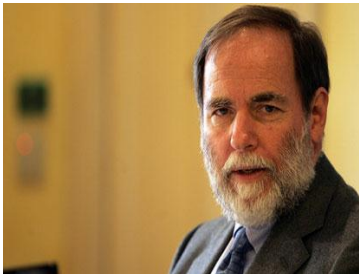


SOUTH AFRICA SEGMENT REPORT

– LSM 10 (WEALTHY SEGMENT) –



COMPILED: SEPTEMBER 2010

REPORT OVERVIEW

Compiled: September 2010
(78 pages)

This report examines the LSM 10 (affluent) 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:

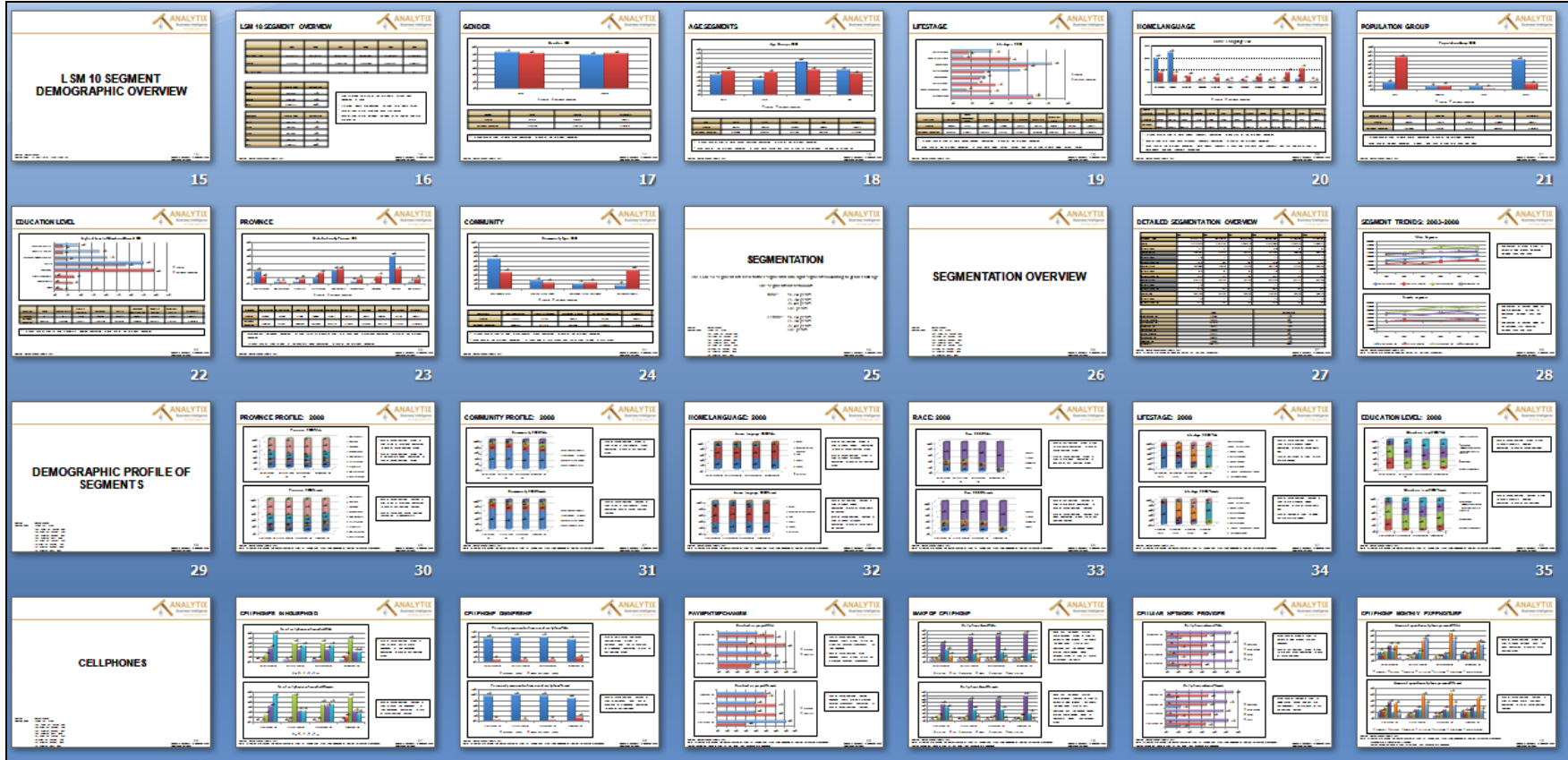
- **Who are LSM 10? e.g. age, gender, affluence, life-stage, geographics**
- **How do you engage with them? e.g. lifestyle, internet, sports, music interests**
- **What media do you use to communicate to them? e.g. TV, radio, newspapers, magazines**
- **What are the important consumer trends that should be included in your business strategy?**

