



SOUTH AFRICA COUNTRY REPORT

– AN OVERVIEW –



COMPILED: NOVEMBER 2010

REPORT OVERVIEW

**Compiled: November 2010
(84 pages)**

This report is a synthesis of interesting information and statistics on South Africa ranging from history, geography and culture to macroeconomics, politics, geo-demographics and media consumption.

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:

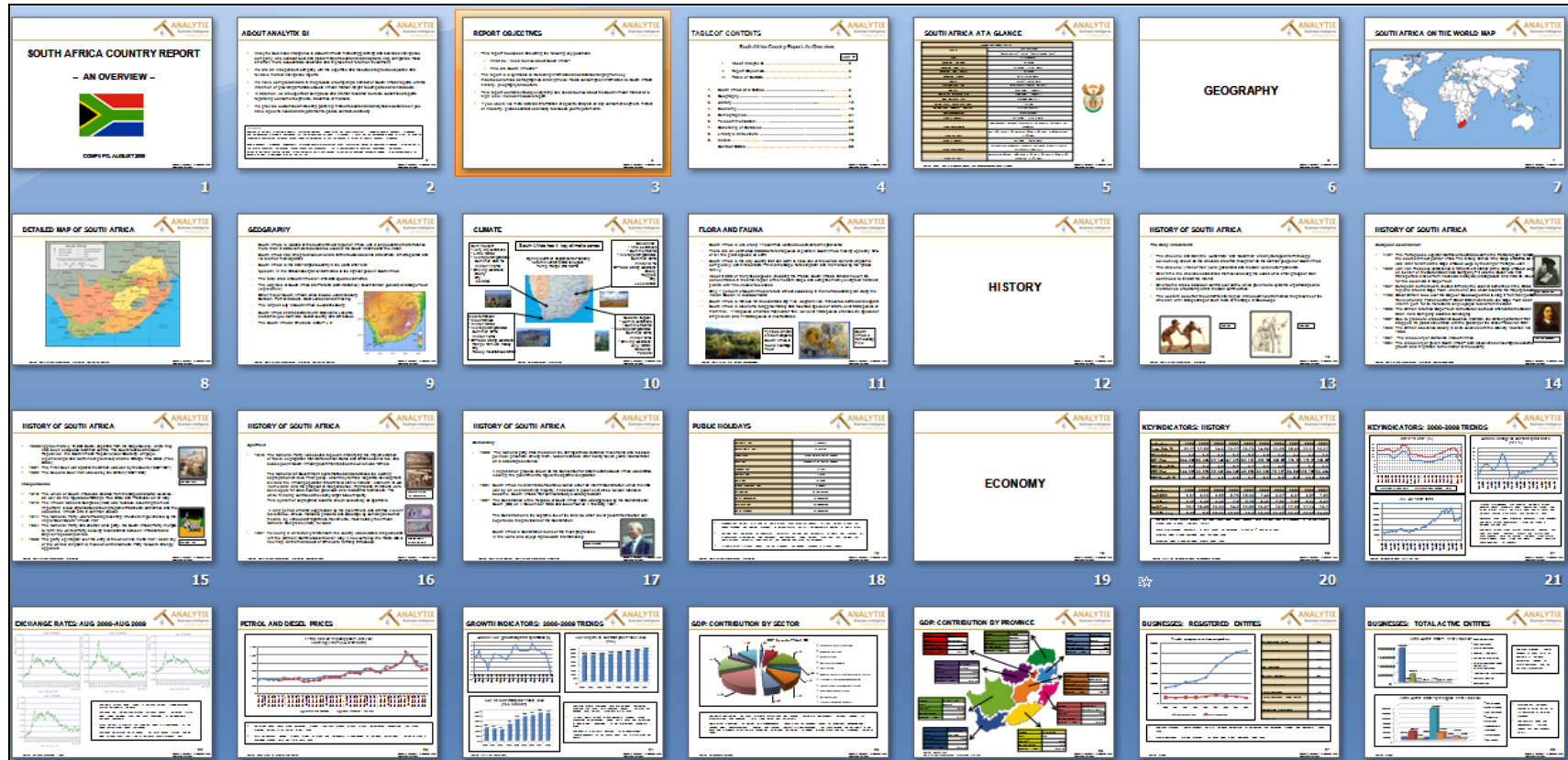
- **Who are South Africans? e.g. age, gender, affluence, geography, history, politics**
- **How do you engage with them? e.g. lifestyle, culture, internet, sports, music interests**
- **What media do you use to communicate to them? e.g. TV, radio, newspapers, magazines**
- **What are the important consumer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

