



# SOUTH AFRICA COUNTRY REPORT

## – PSYCHOGRAPHICS –



**COMPILED: SEPTEMBER 2011**

# REPORT OVERVIEW



**Compiled: September 2011  
(134 pages)**

This report is designed to provide insight into the personality, values, attitudes, opinions, interests and lifestyles of South Africans.

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:

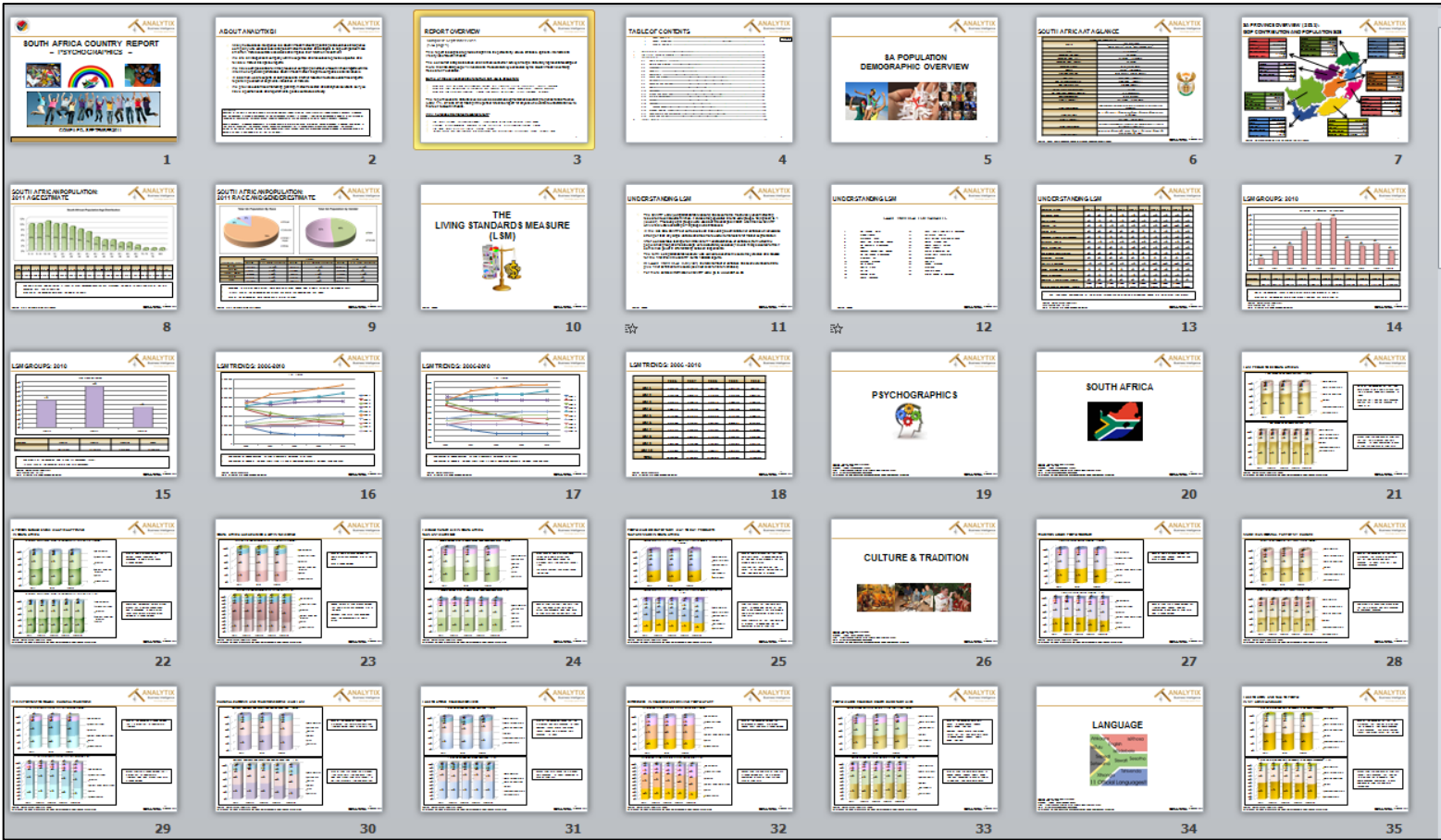
- **What are South Africans attitudes and values? e.g. Tradition, culture, community, family, language**
- **What are their perceptions of marketing and fashion? e.g. brands, advertising, fashion, shopping**
- **What are the important consumer trends that should be included in your business strategy?**

