



SOUTH AFRICA COUNTRY REPORT

– MEDIA AND MARKETING –



COMPILED: SEPTEMBER 2010

REPORT OVERVIEW

Compiled: September 2010
(92 pages)

This report is designed to provide insight into the media consumption, interests and lifestyle of South Africans. This is the perfect reference report for all marketers when creating marketing and media strategies.

The consumer analysis is based on an annual consumer survey among a nationally representative sample of more than 20,000 people - All Media and Products Survey conducted by the South African Advertising Research Foundation.

Some of the key questions the report will help you to answer are:

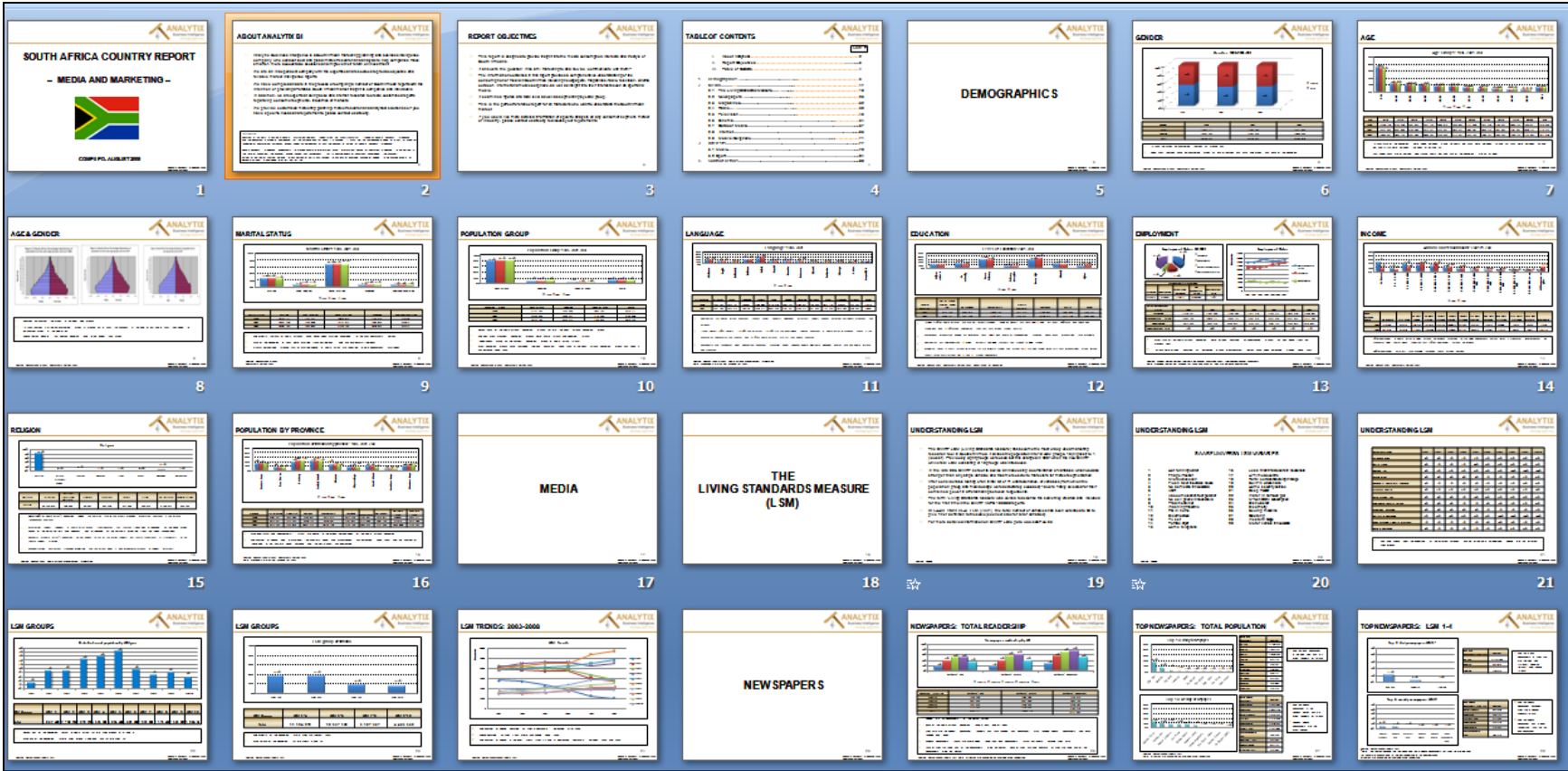
- **How do you engage with South Africans? e.g. lifestyle, culture, internet, sports, music interests**
- **What media do you use to communicate to them? e.g. TV, radio, newspapers, magazines**
- **What are the important consumer trends that should be included in your business strategy?**