It provides a comprehensive profile of the entire LSM 10 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**
- **78 page report with 100+ charts, graphs, tables**
- **Salient points and key insights are highlighted and summarised in comment boxes on each page**

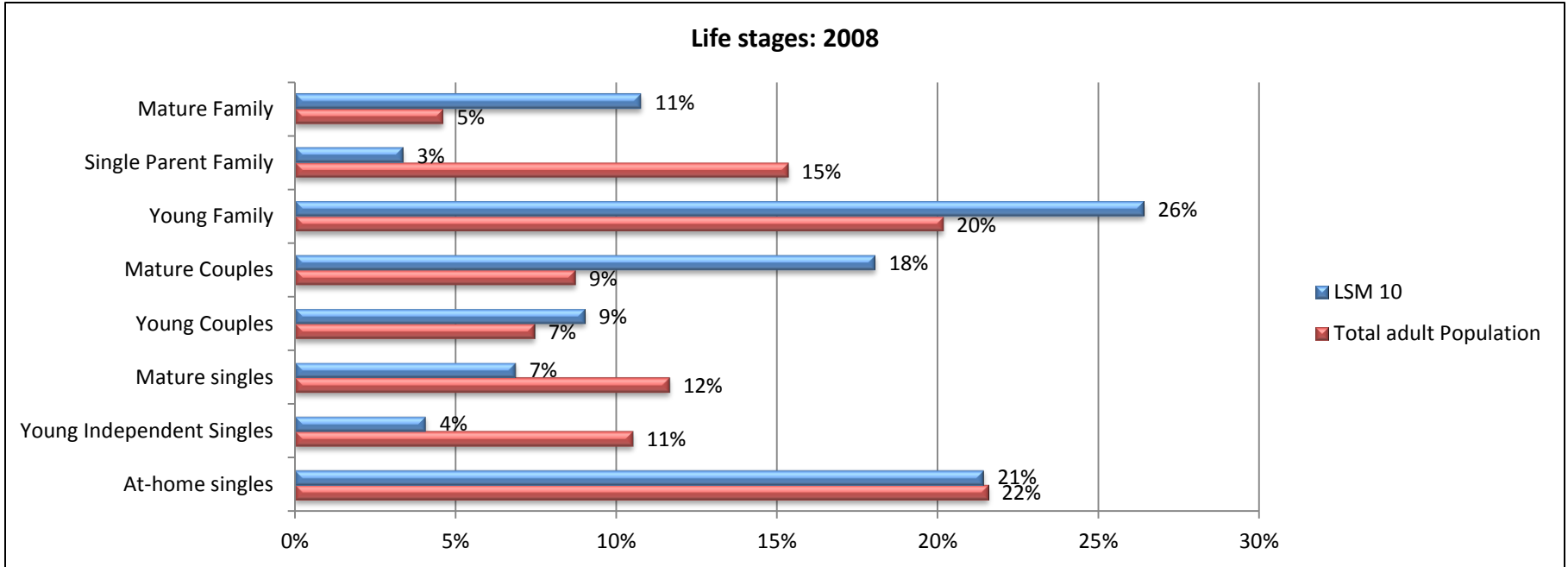
SCREENSHOTS FROM REPORT



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

SAMPLE FROM REPORT

LIFE STAGE PROFILE



Lifestages	At-home singles	Young Independent Singles	Mature singles	Young Couples	Mature Couples	Young Family	Single Parent Family	Mature Family	Grand Total
LSM 10	408 033	77 575	130 643	172 009	343 815	503 183	64 056	205 209	1 904 522
