

SOUTH AFRICA SEGMENT REPORT

– LSM 5 (MASS MARKET) –



COMPILED: AUGUST 2010

REPORT OVERVIEW

Compiled: August 2010
(93 pages)

This report examines the LSM 5 (mass market) segment of the South African – LSM (the Living Standards Measure) has become the most widely used marketing research tool in South Africa. It is a measure of affluence and divides the population into 10 groups, 10 (highest) to 1 (lowest).

The consumer analysis is mostly based on an annual consumer survey among a nationally representative sample of between 20,000 and 25,000 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:

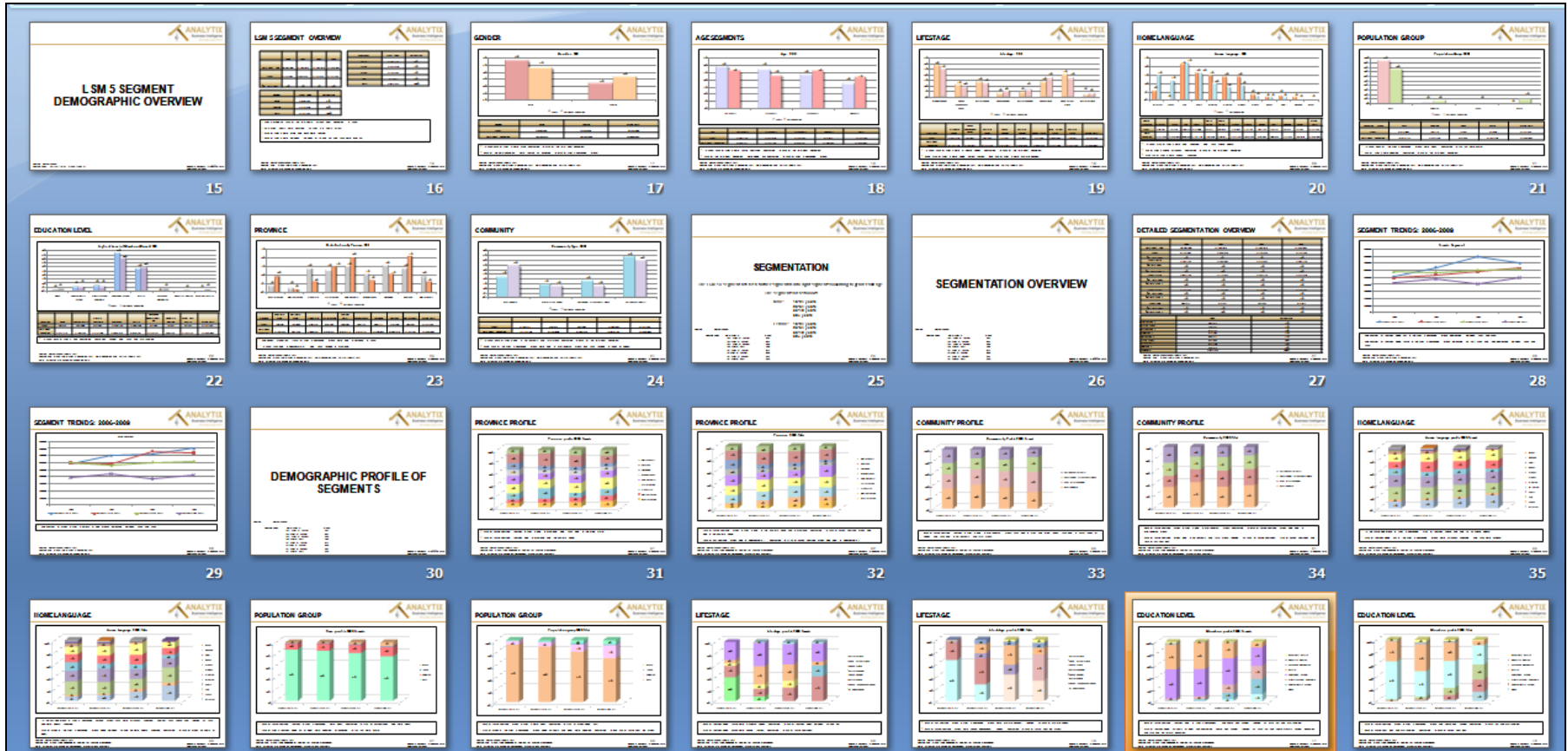
- **Who are LSM 5? e.g. age, gender, affluence, life-stage, geographics**
- **How do you engage with them? e.g. lifestyle, internet, sports, music interests**
- **What media do you use to communicate to them? e.g. TV, radio, newspapers, magazines**
- **What are the important consumer trends that should be included in your business strategy?**