The report looks at a national level as well as a detailed segmentation according to gender and affluence (LSM 1-4, 5-7 and 8-10) making it the perfect reference report for anyone who wants to understand how to market to South Africans.

Why purchase this market research report?

- **The report focuses on consumer-based intelligence – the most valuable brand asset**
- **Provides a comprehensive analysis of the “big picture” with consumer/market trends**
- **92 page report with 100+ charts, graphs, tables**
- **Salient points and key insights are highlighted and summarised in comment boxes on each page**

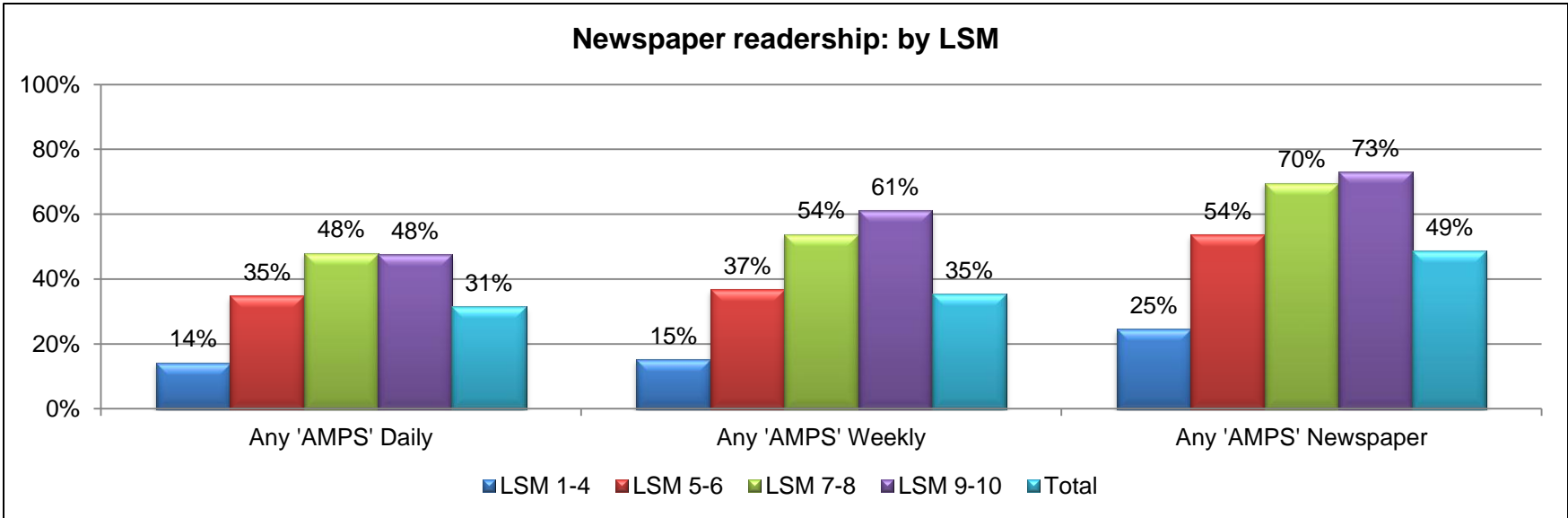
SCREENSHOTS FROM REPORT



92 page report with 120+ charts, graphs, tables and insights

SAMPLE FROM REPORT

NEWSPAPER READERSHIP



Newspaper readership	Any 'AMPS' Daily	Any 'AMPS' Weekly	Any 'AMPS' Newspaper
LSM 1-4	1 594 796	1 709 106	2 754 828
LSM 5-6	3 671 999	3 881 866	5 645 248
LSM 7-8	2 451 959	2 746 798	3 556 365
LSM 9-10	2 125 367	2 730 446	3 265 526
Total	9 844 121	11 068 216	15 221 967