Total Adult Population	6 748 374	3 290 411	3 645 935	2 333 199	2 732 023	6 310 790	4 801 743	1 442 542	31 305 016

- In 2008, 26% of LSM 10 were young families compared to 20% of the total adult population.
- While only 5% of the total adult population were mature families, 11% of LSM 10 were mature families.

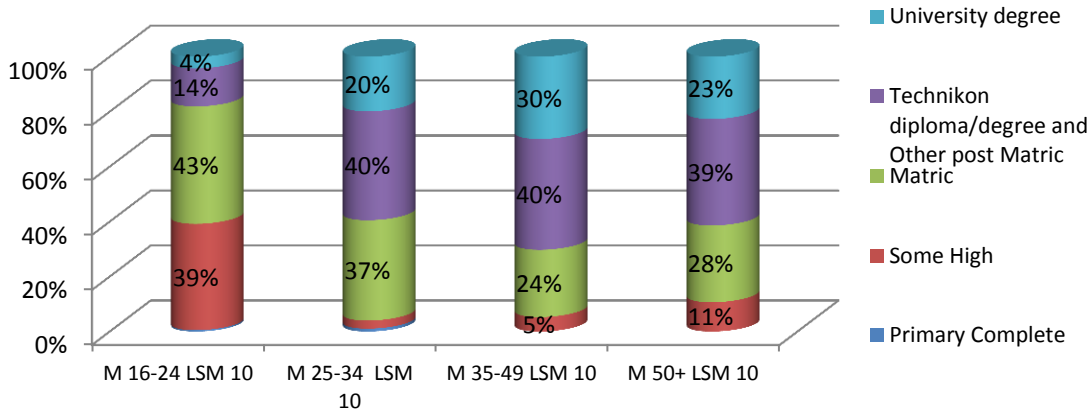
Source: AMPS 2008B (Adults 16+)

Note: all figures are based the AMPS sample of LSM 10; sample size: 2739 (see beginning of section for sample breakdown)

SAMPLE FROM REPORT

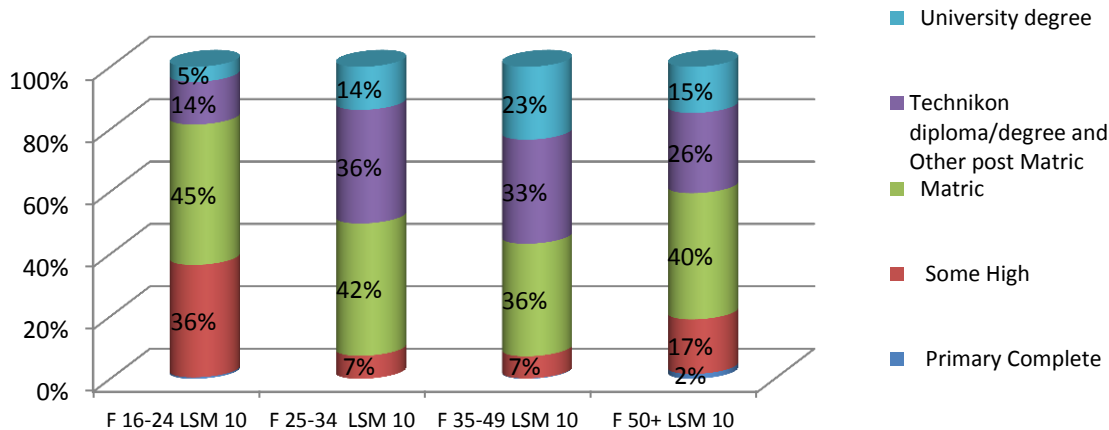
EDUCATION

Education level 2008-Male



● 30% of 35-49 year-old males in LSM 10 have a university degree, compared to 23% of 50+ year-olds.

