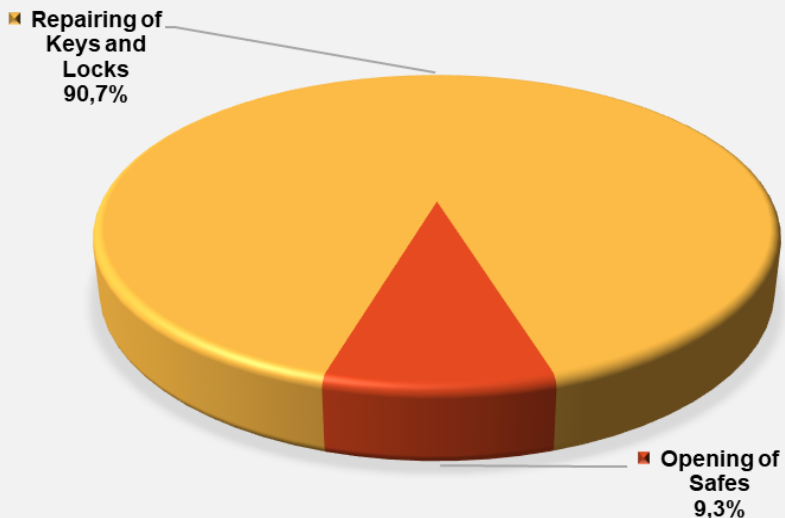
Business - The services that you have made use of from a locksmith - Opening of Other Buildings



Services used in terms of opening offices or business premises:

- ❖ **Opening of buildings – 41.6%**
- ❖ **Commercial building key duplication – 36.4%**
- ❖ Replacing of locks after business invasion – 15.6%
- ❖ Replacing of locks after dismissing personnel – 6.5%.

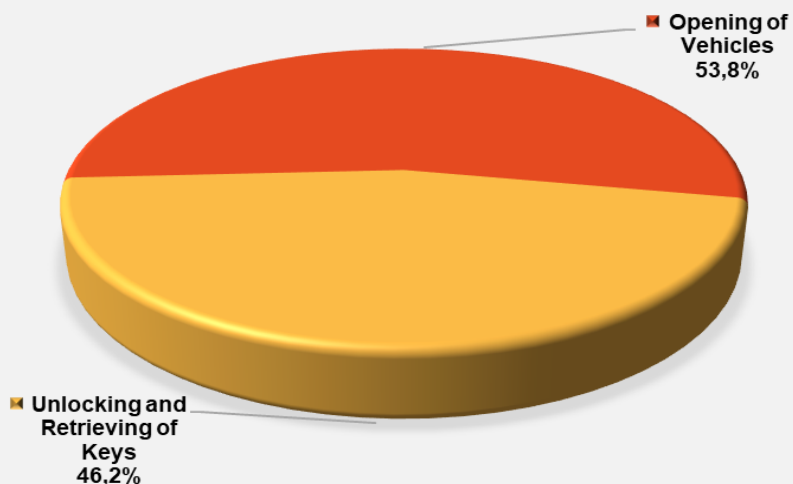
Business - The services that you have made use of from a locksmith - Other Services



❑ In terms of other Locksmith services the following was indicated:

- ❖ **Repairing of keys and locks – 90.7%**
- ❖ **Opening of safes – 9.3%.**

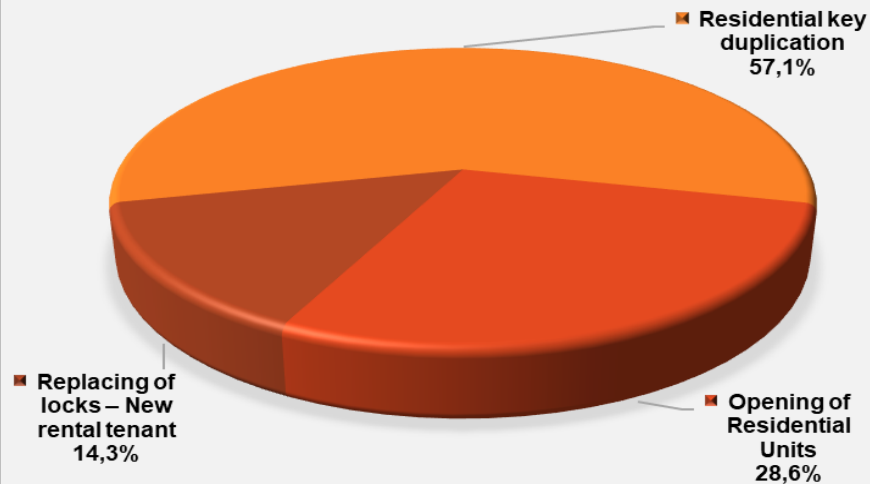
Business - The services that you have made use of from a locksmith - Car Lockouts