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**
- **134 page report with 200+ charts, graphs, tables**
- **Salient points and key insights are highlighted and summarized in comment boxes on each page**

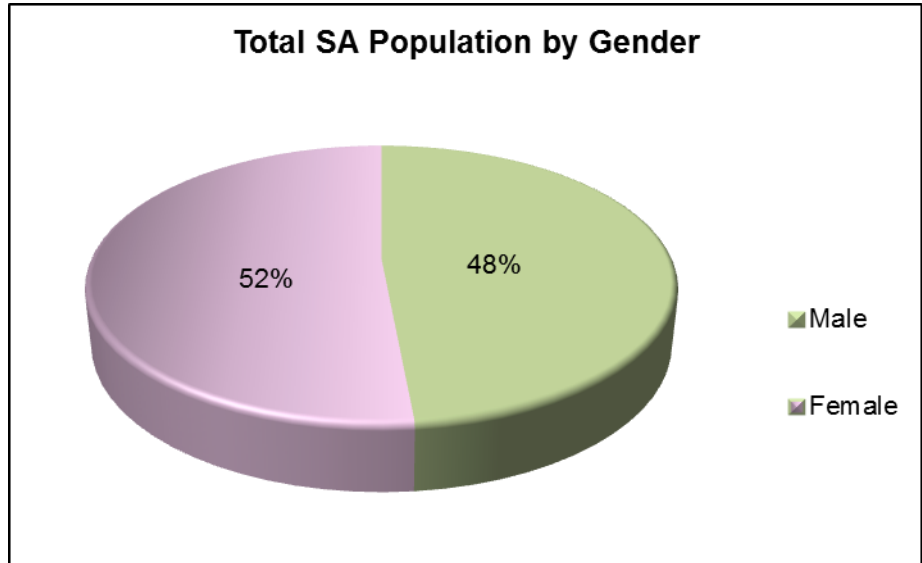
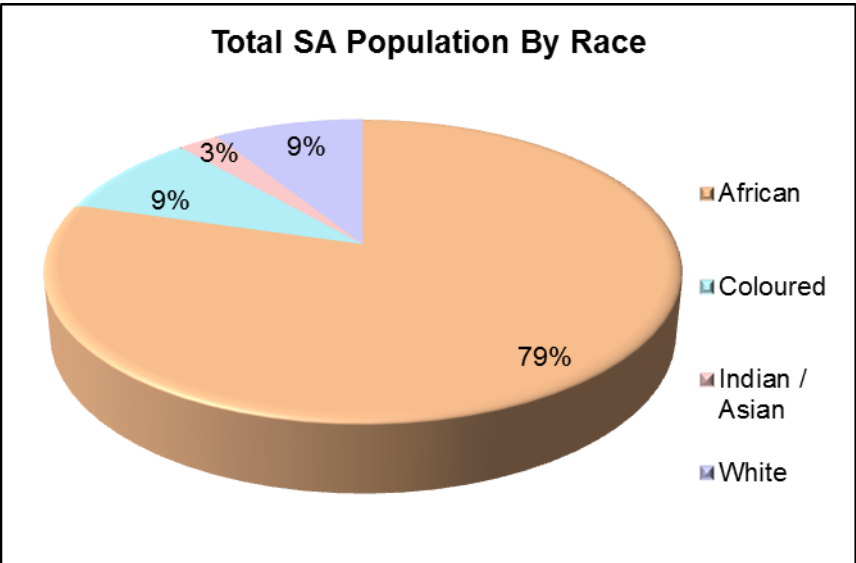
# SCREENSHOTS FROM REPORT