The report contains virtually everything one needs to know about South Africa in one all-inclusive report.

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**
- **84 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



The image displays a grid of 23 screenshots from an 84-page report. The screenshots are arranged in four rows and seven columns, with the last cell empty. Each screenshot shows a different section of the report, including text, tables, maps, and charts. The sections are numbered 1 through 23. The 'REPORT OBJECTIVES' screenshot (3) is highlighted with an orange border. The 'GEOGRAPHY' screenshot (6) shows a world map with South Africa highlighted in red. The 'ECONOMY' screenshot (19) shows a table of economic indicators. The 'GDP CONTRIBUTION BY SECTOR' screenshot (21) shows a pie chart. The 'BUSINESS-REGISTERED ENTITIES' screenshot (22) shows a bar chart. The 'GROWTH INDICATORS: 2000-2009 TRENDS' screenshot (20) shows multiple line graphs. The 'EXCHANGE RATES: AUG 2008-AUG 2009' screenshot (15) shows line graphs for various currencies. The 'PETROL AND DIESEL PRICES' screenshot (16) shows a line graph of fuel prices. The 'PUBLIC HOLIDAYS' screenshot (18) shows a table of public holidays. The 'HISTORY OF SOUTH AFRICA' screenshots (12, 13, 15, 16, 17) show text and images related to the country's history. The 'CLIMATE' screenshot (10) shows a map of South Africa with climate zones. The 'FLORA AND FAUNA' screenshot (11) shows images of South African wildlife. The 'SOUTH AFRICA AT A GLANCE' screenshot (5) shows a table of key statistics. The 'TABLE OF CONTENTS' screenshot (4) shows a list of report sections. The 'ABOUT ANALYTIX BI' screenshot (2) shows text about the company. The 'SOUTH AFRICA COUNTRY REPORT - AN OVERVIEW' screenshot (1) shows the South African flag and the title. The 'SOUTH AFRICA ON THE WORLD MAP' screenshot (7) shows a world map with South Africa highlighted. The 'GEOGRAPHY' screenshot (6) shows a world map with South Africa highlighted.

84 page report with 150+ charts, graphs, tables and insights

SAMPLE FROM REPORT

SOUTH AFRICA AT A GLANCE

REPUBLIC OF SOUTH AFRICA	
Motto	<i>!ke e: kxarra l!ke</i> "Unity in diversity" (literally "Diverse people unite")
Area	1,219,080 km ²
Population (UN 2008)	48.8 million
Population 2010 (Est.)	49.99 million (25th in world)
Population 2001 (Census)	44.8 million
Population growth	0.28 (173rd in world)
Density	39/km ² (170th in world)
Life Expectancy (UN)	Male: 49 years; Female: 50 years
GDP (PPP)	\$505 billion (2009 est.)
GDP (official exchange rate)	\$287 billion (2009 est.)
GDP - per capita (PPP)	\$10,243 (2009 est.)
GDP per capita (nominal)	\$5,823
Gini coefficient (inequality indicator)	57.8 (high inequality)
Human Development	0.683 (medium)
Exports (2009)	R372 billion (42nd in world)
Export commodities (2010)	gold, diamonds, platinum, other metals and minerals, machinery and equipment
Export partners (2010)	China 10.6%, US 10.3%, Japan 9.2%, Germany 8.5%, UK 5.1%, India 4.2%, Netherlands 3.5%, Switzerland 3.3%, Zimbabwe 2.9%, Mozambique 2.7%
Imports (2009)	R387 billion (40th in world)
Import commodities (2010)	machinery and equipment, chemicals, petroleum products, scientific instruments, foodstuffs
Import partners (2010)	China 13.9%, Germany 11.8%, US 7.1%, Japan 5.3%, Saudi Arabia 4.3%, Iran 3.8%, UK 3.8%, India 3.4%, France 3.1%, Angola 2.9%