❑ In terms of car lockouts the following services were used:

- ❖ **Opening of vehicles – 53.8%**
- ❖ **Unlocking and retrieving of keys – 46.2%.**

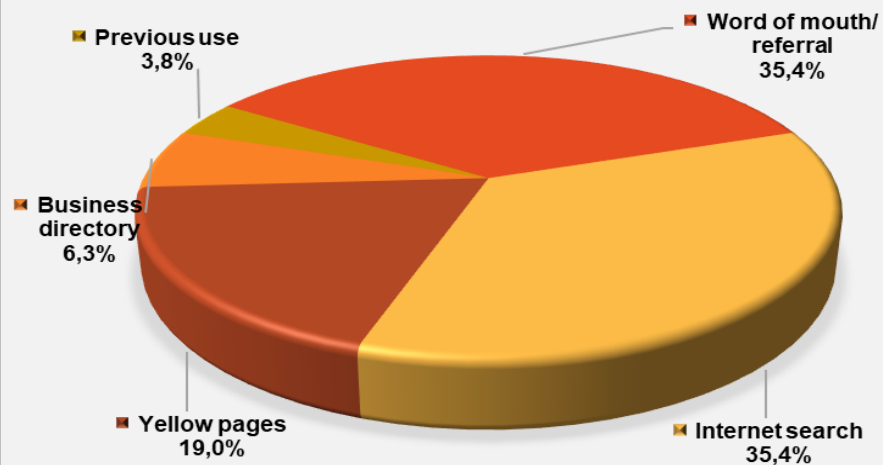
Business - The services that you have made use of from a locksmith - Residential Lockouts



❑ For residential lockouts the following main services have been used:

- ❖ Residential key duplication – 57.1%
- ❖ Opening of residential units – 28.6%
- ❖ Replacing of locks for new rental tenant – 14.3%.

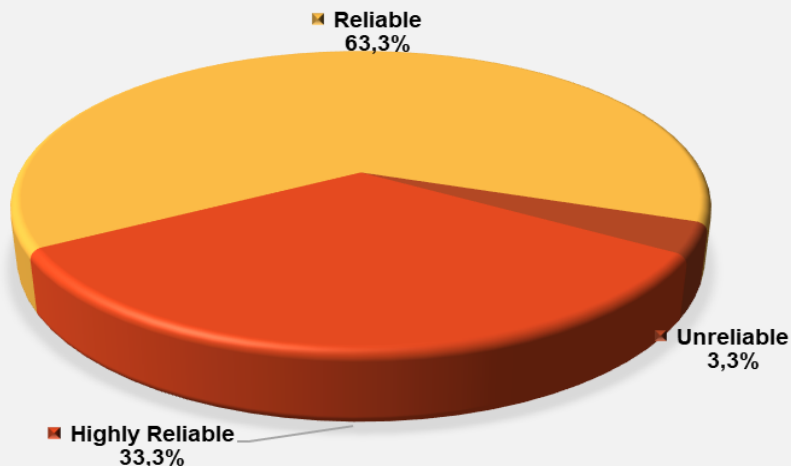
Business - How did you identify which Locksmith company to utilise?



❑ Businesses indicated that they identified Locksmith Companies via:

- ❖ Word of mouth/ referrals – 35.4%
- ❖ Internet searches – 35.4%
- ❖ Yellow pages – 19.0%
- ❖ Business directory – 6.3%
- ❖ Previous use – 3.8%.