It provides a comprehensive profile of the entire LSM 5 segment, as well as a detailed segmentation according to gender and age (16-24, 25-34, 35-49, 50+) making it the perfect reference report for anyone who wants to understand this segment of the market.

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**
- **93 page report with 120+ charts, graphs, tables**
- **Salient points and key insights are highlighted and summarised in comment boxes on each page**

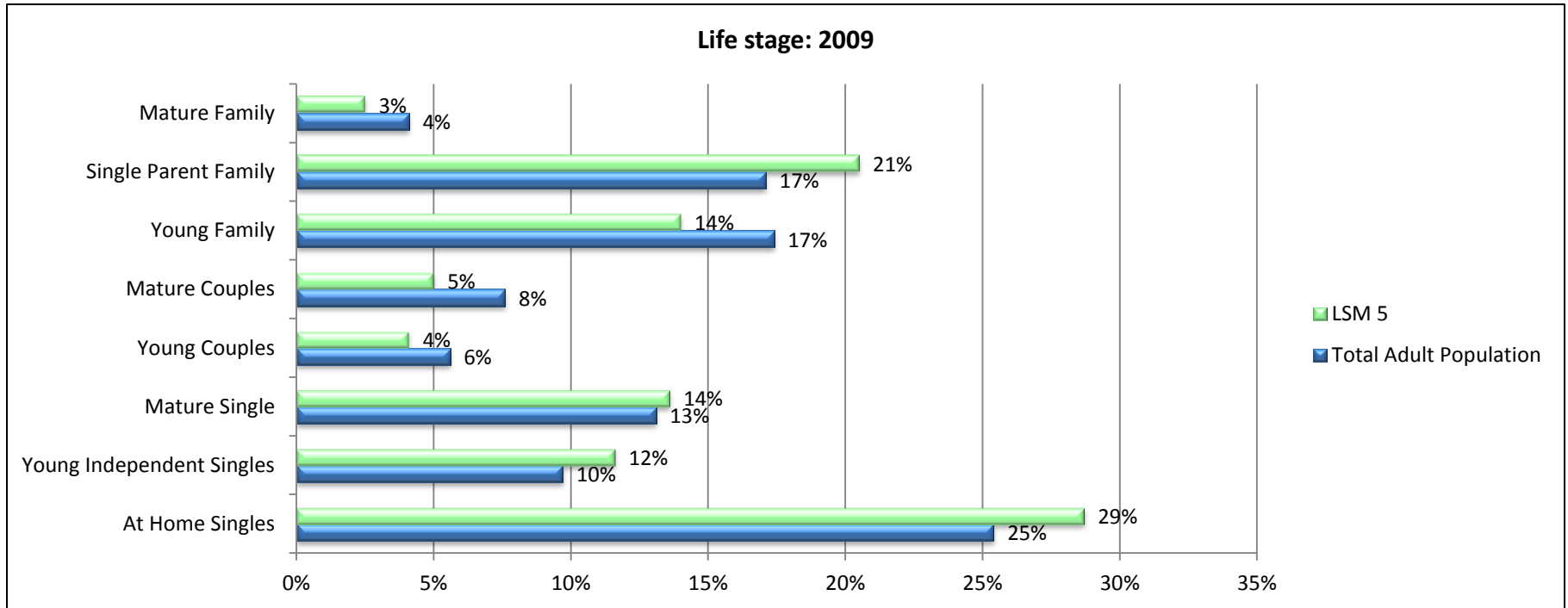
SCREENSHOTS FROM REPORT



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

SAMPLE FROM REPORT

