



SOUTH AFRICA SEGMENT REPORT

– YOUTH SEGMENT (15-19 YEARS) –



COMPILED: OCTOBER 2011

REPORT OVERVIEW

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

This report examines the 15-19 year old youth segment of the South African market and is mostly based on an annual consumer survey among a nationally representative sample of over 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:

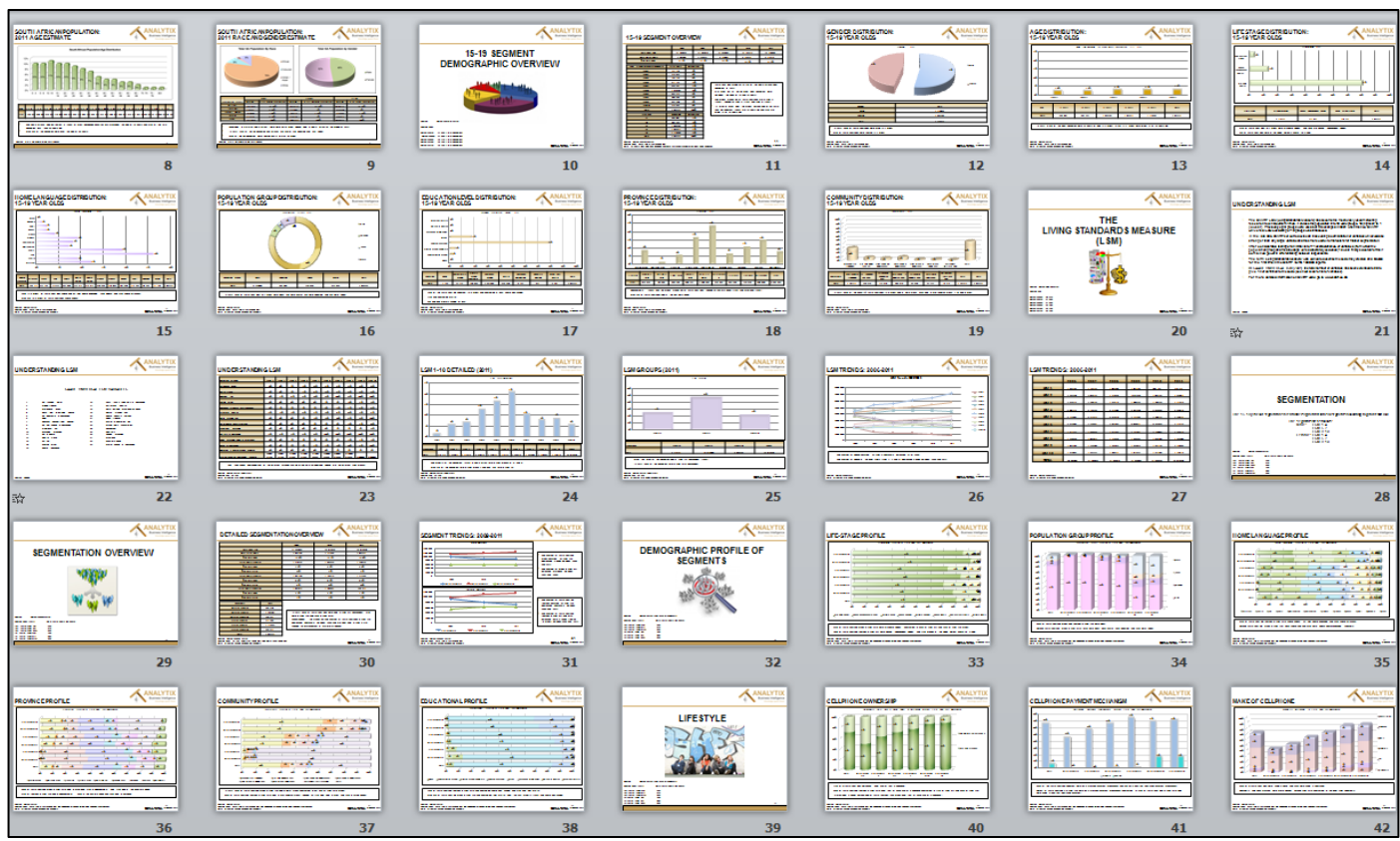
- **Who are 15-19 year olds? e.g. age, gender, affluence, life-stage, geographics**
- **How do you engage with them? e.g. lifestyle, internet, sports, music interests**
- **What media do you use to communicate to them? e.g. TV, radio, newspapers, magazines**
- **What are the important consumer trends that should be included in your business strategy?**

It provides a comprehensive profile of the entire 15-19 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?