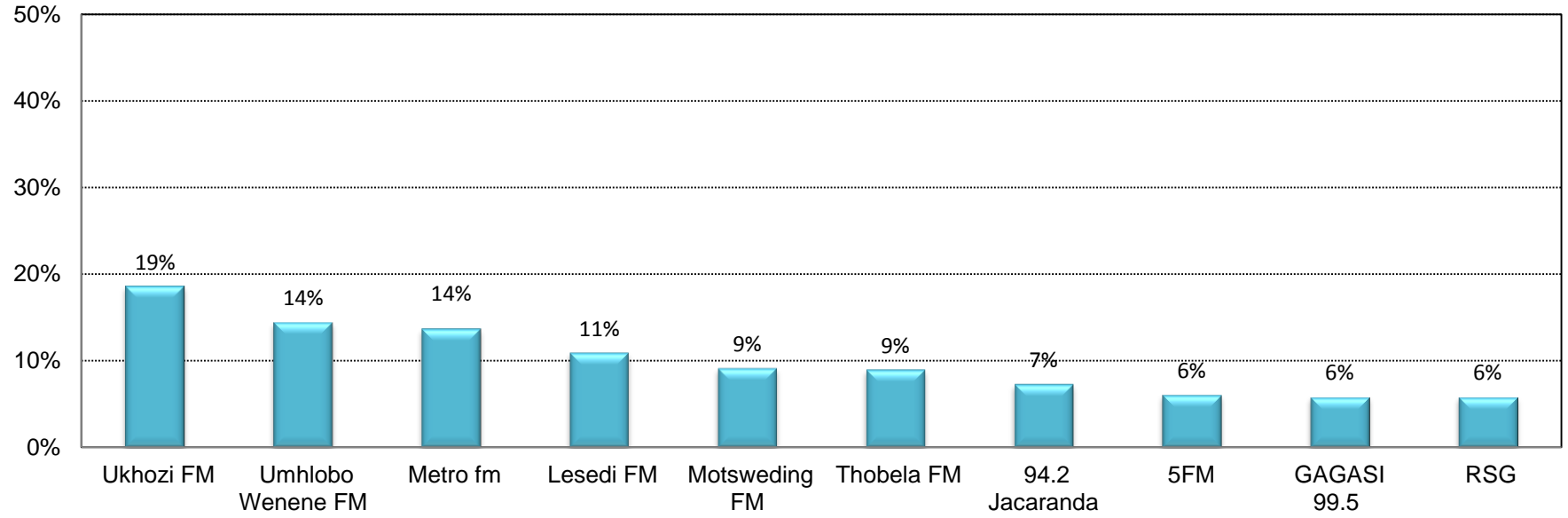
- SAARF lists 52 newspapers in the AMPS survey.
- 49% of the South African population read at least one of them.
- LSM 9-10 are the biggest newspaper readers with 73% reading any newspaper, 61% reading weekly newspapers and 48% reading daily ones.
- Weekly newspapers (35%) are more widely read than daily newspapers (31%) particularly among LSM 9-10.

