



# **SOUTH AFRICA SEGMENT REPORT**

## **– ADULT SEGMENT (36-45 YEARS) –**



**COMPILED: OCTOBER 2011**

# REPORT OVERVIEW

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

This report examines the 36-45 year old adult 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:

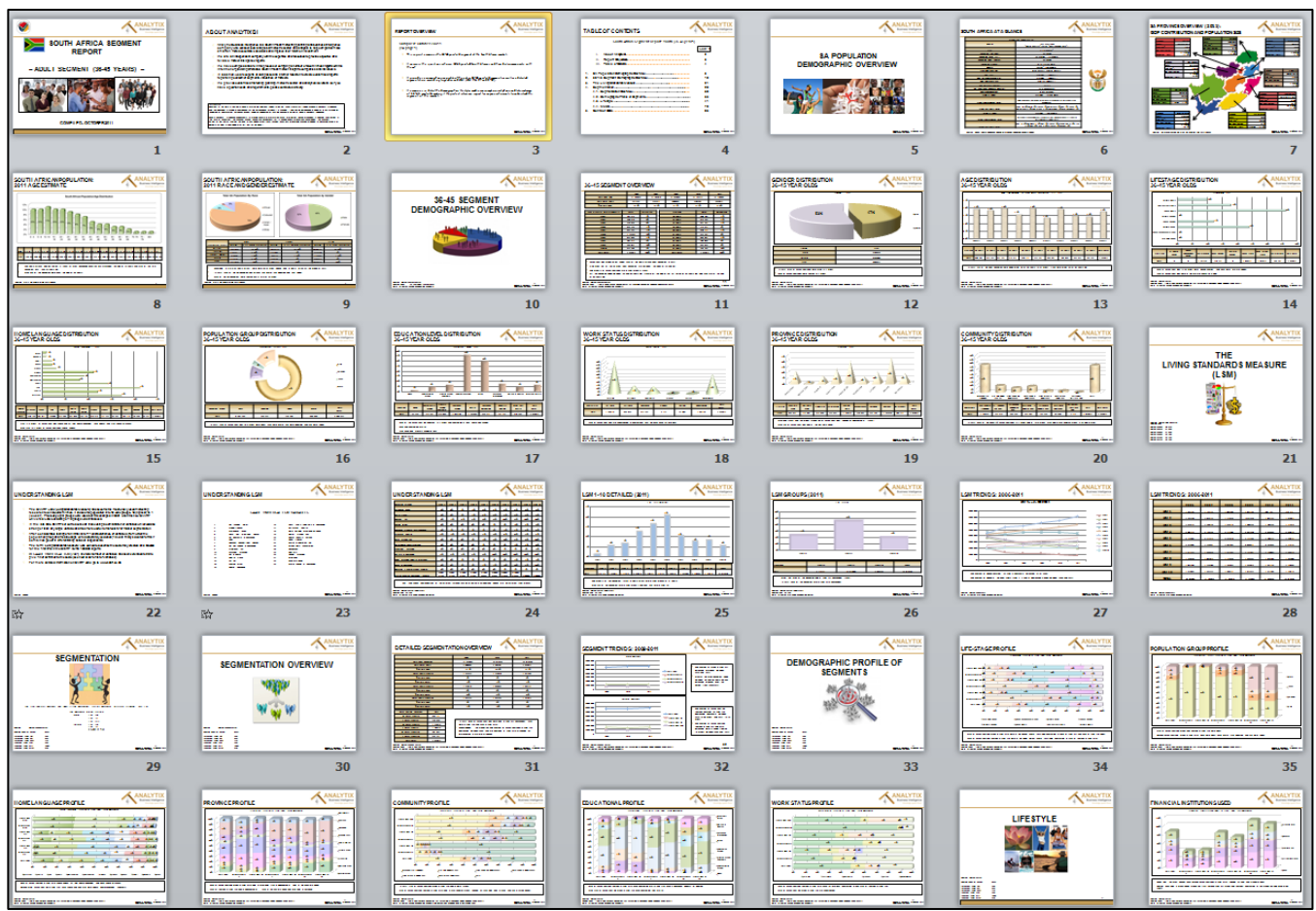
- **Who are 36-45 year olds? e.g. age, gender, affluence, life-stage, geographics**
- **How do you engage with them? e.g. lifestyle, internet, sports, music interests**
- **What media do you use to communicate to them? e.g. TV, radio, newspapers, magazines**
- **What are the important consumer trends that should be included in your business strategy?**

It provides a comprehensive profile of the entire 36-45 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?

