



# **SOUTH AFRICA COUNTRY REPORT**

## **– SINGLE PARENT FAMILIES–**



**COMPILED: AUGUST 2010**

# REPORT OVERVIEW

**Compiled: August 2010  
(72 pages)**

This report examines the single parent household segment of the South African market and 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:

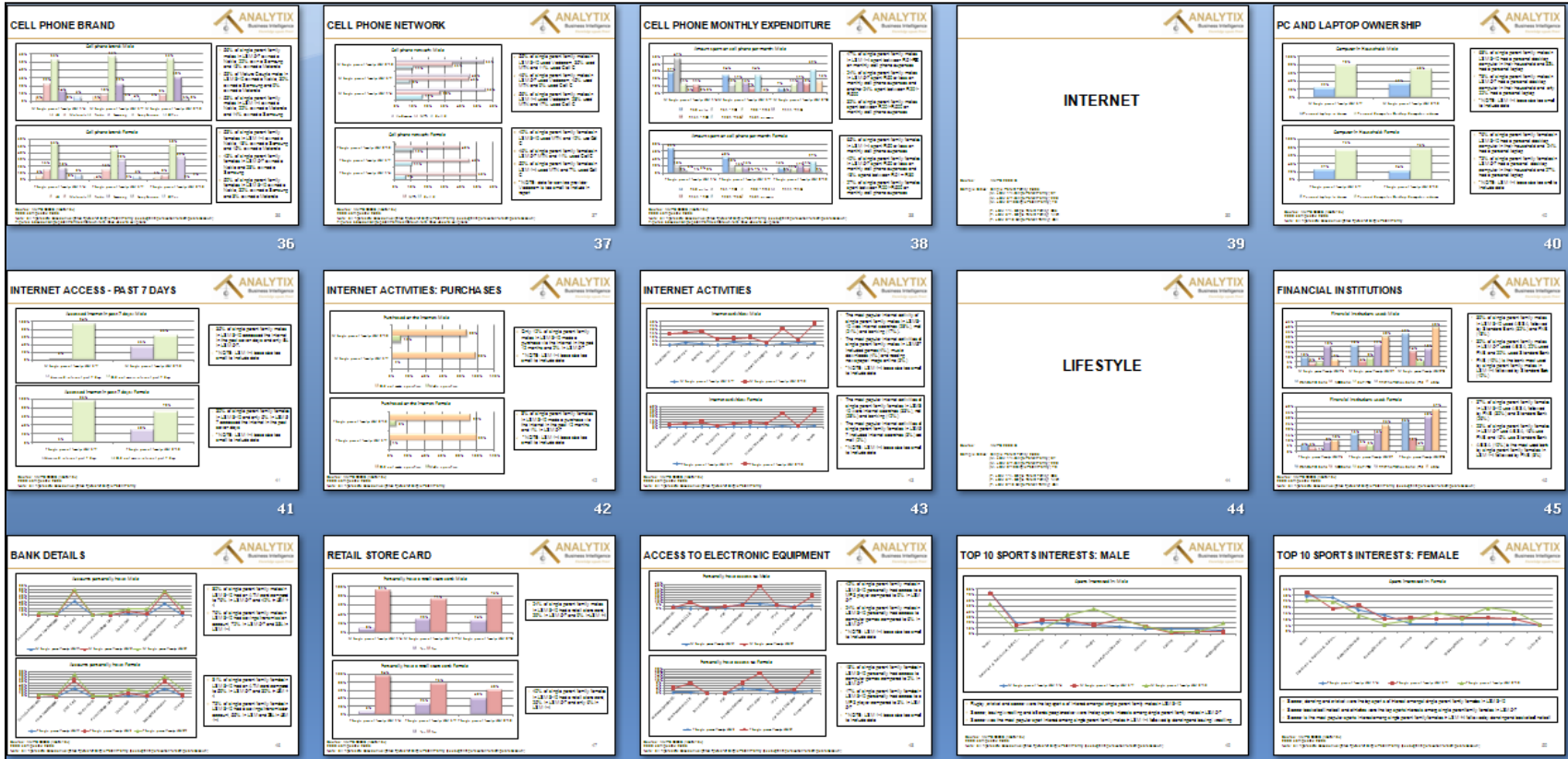
- **Who are single parent families? e.g. age, gender, affluence, life-stage, geographics**
- **How do you engage with them? e.g. lifestyle, internet, sports, music interests**
- **What media do you use to communicate to them? e.g. TV, radio, newspapers, magazines**
- **What are the important consumer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