**134 page report with 200+ charts, graphs, tables and insights**

# SAMPLE FROM REPORT

## SOUTH AFRICAN POPULATION: 2011 RACE AND GENDER ESTIMATE



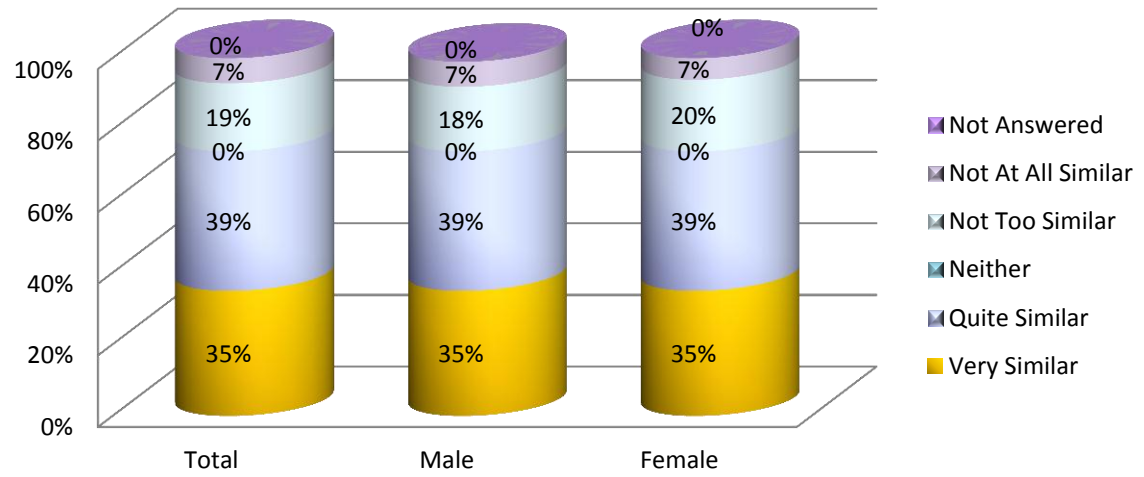
Population group	MALE		FEMALE		TOTAL	
	Number	% Of Male Population	Number	% Of Female Population	Number	% of Total population
<b>African</b>	19 472 038	79.40%	20 734 237	79.50%	40 206 275	79.50%
<b>Coloured</b>	2 188 782	8.90%	2 351 008	9%	4 539 790	9%
<b>Indian / Asian</b>	626 690	2.60%	648 177	2.50%	1 274 867	2.50%
<b>White</b>	2 227 526	9.10%	2 338 299	9%	4 565 825	9%
<b>Total</b>	24 515 036	100%	26 071 721	100%	50 586 757	100%

- According to Statistics South Africa, there were 50.57 million people living in South Africa by the middle of 2011.
- In 2011, 79% of the SA population was African, 9% White, 9% Coloured and 3% Indian.
- 52% of the SA population were female with a total of 26 million.