SAMPLE FROM REPORT

TOP RADIO STATIONS



Top 10 radio stations listened to in past 7 days

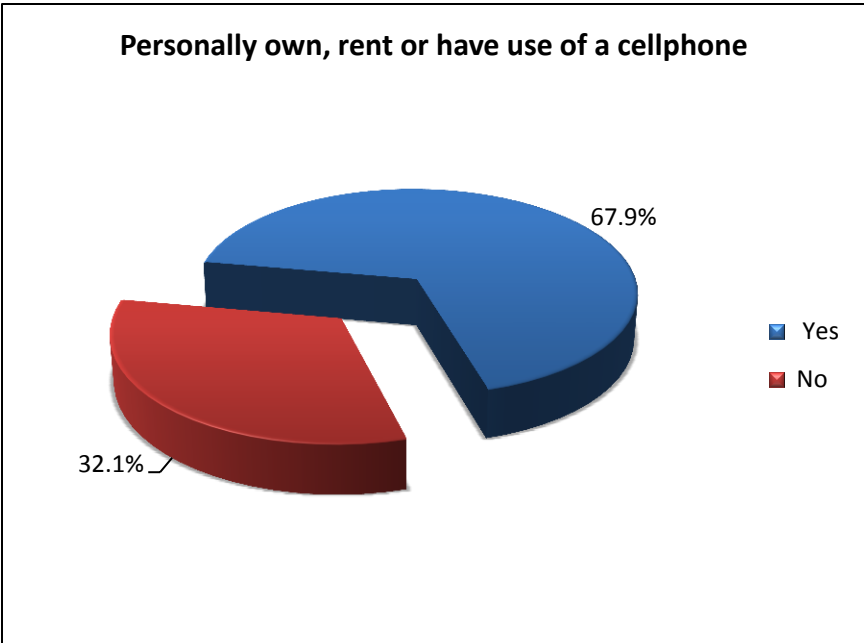


Top 10 Radio stations listened to in past 7 days	Ukhozi FM	Umhlobo Wenene FM	Metro fm	Lesedi FM	Motsweding FM	Thobela FM	94.2 Jacaranda	5FM	GAGASI 99.5	RSG
Number	5 812 253	4 511 925	4 277 446	3 416 117	2 859 526	2 803 384	2 283 314	1 896 802	1 817 485	1 816 487

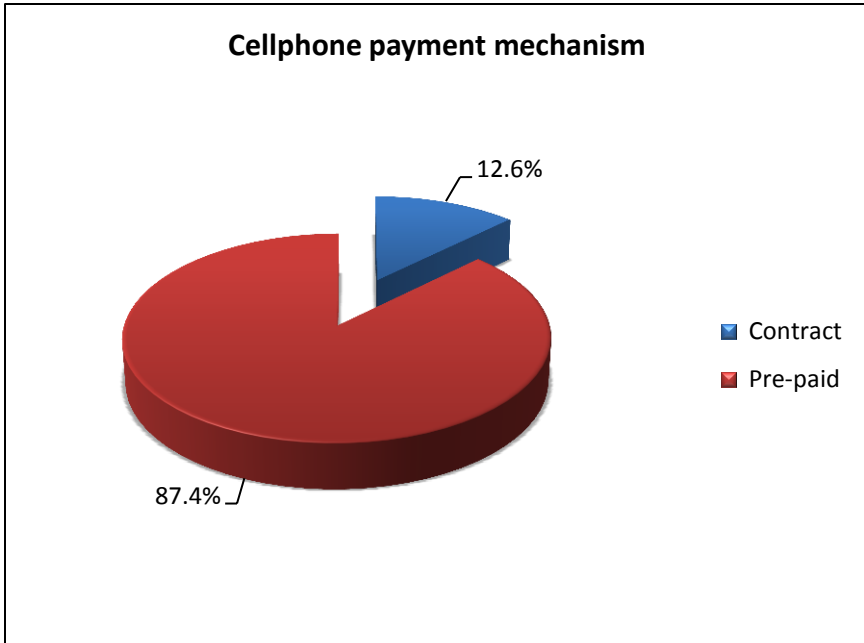
- Ukhozi FM (19%), Umhlobo Wenene (14%) and Metro FM (14%) were the top 10 radio stations listened to in the past 7 days.
- The top 6 radio stations are predominantly targeted at African language speakers, while 5FM (6%) is targeted predominantly at English speakers, and RSG (6%) at Afrikaans speakers.