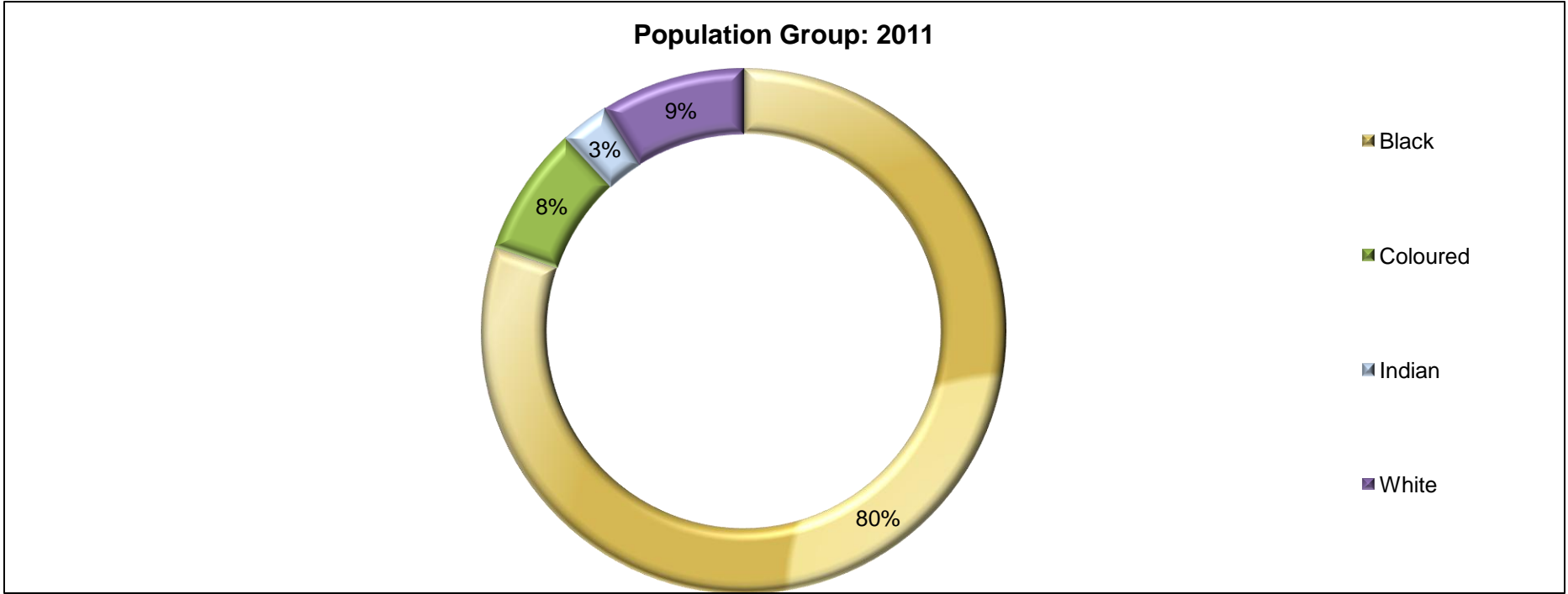
- **The report focuses on consumer-based intelligence – the most valuable brand asset**
- **Provides a comprehensive analysis of the “big picture” with consumer/market trends**
- **81 page report with 100+ charts, graphs, tables**
- **Salient points and key insights are highlighted and summarised in comment boxes on each page**