Education level 2008-Female



● 23% of 35-49 year-old females in LSM 10 have a university degree, compared to 15% of 50+ year-olds.

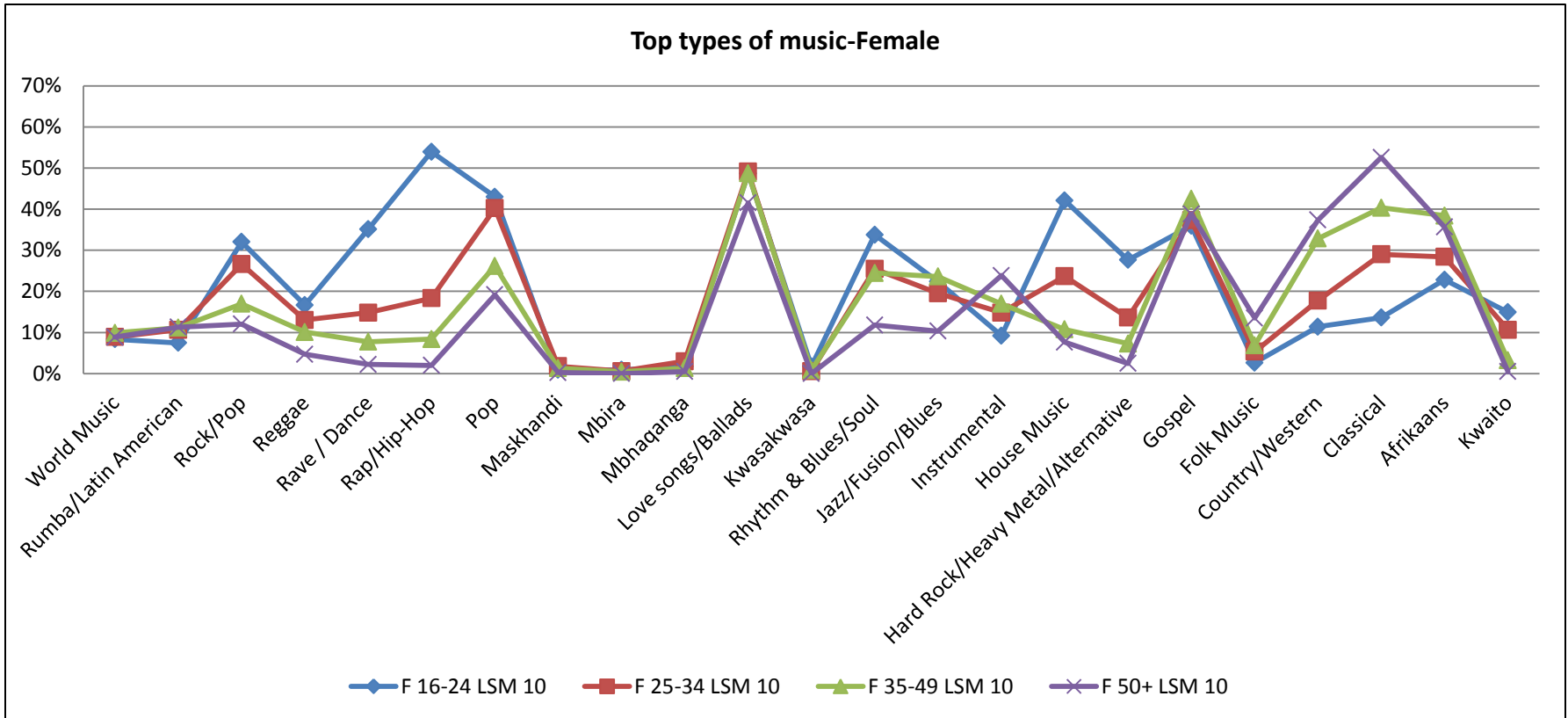
Source: AMPS 2008B (Adults 16+)

Note: all figures are based the AMPS sample of LSM 10; sample size: 2739 (see beginning of section for sample breakdown)

SAMPLE FROM REPORT

FAVOURITE MUSIC: FEMALES

Top types of music-Female



- Love songs/ballads and Gospel are popular amongst females in LSM 10 across all age groups.
- Rap/hip-hop, house, rave/dance, R&B and rock are most popular amongst 16-24 year-old females in LSM 10.
- Classical and country/western music is most popular amongst 50+ females in LSM 10.