SAMPLE FROM REPORT

CELLPHONE USAGE



Personally own, rent or have use of a cellphone?	Number
Yes	21,243,512
No	10,061,505

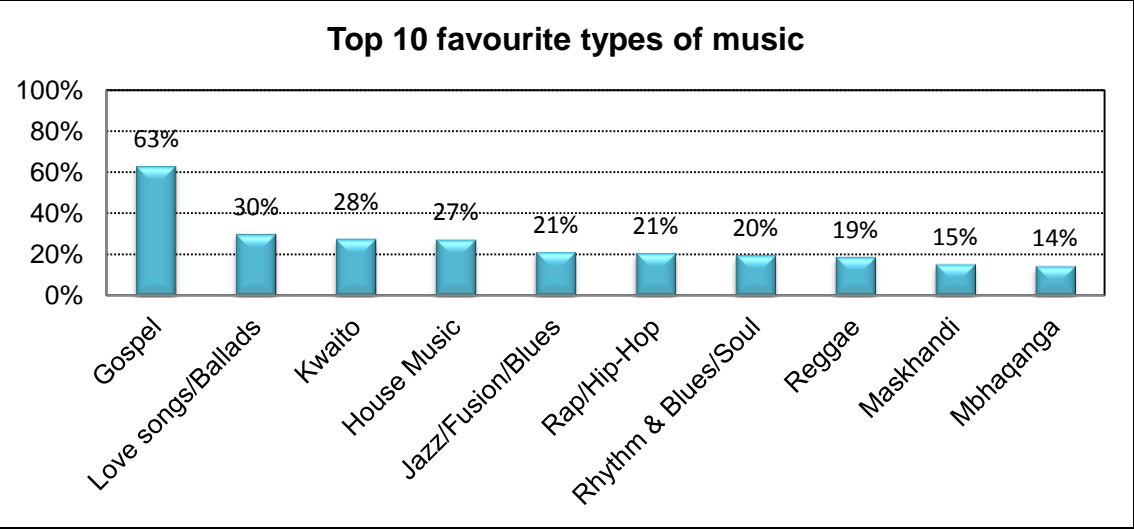


Cellphone payment mechanism	Number
Contract	2,676,922
Pre-paid	18,566,590

- 68% of the South African population own, rent or have use of a cellphone.
- Of the people who own cellphones, 87% use a prepaid payment mechanism and 13% are on contract.

SAMPLE FROM REPORT

FAVOURITE MUSIC



Music Type	Number
Gospel	19,724,390
Love songs/Ballads	9,352,135
Kwaito	8,650,495
House Music	8,523,032
Jazz/Fusion/Blues	6,663,683
Rap/Hip-Hop	6,471,465
Rhythm & Blues/Soul	6,191,088
Reggae	5,887,962
Maskhandi	4,821,613
Mbhaqanga	4,538,352

- Gospel music (63%) has the highest following amongst South Africans, followed by Love songs/ballads (30%).
- Kwaito, a new specifically South African music genre that was developed in the mid 80s has since developed to become the most popular social economical form of representation among the populous with a 28% following amongst South Africans.
- South Africa is also very well known for its Jazz scene, and has produced world-famous jazz musicians, notably Hugh Masekela, Jonas Gwangwa, Abdullah Ibrahim, Miriam Makeba, Jonathan Butler, Chris McGregor, and Sathima Bea Benjamin.
- From the earliest colonial days until the present time, South African music has created itself out of the mingling of local ideas and forms with those imported from outside the country, giving it all a special twist that carries with it the unmistakable flavour of the country.