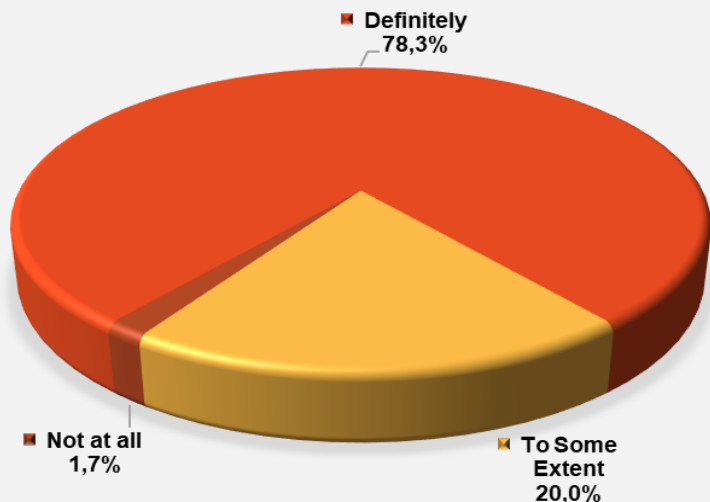
Business - From your experience, how reliable has the services of the Locksmith been?



☐ On the question of how reliable the services of the Locksmith was, the following answers were provided by business respondents:

- ❖ **Reliable – 63.3%**
- ❖ **Highly Reliable – 33.3%**
- ❖ **Unreliable – 3.3%.**

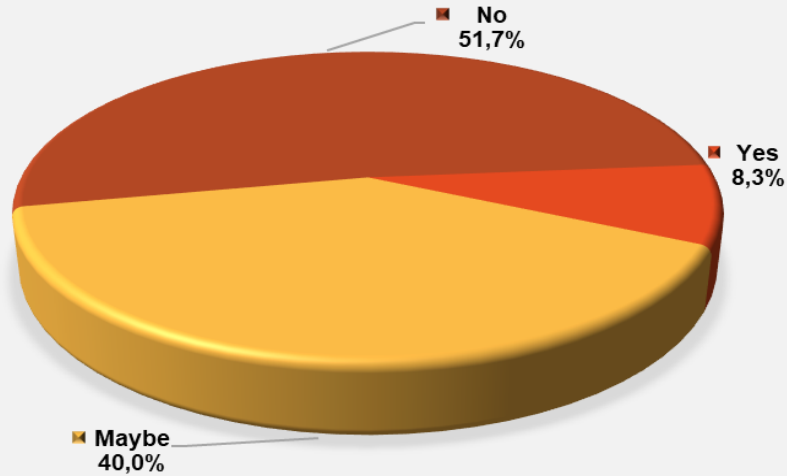
Business - Do you think that locksmiths play a valuable role in keeping your business safe?



☐ Business respondents are of the opinion that locksmiths play a valuable role in keeping their business premises safe:

- ❖ **Definitely – 78.3%**
- ❖ **To some extent – 20.0%**
- ❖ **Not at all – 1.7%.**

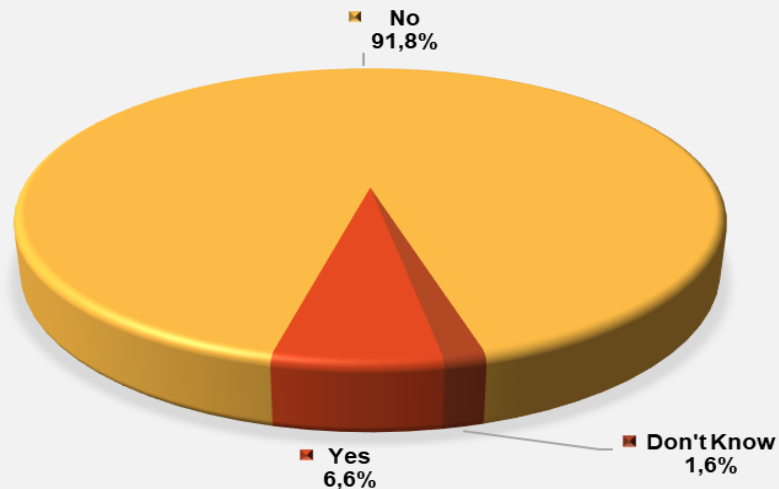
Business - Do you think the fact that a locksmith can open all safes and locks makes their trade susceptible to abuse?