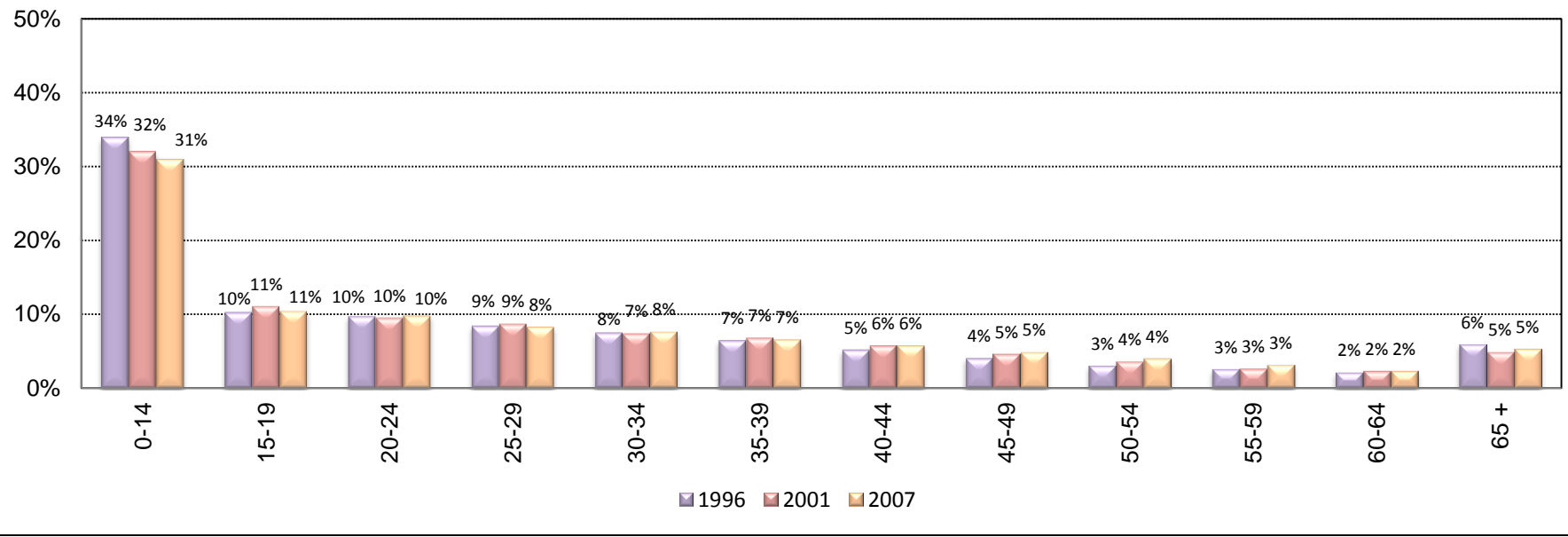


SAMPLE FROM REPORT

AGE PROFILE



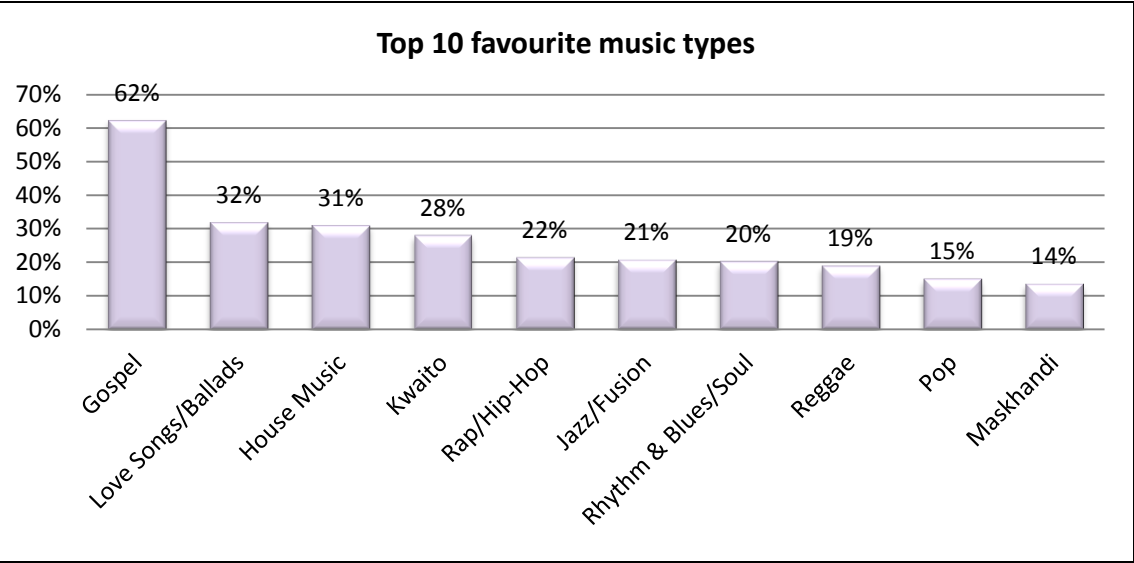
Age Groups: 1996, 2001, 2007



Age	0-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65 +
1996	13 780 210	4 183 880	3 982 645	3 452 278	3 069 629	2 654 043	2 131 860	1 672 336	1 264 881	1 069 173	889 193	2 426 486
2001	14 331 448	4 982 066	4 289 409	3 927 371	3 337 991	3 073 972	2 607 302	2 088 518	1 641 695	1 201 962	1 070 172	2 216 777
2007	15 048 992	5 093 139	4 791 808	4 064 793	3 738 488	3 217 631	2 835 298	2 408 282	1 967 385	1 566 153	1 157 685	2 612 410

- In 2007 31% of the population were aged between 0 and 14 years old, 29% were between 15 - 29, 21% were between 30 - 44, and 12% were between the ages of 45- 60.
- Just under 64% are of working age (15-64 years old) and 5% of the population are 65 or older.

SAMPLE FROM REPORT: FAVOURITE MUSIC TYPES



Music Type	Number
Gospel	20 234 301
Love Songs/Ballads	10 392 769
House Music	10 098 177
Kwaito	9 136 589
Rap/Hip-Hop	7 006 771
Jazz/Fusion	6 789 553
Rhythm & Blues/Soul	6 613 152
Reggae	6 205 808
Pop	4 943 662
Maskhandi	4 460 473

- Gospel music (62%) has the highest following amongst South Africans, followed by Love songs/ballads (32%).
- 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 Beja 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.