SAMPLE FROM REPORT

MONTHLY MAGAZINE READERSHIP: MALE

	M 16-24 LSM 10
Speed & Sound Magazine	24%
FHM	23%
car	22%
Men's Health	19%
Sports Illustrated	16%
topCar	13%
Bike SA Magazine	13%
GQ SOUTH AFRICA	10%
PC Format	10%
NAG	8%

	M 25-34 LSM 10
Men's Health	23%
car	21%
FHM	17%
Speed & Sound Magazine	12%
Sports Illustrated	11%
National Geographic	9%
Bike SA Magazine	9%
topCar	8%
Popular Mechanics	8%
GQ SOUTH AFRICA	7%

	M 35-49 LSM 10
Men's Health	16%
car	14%
South African Garden and Home	10%
PROPERTY: The Property Magazine	9%
Sports Illustrated	9%
Getaway	8%
FHM	8%
topCar	7%
Speed & Sound Magazine	7%
National Geographic	7%

	M 50+ LSM 10
Getaway	10%
South African Garden and Home	9%
Reader's Digest	8%
car	8%
Men's Health	7%
National Geographic	7%
CondT Nast House & Garden	6%
Sarie	5%
Sports Illustrated	5%
Rooi Rose	5%

- Men's Health is the most popular monthly magazine amongst males in LSM 10 aged 25-34 (23%) and 35-49 (16%).
- Speed & Sound (24%) is the most popular monthly magazine amongst males in LSM 10 aged 16-24.
- Getaway (10%) is the most popular monthly magazine amongst males in LSM 10 aged 50+.

Source: AMPS 2008B (Adults 16+)

Note: all figures are based the AMPS sample of LSM 10; sample size: 2739 (see beginning of section for sample breakdown)

All figures based on AIRS (average issue readership) totals

TABLE OF CONTENTS

SA Population Demographic Overview

- i. **South Africa at a Glance:** Size, Population, GDP, Gini Coefficient, Life Expectancy, Human Development Index, Top exports and import goods, Top trading partners
- ii. **SA Gender profile:** 1996, 2001, 2007
- iii. **SA Age profile:** 1996, 2001, 2007
- iv. **SA Age and Gender Population pyramids:** 1996, 2001, 2007

1. The Living Standards Measure

- 1.1. **Understanding LSM**
- 1.2. **LSM Groups:** LSM 1-10 (2009)
- 1.3. **LSM Trends:** LSM group distribution 2003-2009

TABLE OF CONTENTS

2. SA Population Demographic Overview (1996; 2001; 2007)

- 2.1. **Gender:** Male; Female
- 2.2. **Age:** 0-14; 15-19; 20-24; 25-29; 30-34; 35-39; 40-44; 45-49; 50-54; 55-59; 60-64; 65+
- 2.3. **Age and Gender:** Age by gender pyramids

3. LSM 10 Segment: Demographic Overview (2009)

- 3.1. **LSM 10 Segment Overview:** Total adult population (2003-2009); Total LSM 10 segment (2003-2009); 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; Starting-out singles; Couples; Parents; Single parents
- 3.5. **Home Language:** English, isiZulu, isiXhosa, isiNdebele, Afrikaans, siSwati, Sepedi, Sesotho, Setswana, Tshivenda and Xitsonga
- 3.6. **Education:** Primary school or less; some high school; Matric; Technikon diploma/degree of other post Matric; University degree
- 3.7. **Province:** Western Cape; Northern Cape; Eastern Cape; KwaZulu-Natal; Free State; Mpumalanga; Gauteng; Limpopo; North West
- 3.8. **Community Type:** Small towns, large/small villages; Cities and large towns; Metropolitan area; Settlements and rural