LIFE STAGE

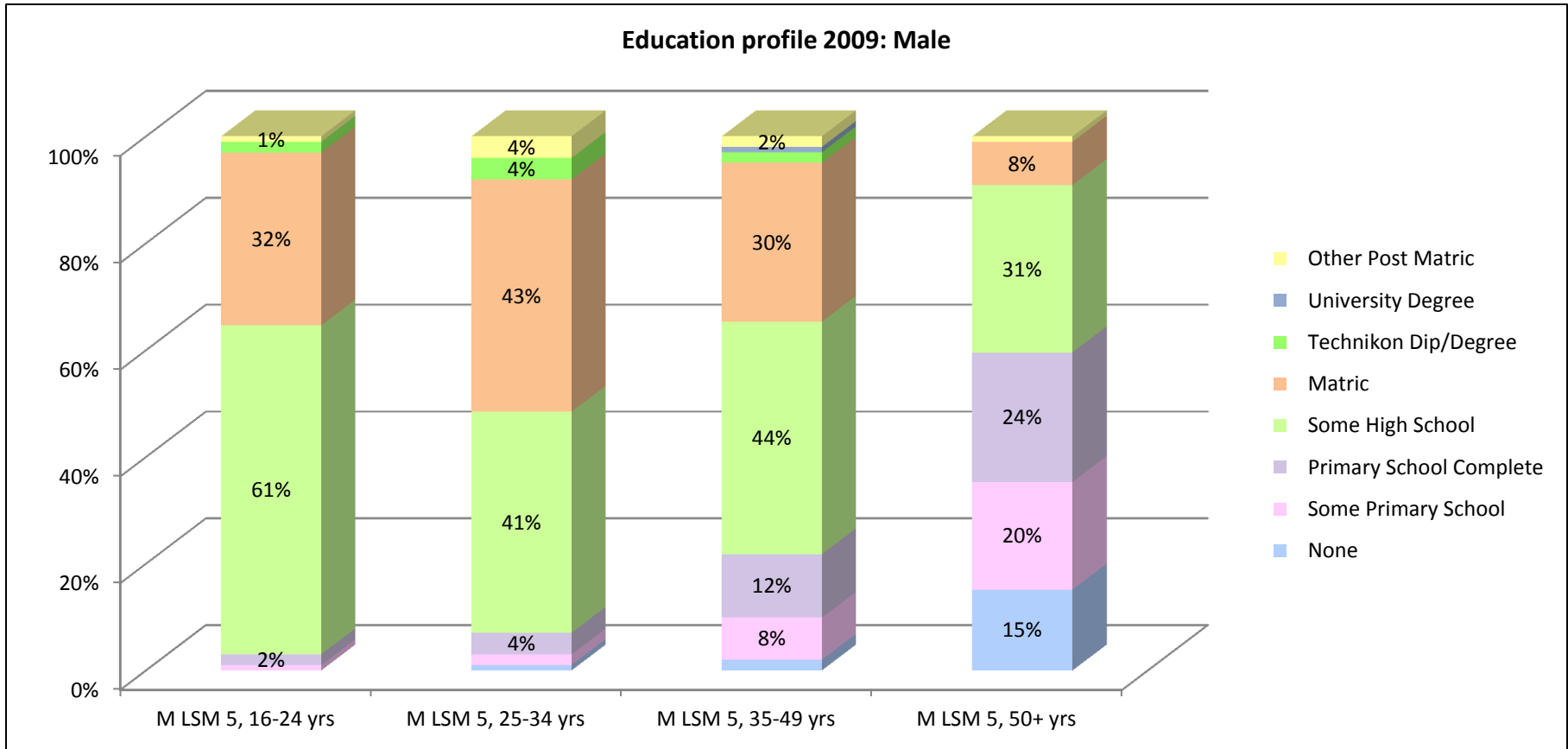


Lifestages	At-home singles	Young Independent Singles	Mature singles	Young Couples	Mature Couples	Young Family	Single Parent Family	Mature Family	Grand Total
LSM 5	1,481,310	597,082	702,865	211,442	257,039	721,566	1,054,803	126,441	5,152,548
Total Adult Population	8,257,220	3,165,072	4,251,358	1,815,012	2,474,488	5,649,859	5,552,309	1,332,744	32,498,063

- In 2009, 29% of LSM 5 were at home singles compared to 25% of the total adult population.
- While 21% of LSM 5 were single parent families, only 5% of LSM 5 were mature couples.