# SAMPLE FROM REPORT

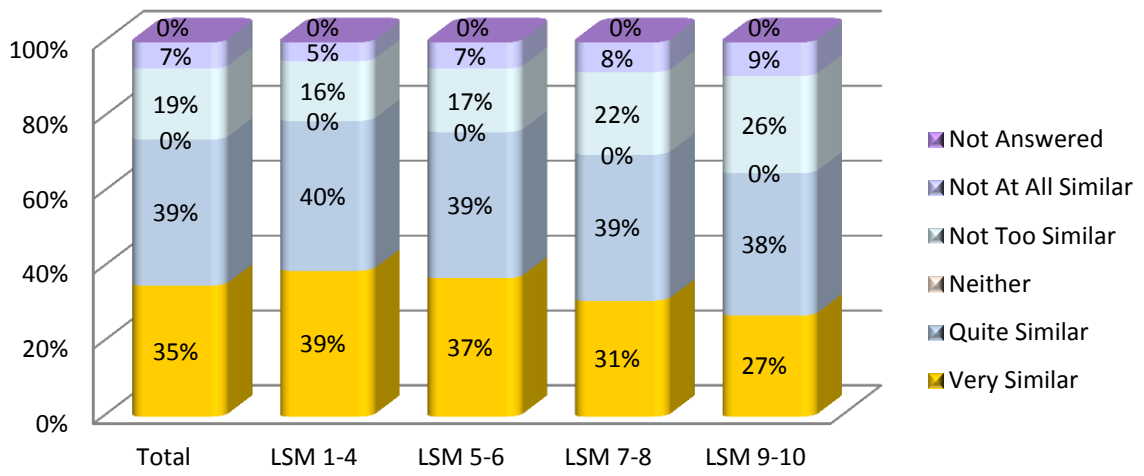
## PEOPLE WHO GO OUT OF THEIR WAY TO BUY PRODUCTS THAT ARE MADE IN SOUTH AFRICA

People Who Go Out Of Their Way To Buy Products Made in South Africa (Gender)



- 35% of South Africans felt that they were very similar to people who go out of their way to buy products that are made in South Africa
- 19% said that they were not too similar to this kind of person and 7% said they were not at all similar

People Who Go Out Of Their Way To Buy Products Made in South Africa (LSM)



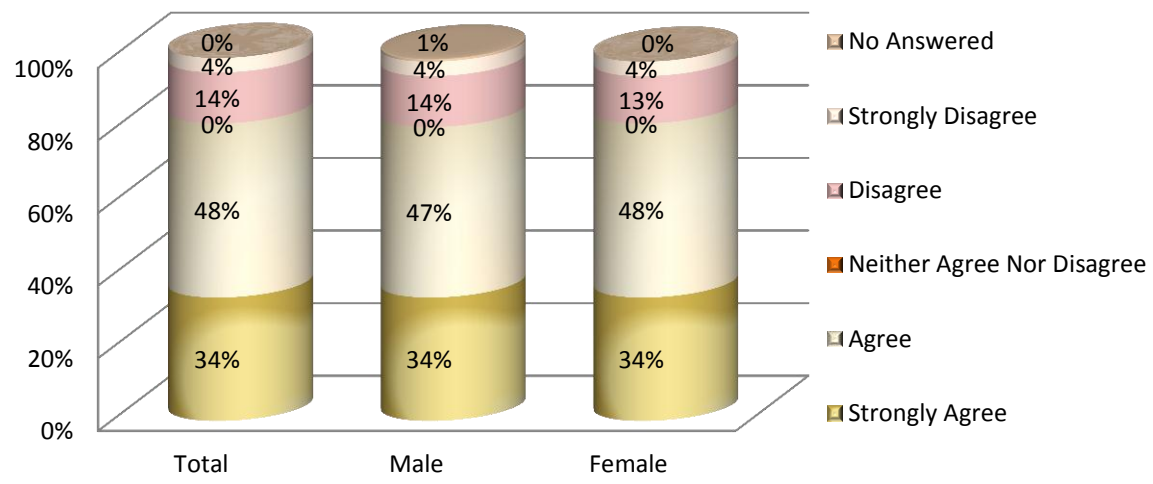
- LSM 1-4 (39%) felt they were very similar to people who go out of their way to buy products that are made in South Africa compared to only 27% of LSM 9-10
- 9% of LSM 9-10 felt that they were not at all similar to people who do this compared to 5% of LSM 1-4

Source: AMPS 2010B (Adults 15+ years)  
Differences between groups have only been expressed where the difference is 5% or more