❑ Business responded as follows on the question whether Locksmiths' trade are susceptible to abuse:

- ❖ No – 51.7%
- ❖ Maybe – 40.0%
- ❖ Yes – 8.3%.

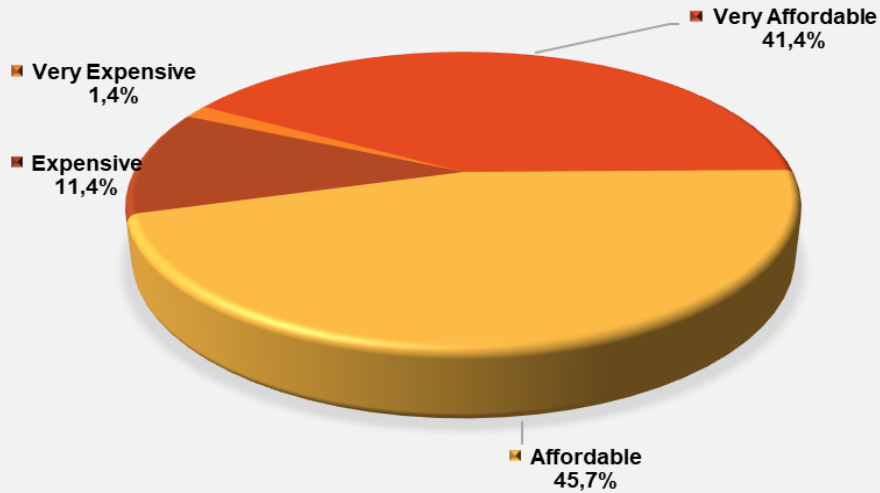
Business - Have you ever experienced any dishonest / corrupt behaviour from a locksmith?



❑ Business respondents in general, have not experienced any dishonest or corrupt behaviour from the locksmith used:

- ❖ No – 91.8%
- ❖ Yes – 6.6%
- ❖ Don't Know – 1.6%.

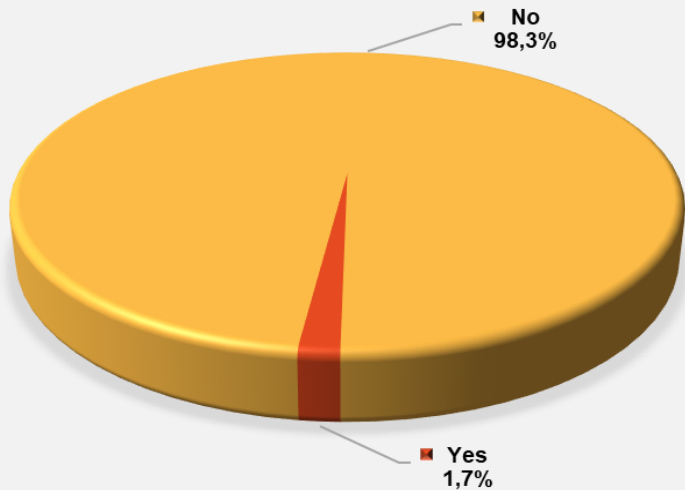
Business - How would you rate the affordability of the services offered by locksmiths?



