



SOUTH AFRICA SEGMENT REPORT

– YOUNG ADULT SEGMENT (18-25 YEARS) –



COMPILED: OCTOBER 2011

REPORT OVERVIEW

**Compiled: October 2011
(81 pages)**

This report examines the 18-25 year-old young adult segment of the South African market and is mostly based on an annual consumer survey among a nationally representative sample of 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:

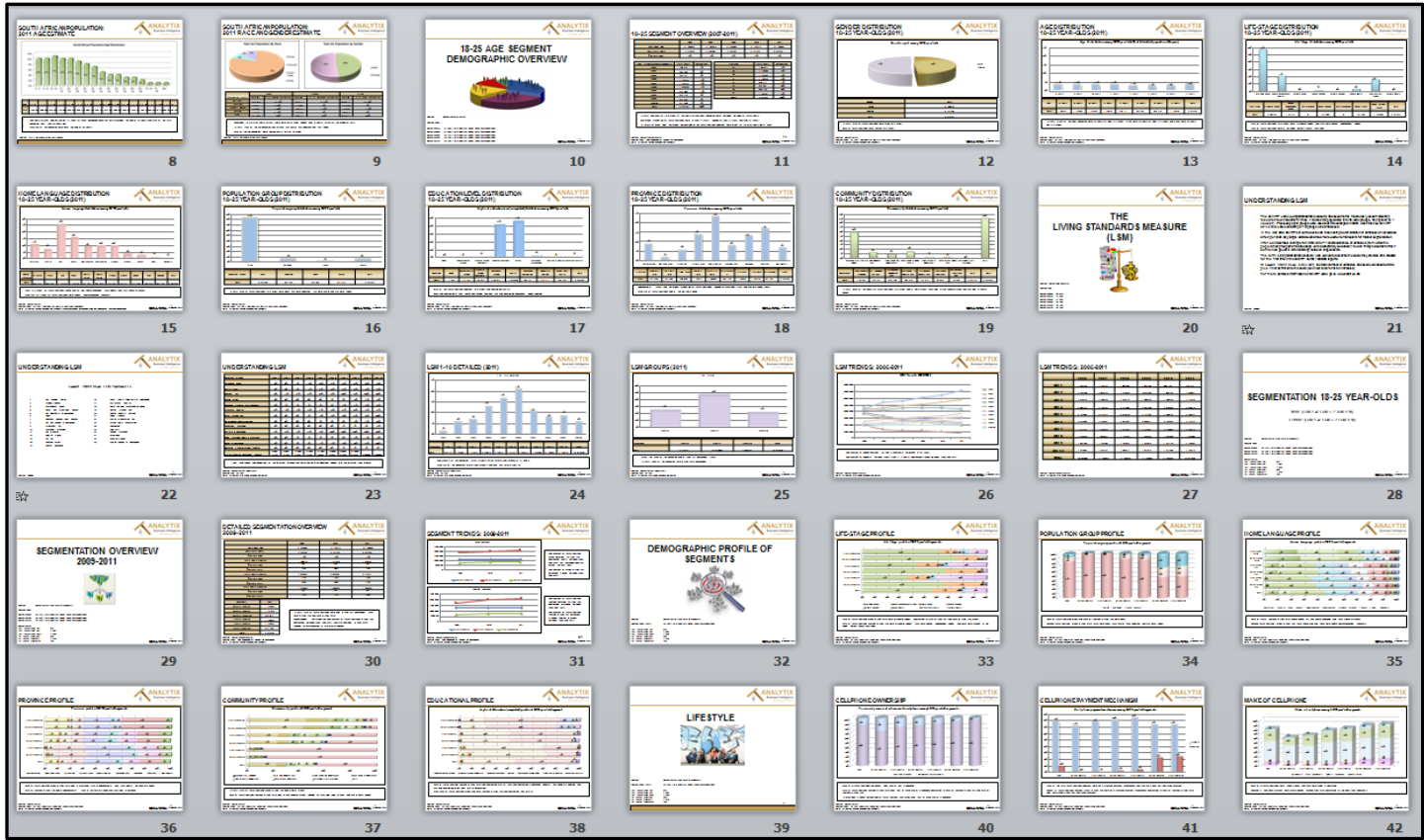
- **Who are 18-25 year-olds? e.g. age, gender, affluence, life-stage, geographics**
- **How do you engage with them? e.g. lifestyle, internet, sports, music interests**
- **What media do you use to communicate to them? e.g. TV, radio, newspapers, magazines**
- **What are the important consumer trends that should be included in your business strategy?**