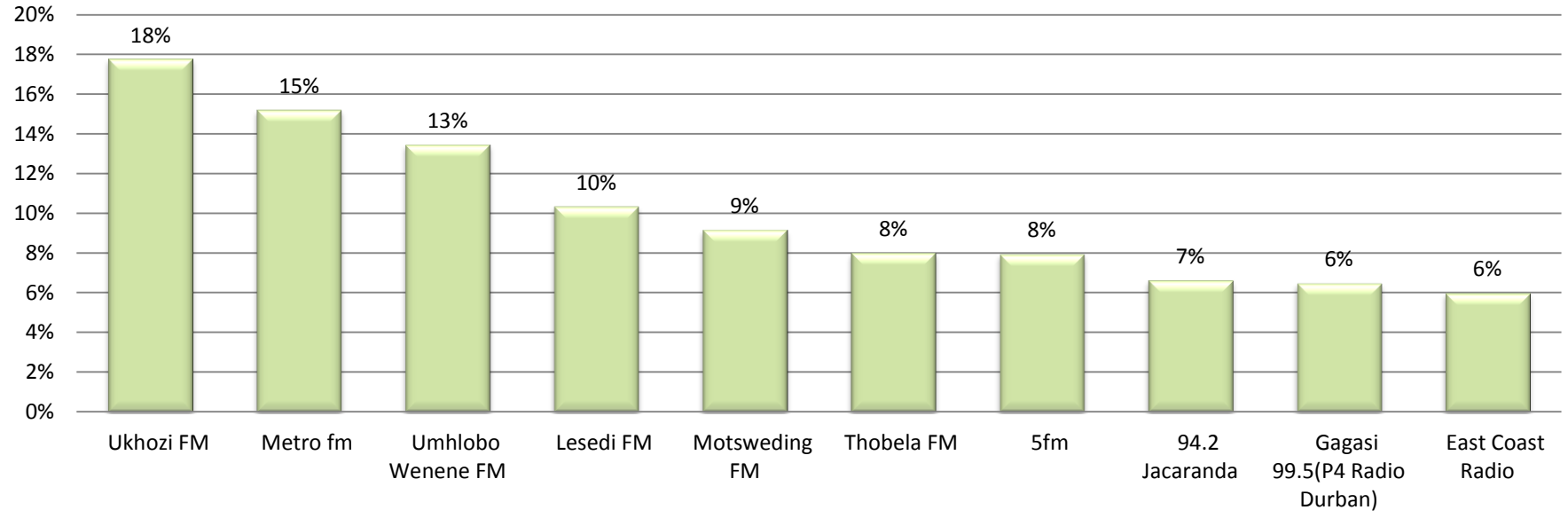


SAMPLE FROM REPORT

RADIO STATIONS IN PAST 7 DAYS



Top 10 Radio Station listened to in the past 7 days



Top 10 Radio stations listened to in past 7 days	Number
Ukhozi FM	5 770 316
Metro fm	4 936 340
Umhlobo Wenene FM	4 368 093
Lesedi FM	3 361 010
Motsweding FM	2 977 128
Thobela FM	2 601 386
5fm	2 580 889
94.2 Jacaranda	2 151 981
Gagasi 99.5(P4 Radio Durban)	2 105 027
East Coast Radio	1 943 930

● Ukhozi FM (18%), Metro FM (15%) and Umhlobo Wenene (13%) were the most listened to radio stations in the past 7 days.

TABLE OF CONTENTS

1. South Africa at a Glance 2010

- 1.1. **Table Summary:** Area; population; population growth; density; life expectancy; GDP; GDP per capita; GNI per capita, Gini coefficient; Human Development Index; exports; export commodities; export partners; imports; import commodities; import partners

2. Geography

- 2.1. **Geography:** area; position; provinces; districts; cities
- 2.2. **Climate:** The four key climatic zones – semi-desert, Mediterranean, coastal tropical, and Savannah
- 2.3. **Flora and Fauna:** indigenous plants; flowers; animals

3. History

- 3.1. **Early Inhabitants:** pre-1487
- 3.2. **European Colonisation:** 1487-early 1900s
- 3.3. **Independence:** 1910-1940s
- 3.4. **Apartheid:** 1948-1980s
- 3.5. **Democracy:** 1990-1997
- 3.6. **Public Holidays:** All national public holidays