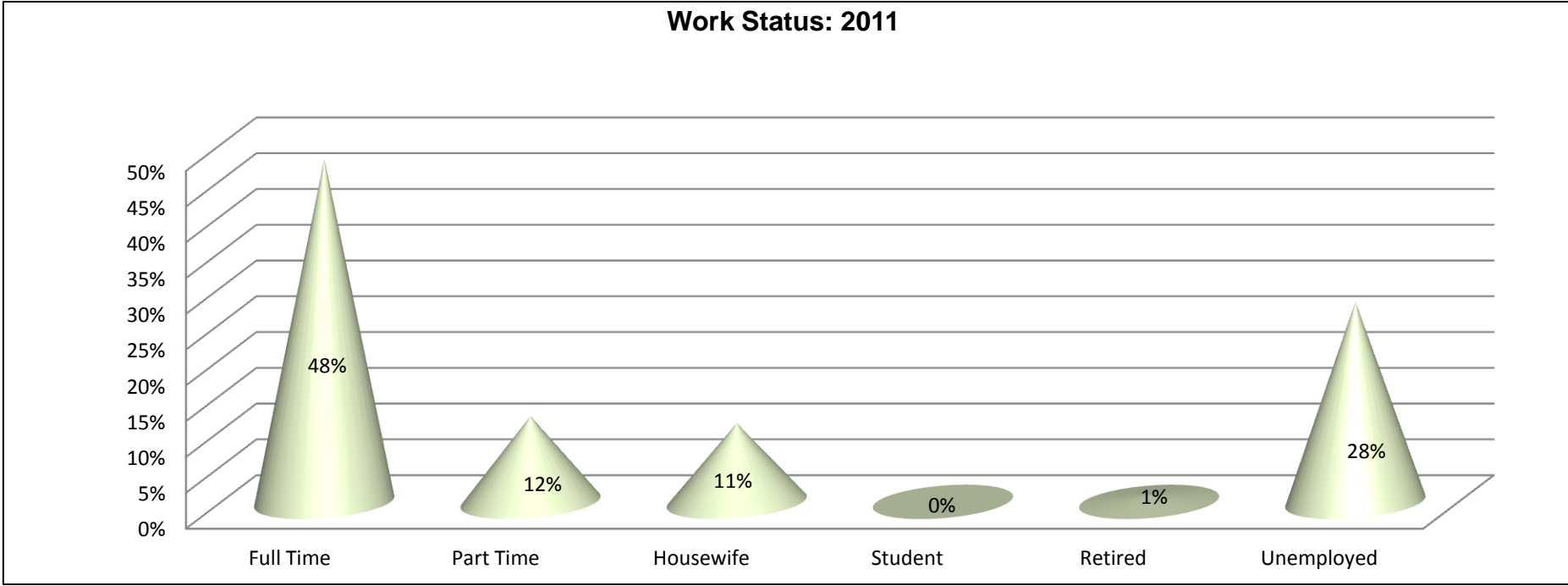
- **The report focuses on consumer-based intelligence – the most valuable brand asset**
- **Provides a comprehensive analysis of the “big picture” with consumer/market trends**
- **83 page report with 100+ charts, graphs, tables**
- **Salient points and key insights are highlighted and summarised in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