SCREENSHOTS FROM REPORT



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

SAMPLE FROM REPORT: POPULATION GROUP DISTRIBUTION:15-19 YEAR OLDS



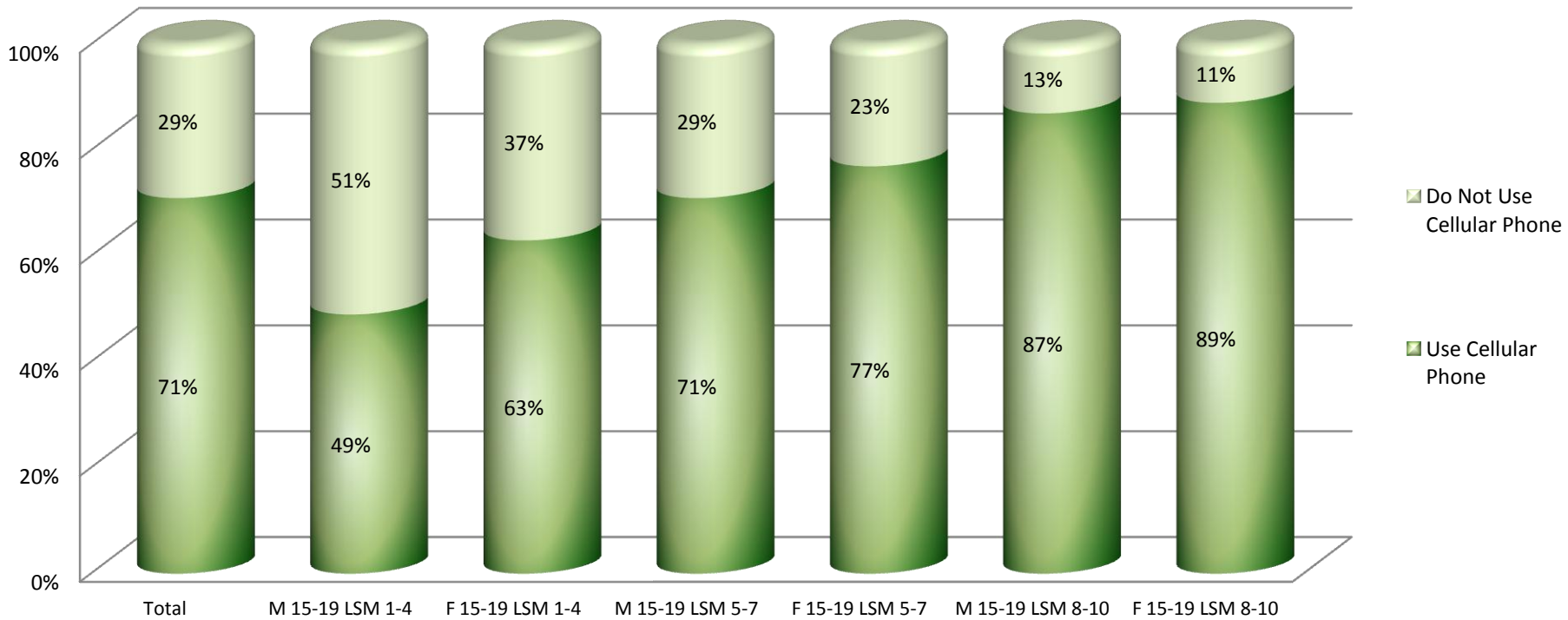
| Population Group | Black | Coloured | Indian | White | Total |
|------------------|------------------|----------------|----------------|----------------|------------------|
| Total | 4 113 667 | 392 902 | 129 479 | 451 483 | 5 087 531 |

● In 2011, 80% of 15-19 year olds (4.1 million) were Black, 9% were White, 8% were Coloured and 3% were Indian.

Source: AMPS 2011A
 Sample Sizes: 3370 (Total 15-19 years old)
 Note: all figures based on weighted numbers