# SAMPLE FROM REPORT

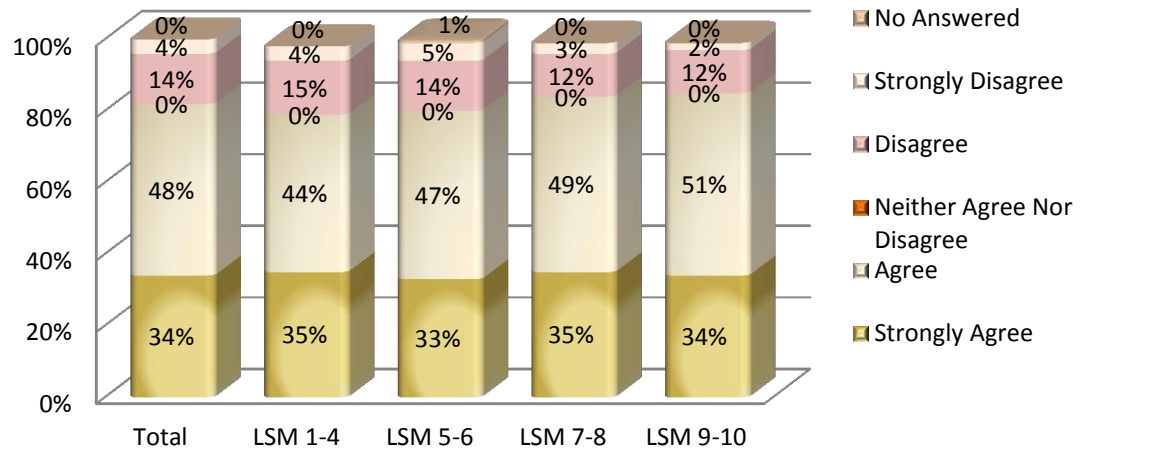
## I AM LOYAL TO WELL-KNOWN BRANDS AND SHOPS THAT I KNOW AND TRUST

**"I Am Loyal To Well-known Brands And Shops That I Know And Trust" (Gender)**



82% of the population said they were loyal to well-known brands and shops that they know and trust (34% strongly agreed with this statement and 48% agreed)

**"I Am Loyal To Well-known Brands And Shops That I Know And Trust" (LSM)**

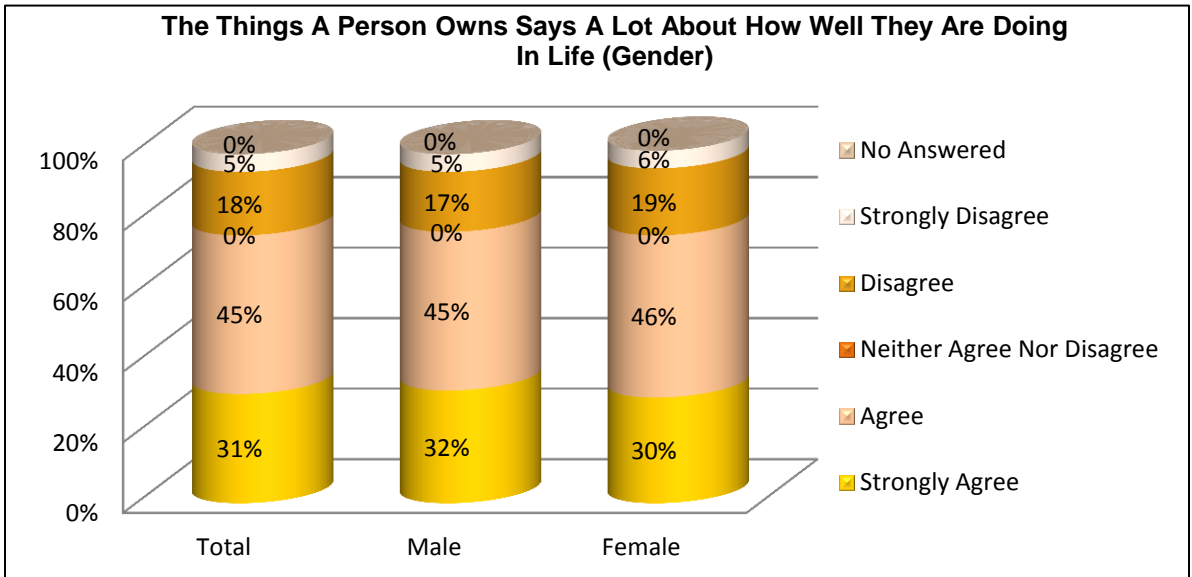


85% of LSM 9-10 said they were loyal to well-known brands and shops that they know and trust compared to 79% of LSM 1-4