# SCREENSHOTS FROM REPORT



**83 page report with 100+ charts, graphs, tables and insights**

# SAMPLE FROM REPORT: WORK STATUS DISTRIBUTION 36-45 YEAR OLDS



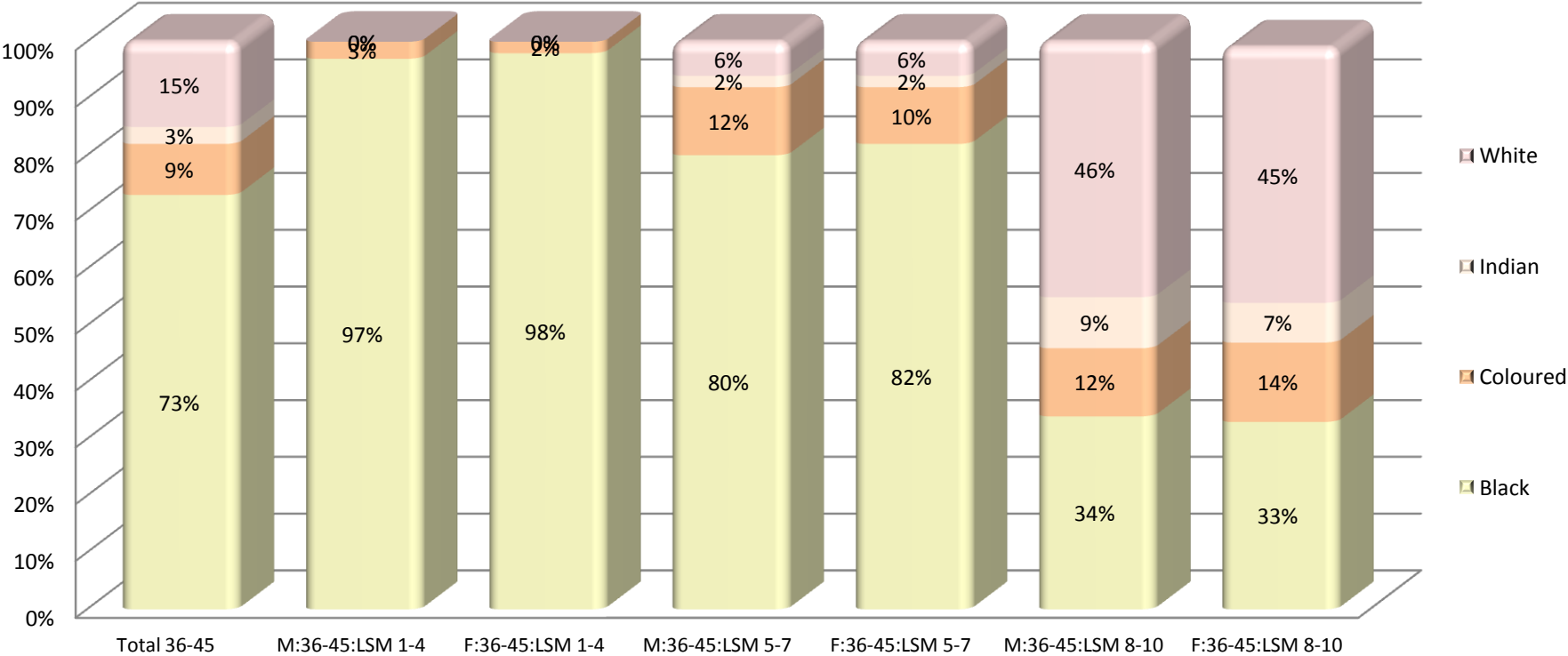
Work Status	Full Time	Part Time	Housewife	Student	Retired	Unemployed	Total 36-45
<b>Total</b>	2 790 226	684 074	617 587	9 233	85 608	1 661 288	5 848 017

- 48% of the 36-45 year old segment (2.8 million) have a full time job, 12% have a part-time job and 11% are housewives.
- 28% of the segment are unemployed (1.7 million).