☐ The affordability of Locksmith services are rated as follows by businesses:

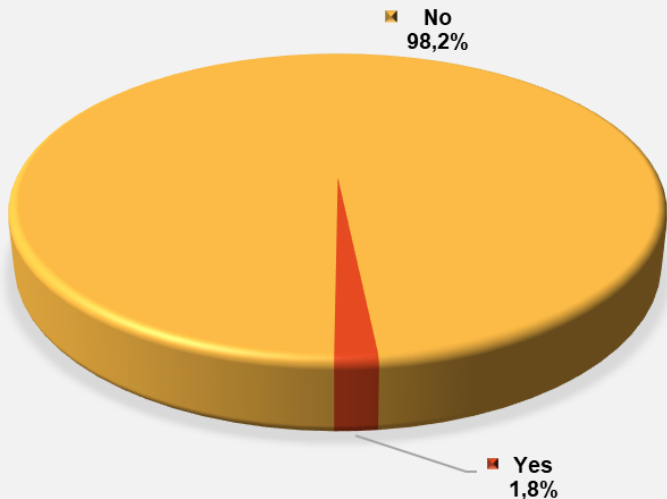
- ❖ **Very Affordable – 41.4%**
- ❖ **Affordable – 45.7%**
- ❖ Expensive – 11.4%
- ❖ Very Expensive – 1.4%.

Business - Have the costs of the services ever prevented you from making use of a Locksmith?



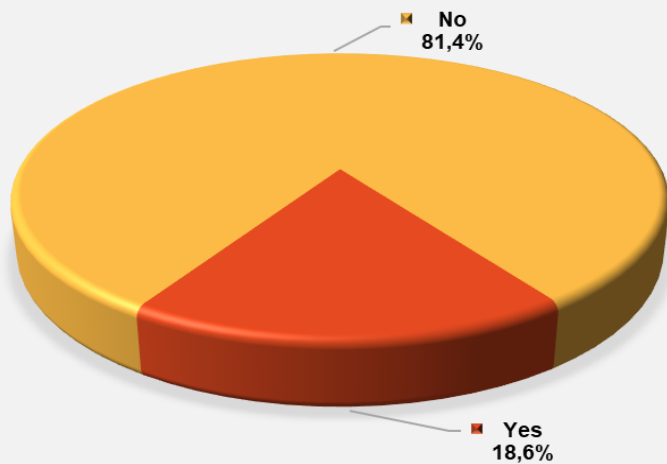
☐ ±2% of responding businesses indicated that the costs of Locksmith services have prevented them from making use thereof.

Business - Are you aware of any measures in place that holds locksmiths accountable for their services offered?



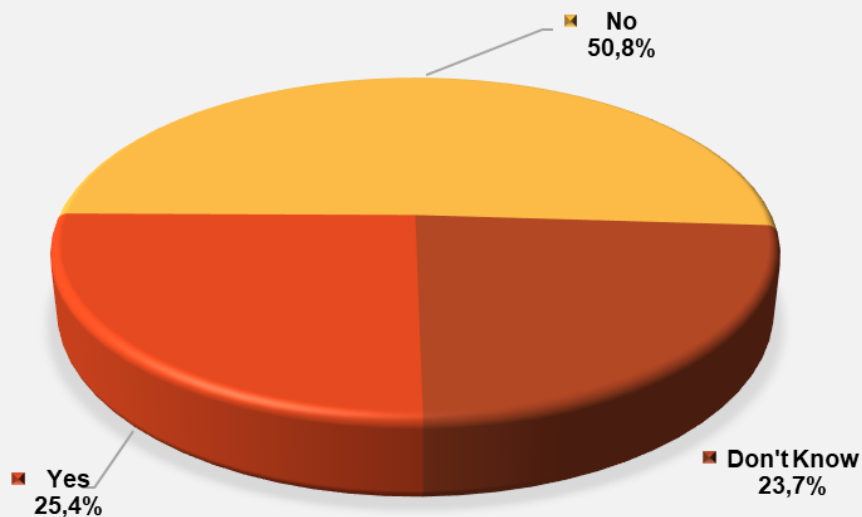
□ ±98% of businesses indicated that they are not aware of any measures in place that holds locksmiths accountable for their services offered.

Business - Did you know that by law all locksmiths operating in South Africa must be registered with the Private Industry Regulatory Authority (PSIRA)?



□ ±19% of businesses indicated that they are aware that by law all locksmiths operating in South Africa needs to be registered with PSIRA.

Business - Do you feel that the Private Industry Regulatory Authority (PSIRA) has any influence on the quality of service provided by locksmiths?