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

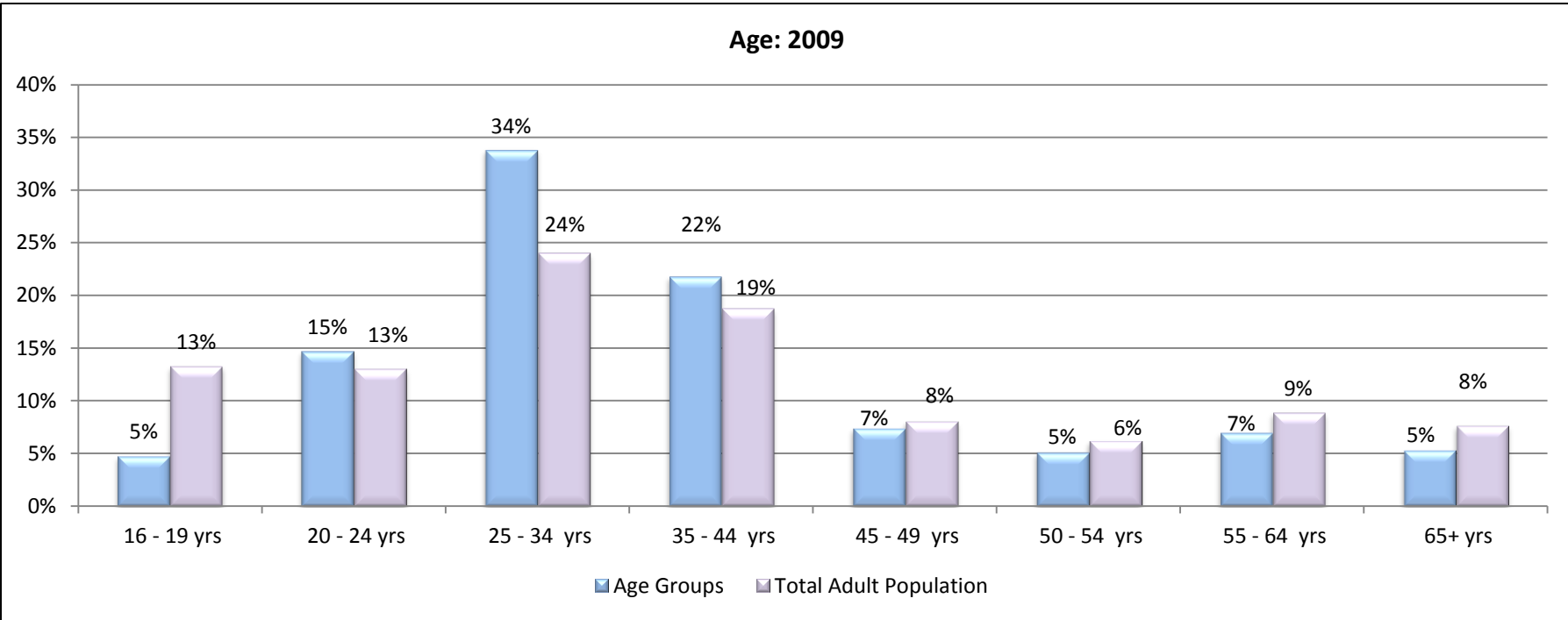
# SCREENSHOTS FROM REPORT



**72 page report with 80+ charts, graphs, tables and insights**

# SAMPLE FROM REPORT

## AGE PROFILE



Age Group	16 - 19	20 - 24	25 - 34	35 - 44	45 - 49	50 - 54	55 - 64	65+	Grand Total
Single Parent Family	265,098	815,310	1,872,930	1,209,021	411,011	283,858	387,690	295,599	5 540 518
Total Adult Population	4 192 568	4 116 771	7 575 166	5 917 354	2 542 227	1 959 664	2 803 373	2 417 427	31 524 550