TABLE OF CONTENTS

1. Demographics (1996; 2001; 2007; 2009)

- 1.1. **South Africa at a Glance:** Size, Population, GDP, Gini Coefficient, Life Expectancy, Human Development Index, Top exports and import goods, Top trading partners
- 1.2. **SA Gender profile:** 1996, 2001, 2007
- 1.3. **SA Age profile:** 1996, 2001, 2007
- 1.4. **Age:** 0-14; 15-19; 20-24; 25-29; 30-34; 35-39; 40-44; 45-49; 50-54; 55-59; 60-64; 65+
- 1.5. **Age and Gender:** Age by gender pyramids
- 1.6. **Marital Status:** Married; living together; never married; widowed; separated/divorced
- 1.7. **Population Group:** Black African; Coloured; Indian or Asian; White
- 1.8. **Language:** English, isiZulu, isiXhosa, isiNdebele, Afrikaans, siSwati, Sepedi, Sesotho, Setswana, Tshivenda and Xitsonga
- 1.9. **Education:** Children under 5; no schooling; some primary school; primary complete; some high school; matric; higher
- 1.10. **Employment Status:** Employed; Unemployed; Not economically active; Unemployment Rate (2001-2007; 2009)
- 1.11. **Income:** No Income; R1-4800; R4801-9600; R9601-19200; R19201-38400; R38401-76800; R76801-153600; R153601-307200; R307201-614400; R614401-1228800; R1228800-2457600; R2457600 +
- 1.12. **Religion:** Christian; African Traditional Religion; Judaism; Hinduism; Islam; Other; No Religion
- 1.13. **Population by Province:** Western Cape; Northern Cape; Eastern Cape; KwaZulu-Natal; Free State; Mpumalanga; Gauteng; Limpopo; North West

TABLE OF CONTENTS

2. Media (2009)

2.1. The Living Standards Measure

- 2.1.1. **Understanding LSM**
- 2.1.2. **LSM Groups: LSM 1-10 (2009)**
- 2.1.3. **LSM Groups: LSM 1-4; 5-6; 7-8; 9-10 (2009)**
- 2.1.4. **LSM Trends: LSM group distribution 2003-2009**

2.2. Newspapers (2009)

- 2.2.1. **Newspapers: Total Readership:** Any newspaper; weekly newspaper; daily newspaper at total level and by LSM
- 2.2.2. **Top Newspapers: Total Population** Daily and weekly newspapers
- 2.2.3. **Top Newspapers: LSM 1-4:** Daily and weekly newspapers
- 2.2.4. **Top Newspapers: LSM 5-6:** Daily and weekly newspapers
- 2.2.5. **Top Newspapers: LSM 7-8:** Daily and weekly newspapers
- 2.2.6. **Top Newspapers: LSM 9-10:** Daily and weekly newspapers

2.3. Magazines (2009)

- 2.3.1. **Magazines: Total Readership:** Any magazine; monthly magazine; weekly magazine
- 2.3.2. **Top Magazines: Total Population:** Weekly, monthly and free magazines
- 2.3.3. **Top Magazines: LSM 1-4:** Weekly, monthly and free magazines
- 2.3.4. **Top Magazines: LSM 5-6:** Weekly, monthly and free magazines
- 2.3.5. **Top Magazines: LSM 7-8:** Weekly, monthly and free magazines
- 2.3.6. **Top Magazines: LSM 9-10:** Weekly, monthly and free magazines

TABLE OF CONTENTS

2.4. Radio (2009)

- 2.4.1 **Total Radio Listenership:** Yesterday; past 7 days; and past 4 weeks at total level and by LSM
- 2.4.2 **Top Radio Stations: Total Population:** Top 10 radio stations listened to in past 7 days
- 2.4.3 **Top Radio Stations: LSM 1-4:** Top radio stations listened to in past 7 days
- 2.4.4 **Top Radio Stations: LSM 5-6:** Top radio stations listened to in past 7 days
- 2.4.5 **Top Radio Stations: LSM 7-8:** Top radio stations listened to in past 7 days
- 2.4.6 **Top Radio Stations: LSM 9-10:** Top radio stations listened to in past 7 days

2.5 Television (2009)

- 2.5.1 **Television: TV Viewership:** Total viewership yesterday, past 7 days, and past 4 weeks at a total level and by LSM
- 2.5.2 **Television: DStv Viewership:** Total viewership yesterday, past 7 days, and past 4 weeks at a total level and by LSM
- 2.5.3 **Top TV Channels: Total Population:** Top terrestrial TV and DStv channels viewed in past 7 days
- 2.5.4 **Top TV Channels: LSM 1-4:** Top terrestrial TV and DStv channels viewed in past 7 days
- 2.5.5 **Top TV Channels: LSM 5-6:** Top terrestrial TV and DStv channels viewed in past 7 days
- 2.5.6 **Top TV Channels: LSM 7-8:** Top terrestrial TV and DStv channels viewed in past 7 days
- 2.5.7 **Top TV Channels: LSM 9-10:** Top terrestrial TV and DStv channels viewed in past 7 days