TABLE OF CONTENTS

4. Economy

- 4.1. **Key Indicators: History:** Prime Rate %; CPI Inflation; GDP, GDP growth %; GFCF; GFCF growth; Exchange Rates(2000-2009)
- 4.2. **Key Indicators: 2000-2010 Trends:** Interest Rate; CPI %; JSE All Share Index
- 4.3. **Exchange Rates:** November 2009- November 2010
- 4.4. **Petrol and Diesel Prices:** 2001-2009
- 4.5. **Growth Indicators: 2000-2009 Trends:** GDP %; GDP/capita; GDP at constant prices
- 4.6. **GDP:** Contribution by sector
- 4.7. **GDP:** Contribution by province
- 4.8. **Businesses:** Types of registered business entities (2010)
- 4.9. **Businesses:** Total number of registered entities; entities by province (2010)
- 4.10. **Trade Indicators: 2000-2010 Trends:** Imports and Exports; Current Account; Trade Balance
- 4.11. **Exports:** Top 10 Countries 2006-2009
- 4.12. **Exports:** Top 10 Products 2006-2009
- 4.13. **Imports:** Top 10 Countries 2006-2009
- 4.13. **Imports:** Top 10 Products 2006-2009

TABLE OF CONTENTS

- 5. **Demographics** (1996; 2001; 2007)
 - 5.1. **Gender:** Male Female
 - 5.2. **Age:** 0-14; 15-19; 20-24; 25-29; 30-34; 35-39; 40-44; 45-49; 50-54; 55-59; 60-64; 65+
 - 5.3. **Age and Gender:** Age by gender (pyramids)
 - 5.4. **Marital Status:** Married; living together; never married; widowed; separated/divorced
 - 5.5. **Population Group:** Black African; Coloured; Indian or Asian; White
 - 5.6. **Language:** English, isiZulu, isiXhosa, isiNdebele, Afrikaans, siSwati, Sepedi, Sesotho, Setswana, Tshivenda and Xitsonga
 - 5.7. **Education:** Children under 5; no schooling; some primary school; primary complete; some high school; matric; higher
 - 5.8. **Income:** No Income; R1-4800; R4801-9600; R9601-19200; R19201-38400; R38401-76800; R76801-153600; R153601-307200; R307201-614400; R614401-1228800; R1228800-2457600; R2457600 +
 - 5.9. **Religion:** Christian; African Traditional Religion; Judaism; Hinduism; Islam; Other; No Religion
 - 5.10. **Employment: Status:** Employed; Unemployed; Not economically active; Unemployment Rate (2001-2007; 2009)
 - 5.11. **Employment: Main Industry** (2009)
 - 5.12. **Employment: Main Occupation** (2009)
 - 5.13. **Population by Province:** Western Cape; Northern Cape; Eastern Cape; KwaZulu-Natal; Free State; Mpumalanga; Gauteng; Limpopo; North West (1996; 2001; 2005)
 - 5.14. **Major Cities:** Cape Town; Pretoria; Bloemfontein; Johannesburg; Port Elizabeth (gender, age, language)

TABLE OF CONTENTS

6. Telecommunications (2009)

- 6.1 **Telephones:** Number of people with landlines at work/home
- 6.2 **Cellphones:** Ownership/Use of a cellphone; payment mechanism (contract vs. prepaid)
- 6.3 **Cellphones:** Network provider and make of cellphone
- 6.4 **Internet: Access:** Access at Home; Place of Access; Type of connection at home
- 6.5 **Internet: Usage:** Internet; email; Internet bookings; Internet payments

7. Financial services and Ownership of Durables (2009)

- 7.1 **Financial Institutions:** Types of accounts personally have; Financial institutions used
- 7.2 **Vehicle ownership:** Personally own a motor vehicle; number of vehicles in household
- 7.3 **New Vehicle Sales Trends:** 1995-2009
- 7.4 **Large Appliances:** In household (incl. TV, refrigerator; stove; hi-fi, etc.)
- 7.5 **Electronic devices:** MP3 players; Game consoles; iPods, etc.