SAMPLE FROM REPORT

EDUCATION LEVEL

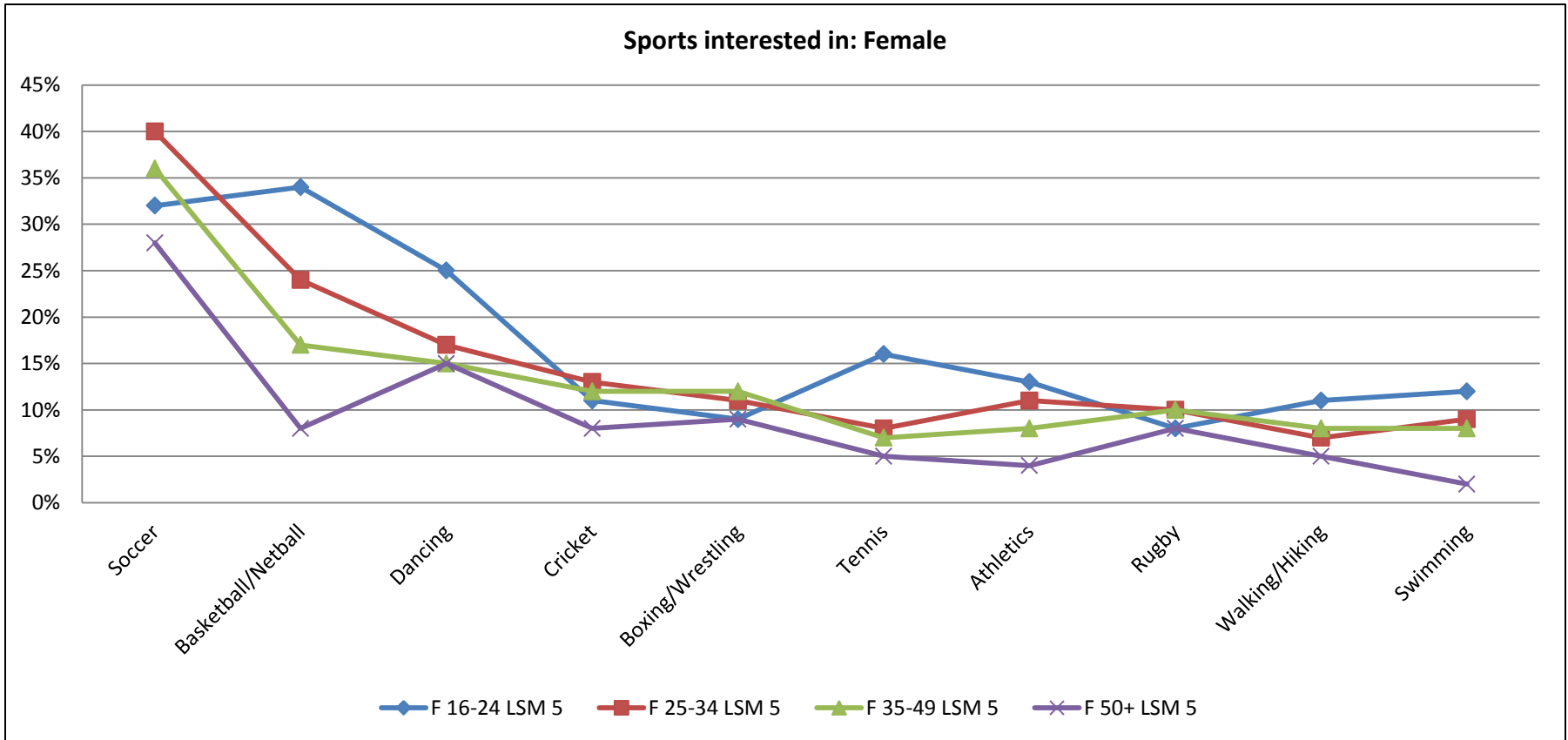


- 61% of 16-24 year-old males in LSM 5 household group had some high school, compared to 41% of 25-34 year old males.
- 43% of 25-34 year olds had matriculated, compared to 8% of 50+ year old males.