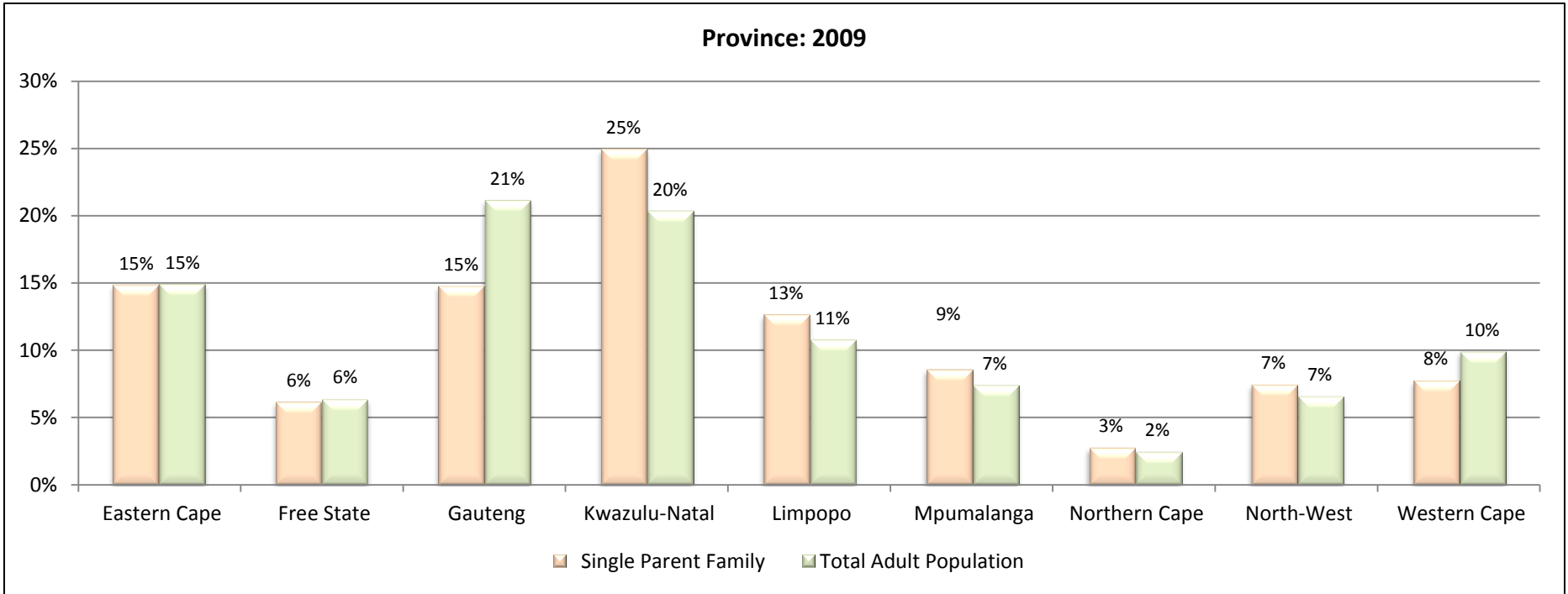
● 34% of people in single parent families (1,9 million) were aged between 25-34 compared to 24% in the total South African population.