TABLE OF CONTENTS

4. Segmentation (2009)

4.1. Segmentation Overview (2009)

4.2.. **Detailed Segmentation Overview:** The LSM 10 segment has been further segmented into eight segments according to gender and age: M, LSM 10; 16-24; M, LSM 10; 25-34; M, LSM 10, 35-49; M, LSM 10, 50+; F, LSM 10; 16-24; F, LSM 10; 25-34; F, LSM 10, 35-49; F, LSM 10, 50+

5. Segment Trends: 2009

5.1. Demographic Profile of Segments (2009)

5.1.1. **Province Profile:** Profile of each of the eight segments by province

5.1.2. **Community Profile:** Profile of each of the eight segments by community type

5.1.3. **Home Language:** Profile of each of the eight segments by home language

5.1.4. **Population Group:** Profile of each of the eight segments by population group

5.1.5. **Lifestage Profile:** Profile of each of the eight segments by lifestage

5.1.6. **Education Level Profile:** Profile of each of the eight segments by education level

5.2. Cellphones (2009)

5.2.1. **Cellphones in Household:** Number of cellphones in household by segment (gender and age)

5.2.2. **Cellphone Ownership:** Cellphone ownership by segment (gender and age)

5.2.3. **Payment Mechanism:** Payment Mechanism (contract vs. prepaid) by segment (gender and age)

5.2.4. **Make of Cellphone:** Cellphone brands by segment (gender and age)

5.2.5. **Cellular Network Provider:** Cellular network provider by segment (gender and age)

5.2.6. **Cellphone Monthly Expenditure:** Monthly cellphone expenses by segment (gender and age)

TABLE OF CONTENTS

- 5.3. **Internet (2009)**
 - 5.3.1. **PC and Laptop Ownership:** Ownership of PC and Laptop by segment (gender and age)
 - 5.3.2. **Internet Access (Past 7 Days):** Internet access in past seven days by segment (gender and age)
 - 5.3.3. **Internet Activities:** Online Purchases: Internet purchases by segment (gender and age)
 - 5.3.4. **Internet Activities:** Read news/articles; Read newspaper/magazine online; Banking; Shopping; Music downloads; Chat; Instant Messaging; Mail; Games; Search by segment (gender and age)
- 5.4. **Lifestyle (2009)**
 - 5.4.1. **Financial Institutions:** Financial institutions by segment (gender and age)
 - 5.4.2. **Bank Accounts:** Bank accounts by segment (gender and age)
 - 5.4.3. **Retail Store Card:** Retail card (yes/no) by segment (gender and age)
 - 5.4.4. **Access to Electronic Equipment:** Access to electronic equipment by segment (gender and age)
 - 5.4.5. **Sports Interests:** Sports interested in by segment (gender and age)
 - 5.4.6. **Sports Participation:** Sports participated in the past 12 months by segment (gender and age)
 - 5.4.7. **Favourite Music:** Favourite music types by segment (gender and age)
 - 5.4.8. **Frequency of cinema visits:** Frequency of cinema visits in past four weeks by segment (gender and age)
- 5.5. **Media (2009)**
 - 5.5.1. **Newspaper readership:** Top ten daily and weekly newspapers by segment (gender and age)
 - 5.5.2. **Magazine readership:** Top ten weekly and monthly magazines by segment (gender and age)
 - 5.5.3. **Free Magazine readership:** Free magazine readership by segment (gender and age)
 - 5.5.4. **TV channels:** TV channels by segment (gender and age)
 - 5.5.5. **TV channels via DStv:** Top 10 TV channels via DStv by segment (gender and age)
 - 5.5.6. **Radio Stations:** Top 10 radio stations by segment (gender and age)

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: LSM 10	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