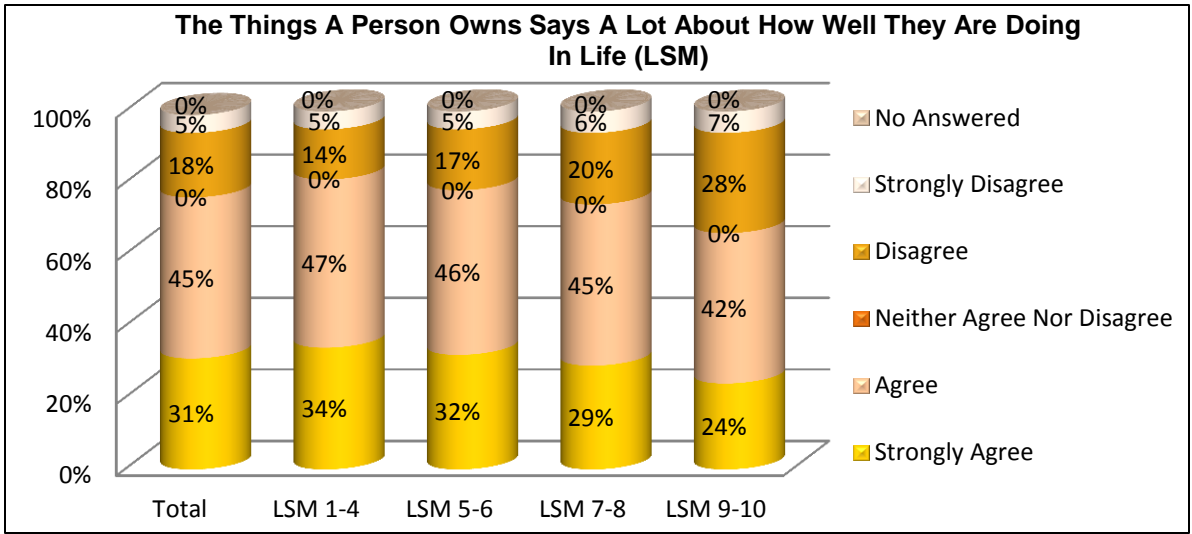
Source: AMPS 2010B (Adults 15+ years)  
Differences between groups have only been expressed where the difference is 5% or more

# SAMPLE FROM REPORT

## THE THINGS A PERSON OWNS SAYS A LOT ABOUT HOW WELL THEY ARE DOING IN LIFE



● 76% of the population agreed that the things a person owns says a lot about how well they are doing in life (45% agreed and 31% strongly agreed)



● 34% of LSM 1-4 strongly agreed with this statement compared to 24% of LSM 9-10

Source: AMPS 2010B (Adults 15+ years)  
 Differences between groups have only been expressed where the difference is 5% or more

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1. **South African Population Demographics Overview:**
  - 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 Province Overview (2011):** GDP Contribution And Population Size
  - 1.3. **SA Age Estimate (2011):** South African Population Age Distribution
  - 1.4. **SA Population Race And Gender Estimate (2011):** Race; Black; White; Coloured; Indian Or Asian. Gender; Male Or Female
  
2. **The Living Standards Measure (LSM)**
  - 2.1. **Understanding LSM**
    - 2.1.1. **LSM Groups (2010):** LSM 1-10
    - 2.1.2. **LSM Groups (2010):** LSM 1-4; 5-6; 7-8; 9-10
    - 2.1.3. **LSM Trends (2007-2010):** LSM Group Distribution
  
3. **Psychographics (2010)**
  - 3.1. **South Africa**
    - 3.1.1. I am proud to be South African
    - 3.1.2. A person should know what is happening in South Africa
    - 3.1.3. South Africa has achieved a lot in the world
    - 3.1.4. I would rather live in South Africa than anywhere else
    - 3.1.5. People who go out of their way to buy products that are made in South Africa (People I am like)

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## 3.2. Culture and Tradition