It provides a comprehensive profile of the entire 18-25 year-old 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**
- **81 page report with 100+ charts, graphs, tables**
- **Salient points and key insights are highlighted and summarised in comment boxes on each page**

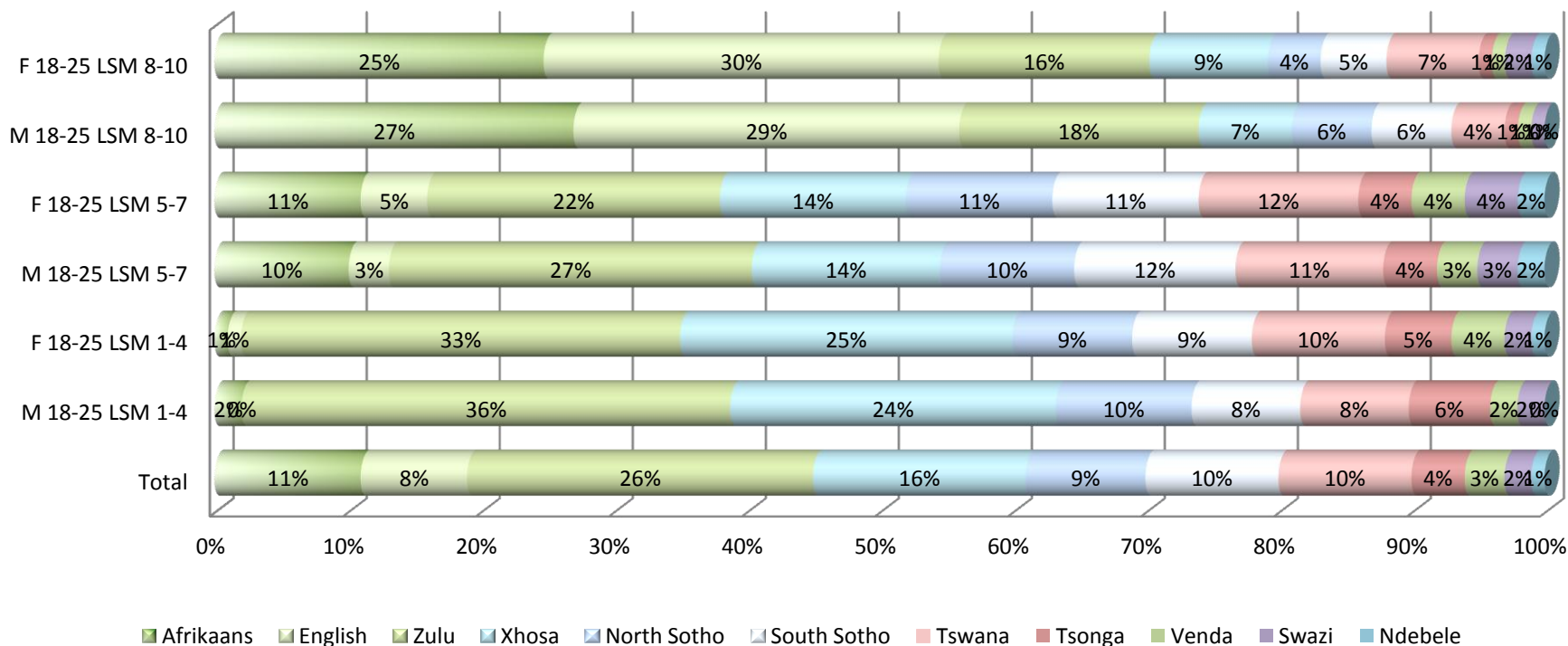
SCREENSHOTS FROM REPORT