8. Lifestyle and Leisure (2009)

- 8.1 **Cuisine:** Indigenous and settler cooking and cuisine
- 8.2 **Music:** Top 10 music types
- 8.3 **Sport:** Top sports (Interested in, Participation; Attendance)
- 8.4 **Weekly and Monthly Activities:** Top 10

TABLE OF CONTENTS

- 9. **Media (2009)**
 - 9.1. **Total Newspaper Readership:** For any newspaper; weekly newspaper; daily newspaper
 - 9.2. **Newspapers:** Top 10 daily and weekly newspapers
 - 9.3. **Total Magazine Readership:** For any magazine; monthly magazine; weekly magazine
 - 9.5. **Radio:** Top 10 radio stations listen to
 - 9.6. **Television:** Top terrestrial channels
 - 9.7. **DStv:** Total DStv viewership versus Total TV viewership; Top 10 DStv channels
 - 9.8. **Cinema:** Last visit to cinema; number of visits in past 4 weeks
 - 9.9. **Outdoor:** Dustbins; trucks; buses; trains; minibus/taxis; trailer ads; bus shelters; stores; billboards

ABOUT ANALYTIX BI



- Analytix Business Intelligence is a South African marketing planning and business intelligence company who conduct local and global market research and analysis to help companies make smarter, more accountable decisions and improve their return on investment.
- We are an independent company with the expertise and resources to provide objective and reliable market intelligence reports.
- We have compiled and are in the process of compiling a number of South African reports with the intention of providing affordable South African market insight to companies and individuals.
- In addition, we are experts at doing desk and Internet research to create customised reports regarding consumer segments, industries or markets.
- We provide customised marketing planning, market research and analytical solutions so if you have specific needs and requirements, please contact us directly.

COPYRIGHT

Copyright in this work is vested in Analytix Marketing Solutions (Registration no: 2005/175370/23) trading as Analytix Business Intelligence and the document is issued in confidence for the purpose only for which it is supplied. It must not be reproduced in whole or in part or used for tendering or commercial purposes except under an agreement or with the consent in writing of Analytix Business Intelligence.

Analytix Business Intelligence endeavours to provide accurate information. Whilst information, advice or comment is believed to be correct at the time of publication, the publisher cannot accept any responsibility for its completeness or accuracy. Accordingly, the publisher, author or distributor shall not be liable to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by what is contained in or left out of this report.

ORDERING FORM

ORDERING INSTRUCTIONS

(1.) Complete the order form & fax back to 086 671-2165 or email to info@analytixbi.com (2.) An invoice will be generated and e-mailed (3.) The report will be emailed in PDF format upon receipt of payment or when proof of payment has been provided (4.) All prices exclude 14 % VAT

COMPANY DETAILS

Company Name:			
Postal Address:			
Town/City:		Postal Code:	
Tel Number:		Fax Number:	
Your email address:		Billing email:	
Your name:		VAT number:	

CONFIRMATION: I/we wish to order this publication (please tick)

Title of Publication	Total Ex Vat	<input type="checkbox"/>
South Africa Country Report: An Overview	R7,500	<input type="checkbox"/>

ACKNOWLEDGEMENT

I am authorised to order this publication on behalf of the company and agree to the payment terms.

Client (Print Name)

Signature

Capacity

Date

CONTACT DETAILS

CAPE TOWN

Telephone: +27 (0) 21 551 7066
Fax: +27 (0) 86 671 2165

Physical Address: Unit B16
Century Square
Heron Crescent
Century City
7441
Cape Town
Western Cape
South Africa

Email: info@analytixbi.com

JOHANNESBURG

Telephone: +27 (0) 11 258 8731
Fax: +27 (0) 11 258 8511

Physical Address: Country Club Estate
Building 2
Woodlands Drive,
Woodmead
2052
Johannesburg
Gauteng
South Africa

Web Address: www.analytixbi.com