2.6 Cinema (2009)

- 2.6.1 **Cinema:** Last visit to cinema; number of visits in past 4 weeks
- 2.6.2 **Cinema:** Number of people by LSM who have been to the cinema in the past 4 weeks

TABLE OF CONTENTS

2.7. Outdoor (2009)

- 2.7.1. **Outdoor: Total Population:** Dustbins; trucks; buses; trains; minibus/taxis; trailer ads; bus shelters; stores; billboards
- 2.7.2. **Outdoor: LSM 1-4:** Dustbins; trucks; buses; trains; minibus/taxis; trailer ads; bus shelters; stores; billboards
- 2.7.3. **Outdoor: LSM 5-6:** Dustbins; trucks; buses; trains; minibus/taxis; trailer ads; bus shelters; stores; billboards
- 2.7.4. **Outdoor: LSM 7-8:** Dustbins; trucks; buses; trains; minibus/taxis; trailer ads; bus shelters; stores; billboards
- 2.7.5. **Outdoor: LSM 9-10:** Dustbins; trucks; buses; trains; minibus/taxis; trailer ads; bus shelters; stores; billboards

2.8 Internet (2009)

- 2.8.1. **Internet Usage: Total Population:** Use of Internet; email; Internet bookings; Internet payments
- 2.8.2. **Internet Access: Total Population:** Place of Access; Access at home; Type of connection at home
- 2.8.3. **Internet Usage: LSM 1-6:** Whether they access the Internet (numbers too small for further analysis in this demographic)
- 2.8.4. **Internet Access: LSM 7-8** Place of Access; Access at home; Type of connection at home
- 2.8.5. **Internet Usage: LSM 7-8:** Use of Internet; email; Internet bookings; Internet payments
- 2.8.6. **Internet Access: LSM 9-10** Place of Access; Access at home; Type of connection at home
- 2.8.7. **Internet Usage: LSM 9-10:** Use of Internet; email; Internet bookings; Internet payments

TABLE OF CONTENTS

2.9. Mobile/Cellphone (2009)

- 2.9.1. **Cellphone: Total Population:** Ownership/Use of a cellphone; payment mechanism (contract vs. prepaid)
- 2.9.2. **Cellphone: LSM 1-4:** Ownership/Use of a cellphone; payment mechanism (contract vs. prepaid)
- 2.9.3. **Cellphone: LSM 5-6:** Ownership/Use of a cellphone; payment mechanism (contract vs. prepaid)
- 2.9.4. **Cellphone: LSM 7-8:** Ownership/Use of a cellphone; payment mechanism (contract vs. prepaid)
- 2.9.5. **Cellphone: LSM 9-10:** Ownership/Use of a cellphone; payment mechanism (contract vs. prepaid)

2.10 Music (2009)

- 2.10.1 **Music: Total Population:** Top 10 music types
- 2.10.2 **Music: LSM 1-4:** Top 10 music types
- 2.10.3 **Music: LSM 5-6:** Top 10 music types
- 2.10.4 **Music: LSM 7-8:** Top 10 music types
- 2.10.5 **Music: LSM 9-10:** Top 10 music types

2.11 Sport (2009)

- 2.11.1 **Sport: Total Population:** Top sports (Interested in, Participation; Attendance)
- 2.11.2 **Sport: LSM 1-4:** Top sports (Interested in, Participation; Attendance)
- 2.11.3 **Sport: LSM 5-6:** Top sports (Interested in, Participation; Attendance)
- 2.11.4 **Sport: LSM 7-8:** Top sports (Interested in, Participation; Attendance)
- 2.11.5 **Sport: LSM 9-10:** Top sports (Interested in, Participation; Attendance)

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