81 page report with 100+ charts, graphs, tables and insights

SAMPLE FROM REPORT: HOME LANGUAGE PROFILE

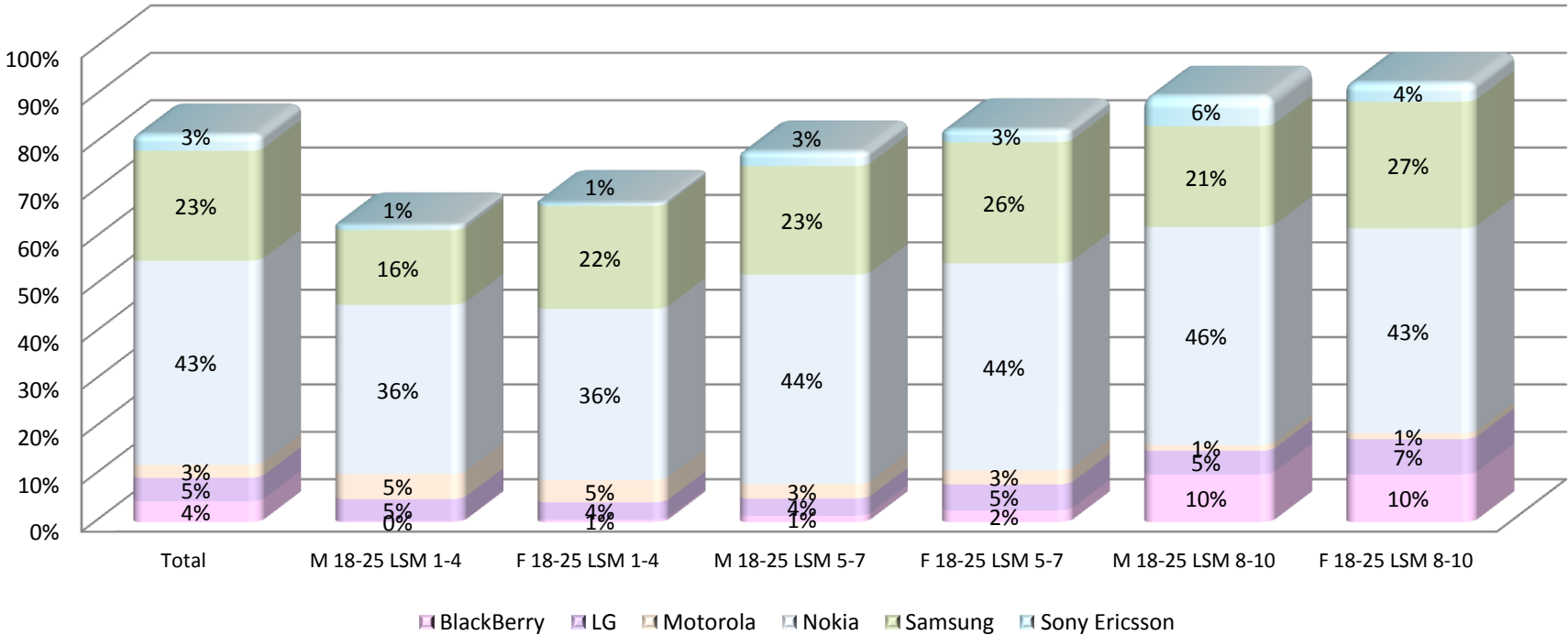
Home Language profile of 18-25 year-old segments



- 30% of 18-25 females in LSM 8-10 spoke English as their home language, and 25% spoke Afrikaans.
- Among 18-25 year-old males in LSM 1-4, 36% spoke Zulu and 24% were Xhosa home-language speakers.