Source: AMPS 2009B (Adults 16+)  
2009 sample size: 2,885

Note: all figures are based on weighted figures for Single Parent Family

# SAMPLE FROM REPORT

## PROVINCE PROFILE



Province	Eastern Cape	Free State	Gauteng	Kwazulu-Natal	Limpopo	Mpumalanga	Northern Cape	North-West	Western Cape	Grand Total
<b>Single Parent Family</b>	822,873	342,368	818,929	1,381,419	701,454	475,871	154,219	413,153	430,232	5,540,518
<b>Total Adult Population</b>	4,703,485	2,010,822	6,664,684	6,411,612	3,406,133	2,343,049	780,917	2,079,490	3,124,358	31,524,550

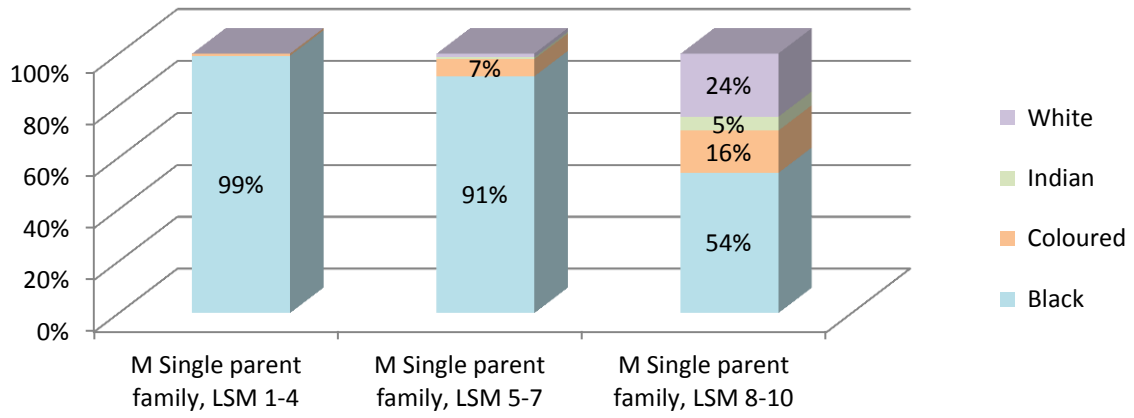
- KZN has the largest population of single parent families (25%) followed by Gauteng (15%), the Eastern Cape (15%) and Limpopo (13%)
- Only 8% live in Western Cape, 9% in Mpumalanga and 6% in the Free State.

Source: AMPS 2009B (Adults 16+)  
 2009 sample size: 2,885  
 Note: all figures are based on weighted figures for Single Parent Family

# SAMPLE FROM REPORT

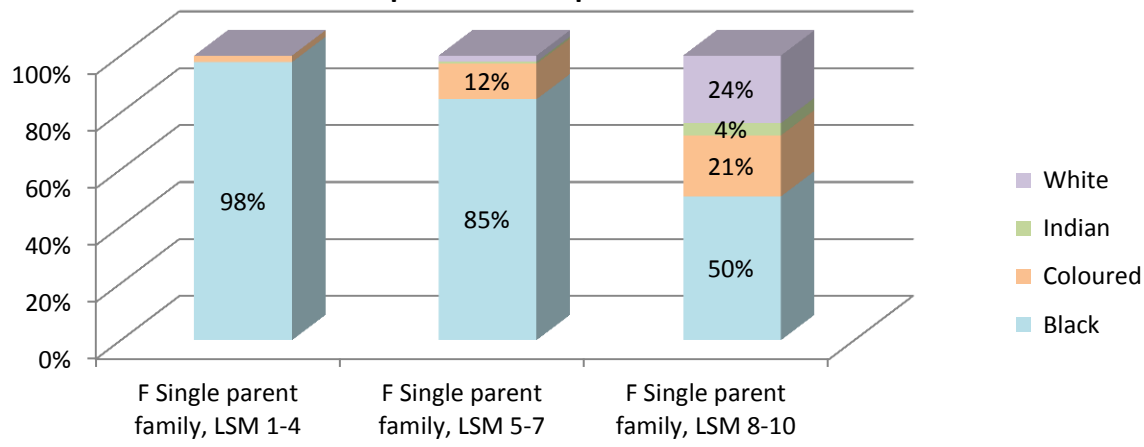
## POPULATION: 2009

**Population Group 2009: Male**



- 54% of single parent family males in LSM 8-10 are Black, 24% are White, 16% are Coloured and 5% are Indian.
- 91% of single parent family males in LSM 5-7 are Black, 7% are Coloured and 1% are white.
- 99% of single parent family males in LSM 1-4 are Black.