- 3.2.1. Tradition holds people together
- 3.2.2. Music is an essential part of my culture
- 3.2.3. It is important to follow cultural traditions
- 3.2.4. Cultural customs and traditions define who I am
- 3.2.5. I like to attend religious services
- 3.2.6. Differences in religions are driving people apart
- 3.2.7. People whose religious beliefs guide their lives(People I am like)

## 3.3. Language

- 3.3.1. I like to listen and talk to people in my home language
- 3.3.2. I prefer to read in my home language
- 3.3.3. People of the same language group who stick together (People I am like)

## 3.4. Society

- 3.4.1. It would mean a great deal to me if I could increase my social standing
- 3.4.2. A couple should live together before they get married
- 3.4.3. People should be careful about what they drink
- 3.4.4. In the past, life was better than it is today
- 3.4.5. Things are changing too quickly
- 3.4.6. People who believe the old ways are best (People I am like)
- 3.4.7. People who know what is going on internationally (People I am like)

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- 3.5.2. I like to know what is happening in my community
- 3.5.3. Young people should respect older people, community leaders and teachers
- 3.5.4. In our community people look out for you because you look out for them

## 3.6. Family and Friends

- 3.6.1. Regular family meals are important to me
- 3.6.2. A person should have lots of friends
- 3.6.3. I like to be respected by my friends
- 3.6.4. It is important to keep in regular touch with friends, wherever they are
- 3.6.5. People who spend a lot of time with their family (People I am like)

## 3.7. Personality

- 3.7.1. I trust others because others trust me
- 3.7.2. I tend to live each day as it comes and not worry about the future
- 3.7.3. I like being original and different
- 3.7.4. I feel anxious when I am on my own
- 3.7.5. Entertainment is important to me
- 3.7.6. I would rather be outdoors than indoors
- 3.7.7. People who can identify with other people's feelings (People I am like)
- 3.7.8. People who look forward to the future (People I am like)
- 3.7.9. People who have successful personal relationships (People I am like)
- 3.7.10. People who like to try new things (People I am like)
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  - 3.8.3. To be successful you need to be well-educated
  - 3.8.4. People who believe that everyone is entitled to free basic education (People I am like)
  
- 3.9. Health**
  - 3.9.1. I am interested in alternative methods of medicine and healing
  - 3.9.2. It is beneficial to take regular exercise
  - 3.9.3. People who avoid foods that are not good for them (People I am like)
  
- 3.10. Technology**
  - 3.10.1. I like to keep up with technology
  - 3.10.2. Modern technology has improved standards of living
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  - 3.11.2. I am more likely to buy brands that I have seen or heard advertised
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  - 3.11.4. Advertising tell you about the benefits of products and services
  - 3.11.5. Advertising is a useful source of information about where products can be bought
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- 3.13.3. People who keep up with the latest trends, fashions and styles (People I am like)

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- 3.15.2. You can't get a decent job anymore without spending money and effort to improve your qualifications
- 3.15.3. I am prepared to take out a loan to get something I want
- 3.15.4. One should keep track of how much money is spent each month
- 3.15.5. These days there is no point in saving for something, it is better to buy on buy on credit
- 3.15.6. I can now afford to go out and enjoy myself
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- 3.16.4. Not enough attention is given to women's issues in South Africa
- 3.16.5. Both men and women have to go out to work to provide for their families
- 3.16.6. People who believe that women should bear the main responsibility for bringing up children (People I am like)

## 3.17. Social Welfare and Environment

- 3.17.1. The value of social grants should be increased
- 3.17.2. Efforts to reduce poverty in South Africa have not been successful
- 3.17.3. Jobs should be reserved for those that were previously disadvantaged
- 3.17.4. Not enough is being done to provide opportunities for the poor
- 3.17.5. Not enough is being done to take care of the environment
- 3.17.6. People who make an effort to buy products that don't pollute the environment (People I am like)

## 3.18. Crime and Justice

- 3.18.1. The law should be tougher on those who break it
- 3.18.2. The death penalty should be reinstated in South Africa for serious crimes like murder and rape
- 3.18.3. Crime has made be very anxious about personal safety
- 3.18.4. People who feel that crime is having a negative effect on how people see South Africa (People I am like)

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