SAMPLE FROM REPORT: CELLPHONE OWNERSHIP

Personally own, rent or have used a cellphone among 15-19 year old segments

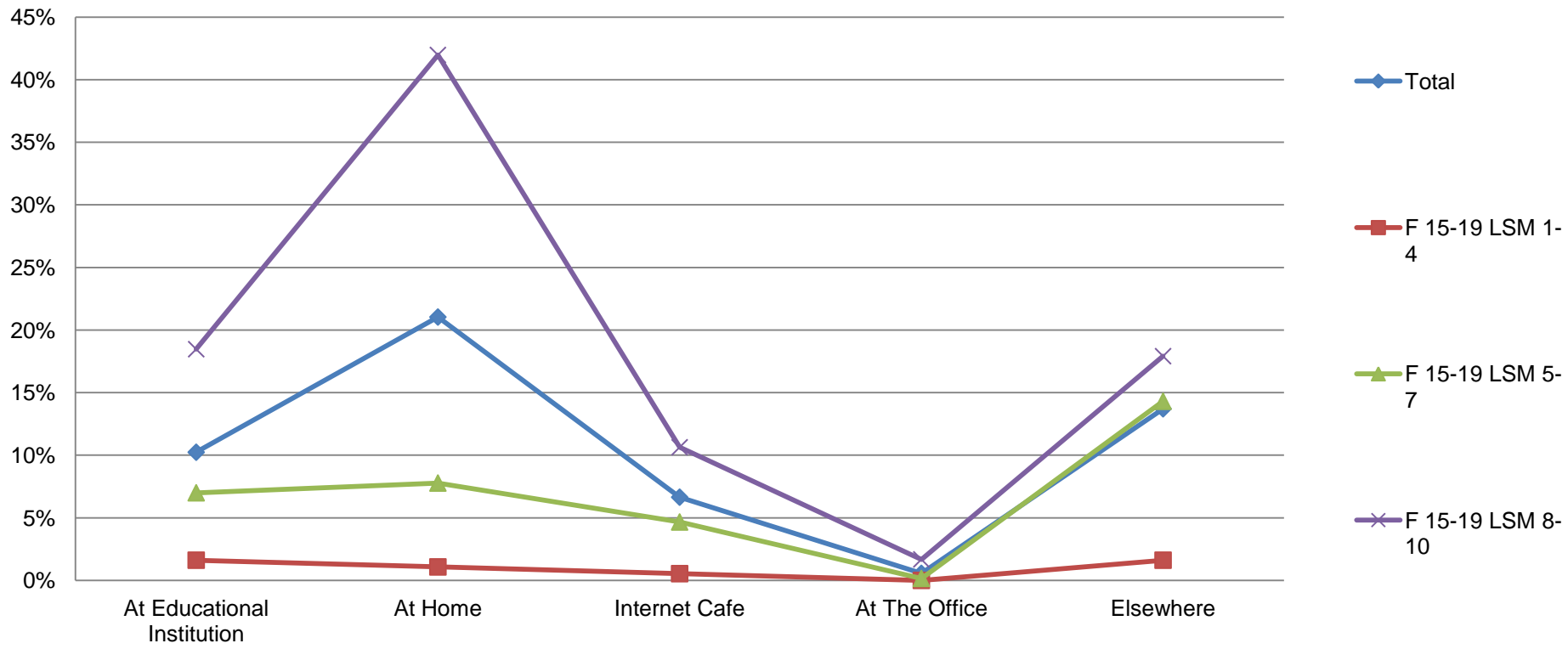


- 71% of all 15-19 year olds personally own, use or rent a cellphone.
- 89% of 15-19 year-old females in LSM 8-10 own, rent or have use of a cellphone compared to 77% of LSM 5-7 and 63% of LSM 1-4.
- Interestingly, a higher percentage of 15-19 females than males own, rent or have use of a cellphone .

Source: AMPS 2011A
 Sample Sizes: 3370 (Total 15-19 years old); see beginning of section for detailed segment sample sizes
 Note: all figures based on weighted numbers