- ❑ ±51% of businesses feel that PSIRA has no influence on the quality of services provided by locksmiths.
- ❑ ±24% indicated that they do not know if PSIRA has any influence on the quality of services provided by locksmiths.
- ❑ A total of ±25% indicated that they feel PSIRA has some influence on the quality of services provided by locksmiths.

SUMMARY

- Business respondents have largely made use of locksmith services for business purposes (51.0%) and other services (35.8%) .
- In terms of these categories of services the focus was largely on opening buildings, commercial building key duplication, repairing of keys and locks and the opening of safes.
- Businesses selected locksmith companies via word of mouth / referrals (35.4%) and internet searches (35.4%).
- Business respondents rated the services offered by the locksmith companies as reliable (63.3%) to highly reliable (33.3%).
- ±78% of businesses are of the perception that locksmiths play a valuable role in keeping their business premises safe.
- Businesses are not sure if the trade of locksmiths are susceptible to abuse (51.7% indicated no, and 40.0% maybe).
- ±92% of businesses have not experienced dishonest or corrupt behaviour from the locksmith companies used.
- Locksmith services are rated as affordable (45.7%) to very affordable (41.4%) by responding businesses.
- ±98% of businesses indicated that they are not aware of any measures in place that holds locksmiths accountable for their services offered.
- A mere ±19% of responding businesses indicated that they are aware that by law all locksmiths operating in South Africa needs to be registered with PSIRA.
- ±25% of businesses indicated that they feel PSIRA has some influence on the quality of services provided by locksmiths.



SECTION E – SUMMARY AND REMARKS

SUMMARY AND CONCLUDING REMARKS

Services Used:

- Households largely used locksmiths for residential lockouts, repairing of keys and locks and the opening of safes.
- Businesses largely used locksmiths for business lockouts, repair of keys and locks and the opening of safes.
- Mainly used for opening buildings or units and replacing of locks.

Identification of Locksmith Company:

- Households and Business respondents made use of word of mouth / referrals and internet searches to identify Locksmith Companies to use.

Reliability of Services:

- The services offered by Locksmith Companies were rated by households and businesses as reliable to highly reliable, reflecting high levels of satisfaction.

Valuable Role in Keeping Premises Safe:

- Households and businesses are of the opinion that locksmiths play a valuable role in keeping their houses and business premises and buildings safe.

Trade Susceptible to Abuse:

- The larger segment of respondents are of the opinion that the locksmith trade does not make them susceptible to abuse.

CONCLUDING REMARKS

Dishonest/ Corrupt Behaviour:

- Households and businesses indicated that they have not experienced dishonest or corrupt behaviour from locksmiths utilised.

Affordability of Locksmith Services:

- Households and businesses rated the services offered as affordable to very affordable.
- A very small percentage of respondents indicated that the costs associated with locksmiths prevented them from using their services.

Measures in place for Accountability:

- Almost none of the respondents are aware of any measures in place that holds locksmiths accountable for their services offered.

Registration of Locksmiths with PSIRA:

- ±23% of households and ±19% of businesses had knowledge on the fact that locksmiths operating in South Africa are by law obligated to be registered with PSIRA.

PSIRA influence on Quality of Service Provided:

±16% of households and ±25% of businesses felt that PSIRA has any influence on the quality of services provided by the Locksmith Industry.

Overall, locksmith services are widely used by households and businesses nationally. Locksmith services are viewed as affordable and effective, and reliable to very reliable. The industry plays an important role in contributing to the safety of residential units and business premises. The industry appears not to be susceptible to abuse and limited occurrence of corrupt behaviour or dishonesty have been reported by respondents. What is evident is that limited knowledge are reflected on measures holding them accountable for their services. Approximately 20% of respondents had knowledge on the fact that locksmiths need to be registered with PSIRA, and less than 25% of respondents are of the opinion that PSIRA has any influence on the quality of services offered by the industry.

LIST OF SOURCES

- DEMACON MARKET STUDIES. 2017. PSIRA Locksmith Consumer Survey and Analysis.