**Population Group 2009: Female**



- 50% of single parent family females in LSM 8-10 are Black, 24% are White and 21% are Coloured.
- 85% of single parent family females in LSM 5-7 are Black and 12% are Coloured.
- 98% of single parent family females in LSM 1-4 are Black.

Source: AMPS 2009B (Adults 16+)  
 2009 sample size: 2,885  
 Note: all figures are based on weighted figures for Single Parent Family

# SAMPLE FROM THE REPORT

## MAGAZINE READERSHIP: FEMALE



Top 5 Weekly Magazines	F Single Parent Family LSM 1-4
Drum	4%
KICKOFF	3%
Move!	3%
HUISgenoot	1%
TV Plus	1%

Top 5 Weekly Magazines	F Single Parent Family LSM 5-7
Move!	14%
Drum	13%
TV Plus	9%
YOU	8%
KICKOFF	6%

Top 5 Weekly Magazines	F Single Parent Family LSM 8-10
YOU	26%
TV Plus	17%
people	15%
HUISgenoot	14%
Drum	14%

Top 5 Monthly Magazines	F Single Parent Family LSM 1-4
BONA	9%
True Love	5%
Real	1%
Rooi Rose	1%
Amakhosi	1%

Top 5 Monthly Magazines	F Single Parent Family LSM 5-7
True Love	20%
BONA	14%
Real	7%
Fairlady	5%
Amakhosi	4%

Top 5 Monthly Magazines	F Single Parent Family LSM 8-10
True Love	29%
COSMOPOLITAN	16%
Dish/Skottel (DStv guide/gids)	15%
Fairlady	13%
Food & Home Entertaining	12%

- Drum (4%) was the most popular weekly magazine among single parent family females in LSM 1-4 and the most popular monthly magazine was Bona (9%).
- Move!(14%) was the most popular weekly magazine among single parent family females in LSM 5-7 and the most popular monthly magazine was True Love (20%).
- You (26%) was the most popular weekly magazine among single parent family females in LSM 8-10 . The most popular monthly magazine was True Love (29%).

Source: AMPS 2009B (Adults 16+)  
2009 sample size: 2,885

Note: all figures are based on weighted figures for Single Parent Family (see beginning of section for sample breakdown)  
All figures based on AIRS (average issue readership) total

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- 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. Single Parent Family Segment: Demographic Overview (2009)

- 1.1. **Single Parent Family Segment Overview:** Total adult population (2009); Total Single Parent Family segment (2009); LSM and Age Overview (2009)
- 1.2. **Gender:** Male; Female
- 1.3. **Age:** 16 – 19; 20 – 24; 25 -34; 35 – 44; 45 – 49; 50 – 54; 55 – 64; 65 +
- 1.4. **Home Language:** English, isiZulu, isiXhosa, isiNdebele, Afrikaans, siSwati, Sepedi, Sesotho, Setswana, Tshivenda and Xitsonga
- 1.5. **Population Group:** Black; Coloured; Indian; White
- 1.6. **Education:** Primary school or less; some high school; Matric; Technikon diploma/degree of other post Matric; University degree
- 1.7. **Province:** Western Cape; Northern Cape; Eastern Cape; KwaZulu-Natal; Free State; Mpumalanga; Gauteng; Limpopo; North West
- 1.8. **Community Type:** Small towns, large/small villages; Cities and large towns; Metropolitan area; Settlements and rural

## 2. The Living Standards Measure

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