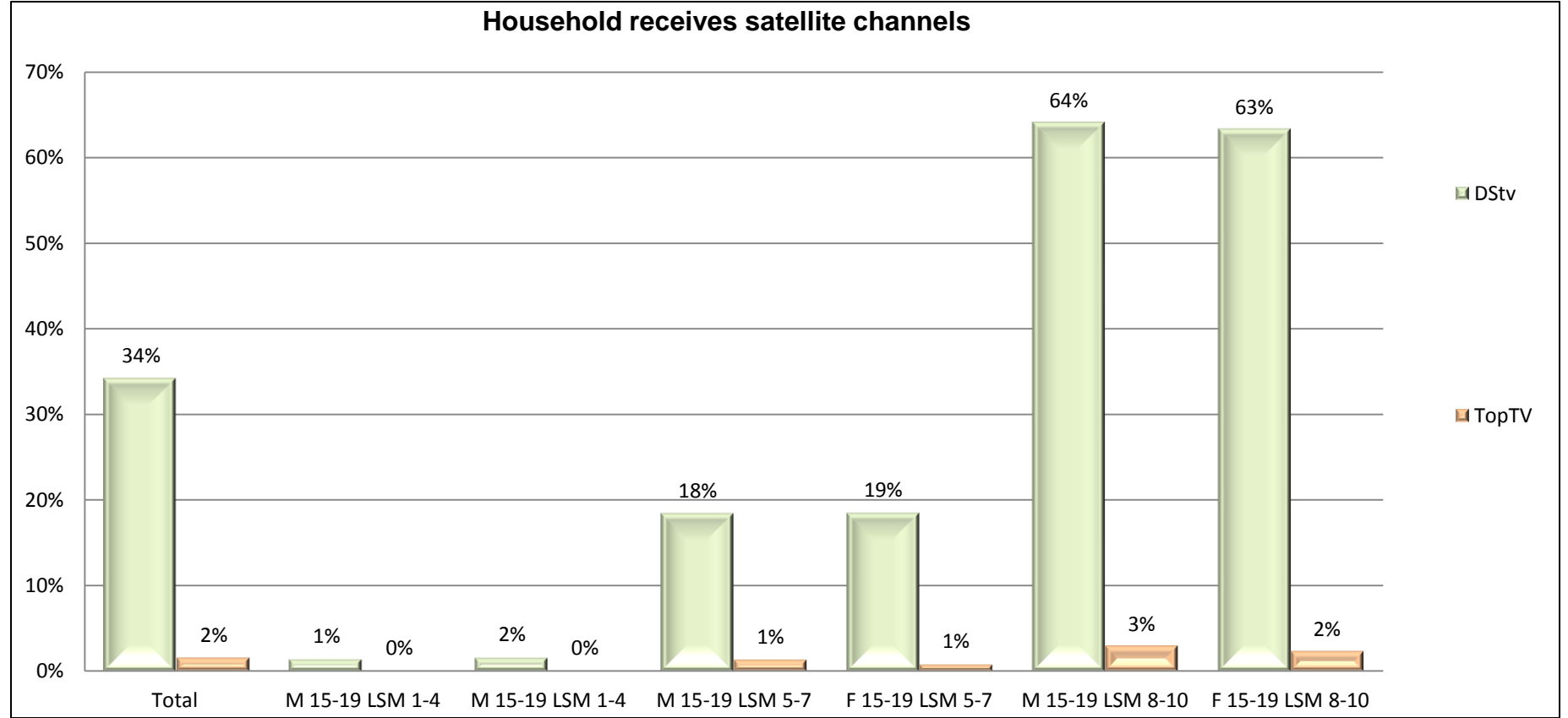
SAMPLE FROM REPORT: INTERNET ACCESS LOCATION: FEMALES

Internet access location among 15-19 year old segments: Females



Among 15-19 year old females in LSM 8-10, the highest proportion (42%) accessed the Internet from their home, followed by an educational institution (18%).

SAMPLE FROM REPORT: HOUSEHOLD RECEIVES DSTV CHANNELS



- Among all 15-19 year olds, 34% received DSTV and only 2% received TopTV satellite channels at home.
- A significant proportion of LSM 8-10 received DStv channels, males (64%) and females (63%).

Source: AMPS 2011A
 Sample Sizes: 3370 (Total 15-19 years old); see beginning of section for detailed segment sample sizes
 Note: all figures based on weighted numbers

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- 2.4. **Life-stage Distribution:** At Home Singles; Starting-out Singles; Couples; Parents; Single Parents
- 2.5. **Home Language Distribution:** Afrikaans; English; Zulu; Xhosa; North Sotho; South Sotho; Tswana; Tsonga; Venda; Swazi; Ndebele
- 2.6. **Population Group Distribution:** Black; White; Coloured; Indian
- 2.7. **Education Level Distribution:** None; Some Primary School; Primary School Complete; Some High School; Matric; Technikon Diploma Or Degree; University Degree; Other Post Matric
- 2.8. **Province Distribution:** Western Cape; Northern Cape; Eastern Cape; Kwazulu-Natal; Free State; Mpumalanga; Gauteng; Limpopo; North West
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4.1. Segmentation Overview (2011)

- 4.1.1. **Detailed Segmentation Overview:** The 15-19 year-old segment has been further segmented into six segments according to gender and LSM: M 15-19 LSM 1-4; M 15-19 LSM 5-7; M 15-19 LSM 8-10; F 15-19 LSM 1-4; F 15-19 LSM 5-7; F 15-19 LSM 8-10
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