SAMPLE FROM REPORT

SPORTS INTERESTS: FEMALE

Sports interested in: Female



- Soccer was the top sport of interest amongst females in LSM 5 across 25+ year olds.
- Basketball/netball was the most popular sport amongst 16-24 year old females in LSM 5.

Source: AMPS 2009B (Adults 16+)
 Sample size: 3,039 (see beginning of section for sample breakdown)
 Note: All figures are based on Respondent Observations numbers;

SAMPLE FROM REPORT

RADIO STATIONS (PAST 7 DAYS): MALE

	M 16-24 LSM 5
Metro fm	21%
Ukhozi FM	17%
Lesedi FM	16%
Umhlobo Wenene FM	16%
5fm	15%
Motsweding FM	12%
Capricorn FM	10%
Gagasi 99.5(P4 Radio Durban)	10%
Thobela FM	10%
YFM 99.2	9%

	M 25-34 LSM 5
Metro fm	30%
Lesedi FM	21%
Umhlobo Wenene FM	21%
Motsweding FM	18%
Ukhozi FM	17%
YFM 99.2	10%
5fm	7%
94.2 Jacaranda	6%
Ikwewezi FM	6%
Thobela FM	6%

	M 35-49 LSM 5
Lesedi FM	27%
Motsweding FM	22%
Umhlobo Wenene FM	19%
Metro fm	17%
Ukhozi FM	13%
Radiosondergense	9%
Thobela FM	7%
95.9 Kaya FM	6%
94.2 Jacaranda	5%
Ikwewezi FM	5%

	M 50+ LSM 5
Ukhozi FM	20%
Lesedi FM	18%
Umhlobo Wenene FM	16%
Radiosondergense	11%
Motsweding FM	9%
Metro fm	7%
Thobela FM	6%
Ikwewezi FM	5%
94.5 Kfm	4%
East Coast Radio	4%

- Metro FM had the highest listenership in the past seven days by males in LSM 5 households, aged 16-24 (21%) and 25-34 (30%).
- Lesedi FM (27%) had the highest listenership among males aged 35-49.
- Ukhozi FM (20%) was the most popular radio station listened to in the past seven days by males in LSM aged 50+.

Source: AMPS 2009B (Adults 16+)
Sample size: 3,039 (see beginning of section for sample breakdown)
Note: All figures are based on Respondent Observations numbers;

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- 2.1. **South Africa at a Glance:** Size, Population, GDP, Gini Coefficient, Life Expectancy, Human Development Index, Top exports and import goods, Top trading partners
- 2.2. **Gender:** Male; Female
- 2.3. **Age:** 0-14; 15-19; 20-24; 25-29; 30-34; 35-39; 40-44; 45-49; 50-54; 55-59; 60-64; 65+
- 2.4. **Age and Gender:** Age by gender pyramids

3. LSM 5 Segment: Demographic Overview (2009)

- 3.1. **LSM 5 Segment Overview:** Total adult population (2003-2009); Total LSM 5 segment (2006-2009); Gender and Age Overview (2009)
- 3.2. **Gender:** Male; Female
- 3.3. **Age:** 16-24; 25-34; 35-49; 50+
- 3.4. **Lifestage:** At-home singles; Young independent singles; Mature singles; Young couples; Mature couples; Young families; Single parent family; Mature family
- 3.5. **Home Language:** Afrikaans; English; Zulu; Xhosa; N. Sotho; S. Sotho; Tswana; Tsonga; Venda; Swazi; Ndebele; Other
- 3.6. **Population Group:** Black; Coloured; Indian; White
- 3.7. **Education:** None; Some primary school; Completed primary school; Some high school; Matric; Technikon Diploma/Degree; University degree; Other Post Matric;
- 3.8. **Province:** Western Cape; Northern Cape; Free State; Eastern Cape; KwaZulu-Natal; Mpumalanga; Limpopo; Gauteng; North West
- 3.9. **Community Type:** Metropolitan areas; Cities and large towns; Small town/Village; Settlements & rural areas

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4. Segmentation (2009)

4.1. Segmentation Overview (2009)

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