SAMPLE FROM REPORT: MAKE OF CELLPHONE

Make of cellphone among 18-25 year-old segments

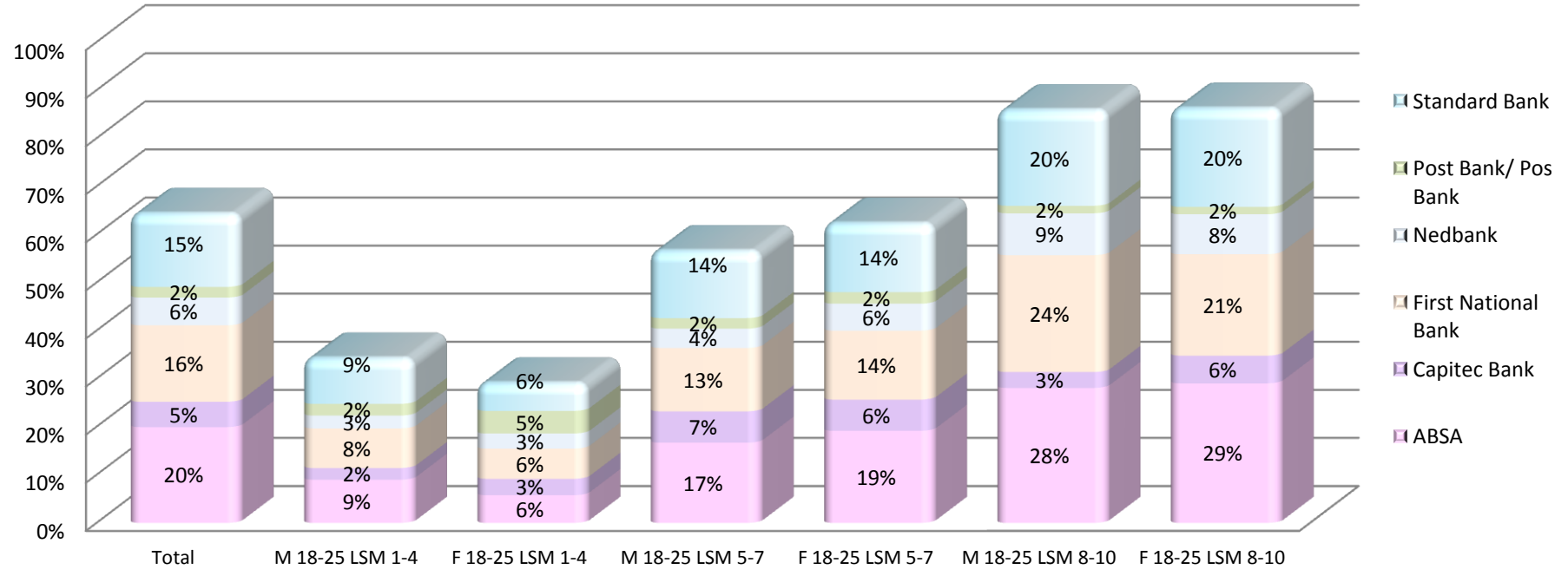


- 43% of all 18-25 year-olds were using a Nokia and 23% were using a Samsung.
- Blackberry and Sony Ericsson were more popular among LSM 8-10 compared to the lower LSM segments.

Source: AMPS 2011A
 Sample Sizes: 25 160 (Adults 15+ years old); 5 586 (18-25 Years old)
 Note: all figures based on weighted numbers

SAMPLE FROM REPORT: FINANCIAL INSTITUTIONS/BANKS USED

Financial Institutions used by 18-25 year-old segments



- Among all 18-25 year-olds, nearly two thirds (64%) were using a bank.
- ABSA was the most popular bank among 18-25 year-olds in LSM 8-10, followed by FNB and Standard Bank
- Interestingly, Standard Bank was together with ABSA and FNB the most popular banks at 6% among female 18-25 year-olds in LSM 1-4.

Source: AMPS 2011A
 Sample Sizes: 25 160 (Adults 15+ years old); 5 586 (18-25 Years old)
 Note: all figures based on weighted numbers

SAMPLE FROM REPORT: TOP 3 MONTHLY MAGAZINES: AVERAGE ISSUE READERSHIP

Total	Percentage
Dish	16%
Bona	11%
True Love	10%

M 18-25 LSM 1-4	Percentage
Bona	16%
Amakhosi	13%
Vuk'uzenzele	10%

F 18-25 LSM 1-4	Percentage
Bona	17%
True Love	12%
Vuk'uzenzele	10%

M 18-25 LSM 5-7	Percentage
Bona	11%
Amakhosi	10%
Dish	9%

F 18-25 LSM 5-7	Percentage
Bona/ True Love	16%
Dish	8%
Vuk'uzenzele	7%

M 18-25 LSM 8-10	Percentage
Dish	32%
Speed & Sound	23%
Car	16%

F 18-25 LSM 8-10	Percentage
Dish	33%
Cosmopolitan	19%
True Love	15%

- Dish (16%) was the most widely read monthly magazine among all 18-25 year-olds, followed by Bona (11%) and True Love (10%).
- Speed & Sound and Car magazine were the second and third most popular monthly magazines among males in LSM 8-10.
- Cosmopolitan had the highest readership at 19% among females in LSM 8-10.

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- 2.6. **Population Group Distribution:** Black; White; Coloured; Indian
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4.1. Segmentation Overview (2011)

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