Source: AMPS 2011A (July 2010 – June 2011)  
 Sample Sizes: Total population aged 36-45 years: (4231)  
 Note: all figures based on weighted numbers

# SAMPLE FROM REPORT: POPULATION GROUP PROFILE

Population group profile of 36-45 year olds segments

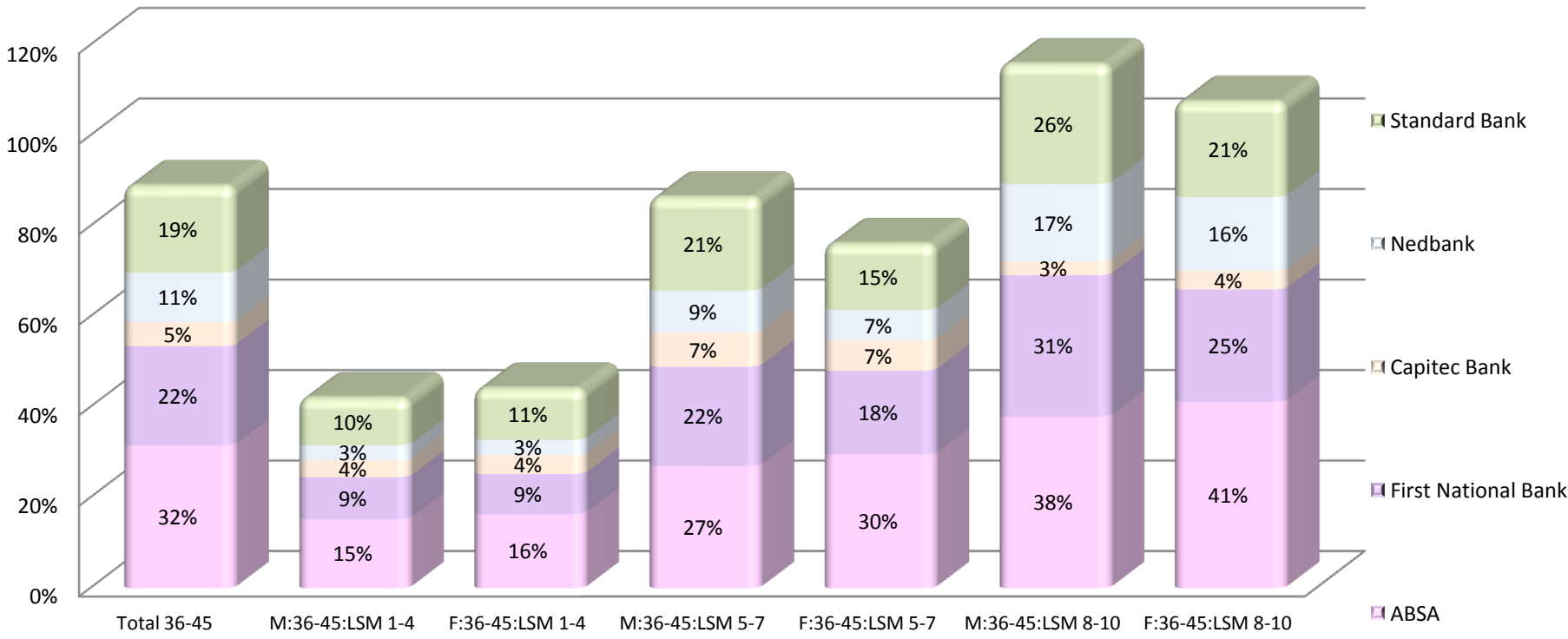


- 97% of 36-45 year-old males and females in LSM 1-4 were Black.
- Among 36-45 year-old males in LSM 8-10, 34% were Black, 46% White, 12% Coloured and 9% were Indian.

Source: AMPS 2011A (July 2010 – June 2011)  
 Sample Sizes: Total population aged 36-45 years: (4231); see beginning of section for detailed segment sample sizes  
 Note: all figures based on weighted numbers

# SAMPLE FROM REPORT: FINANCIAL INSTITUTIONS USED

Financial institutions used by 36-45 year old segments

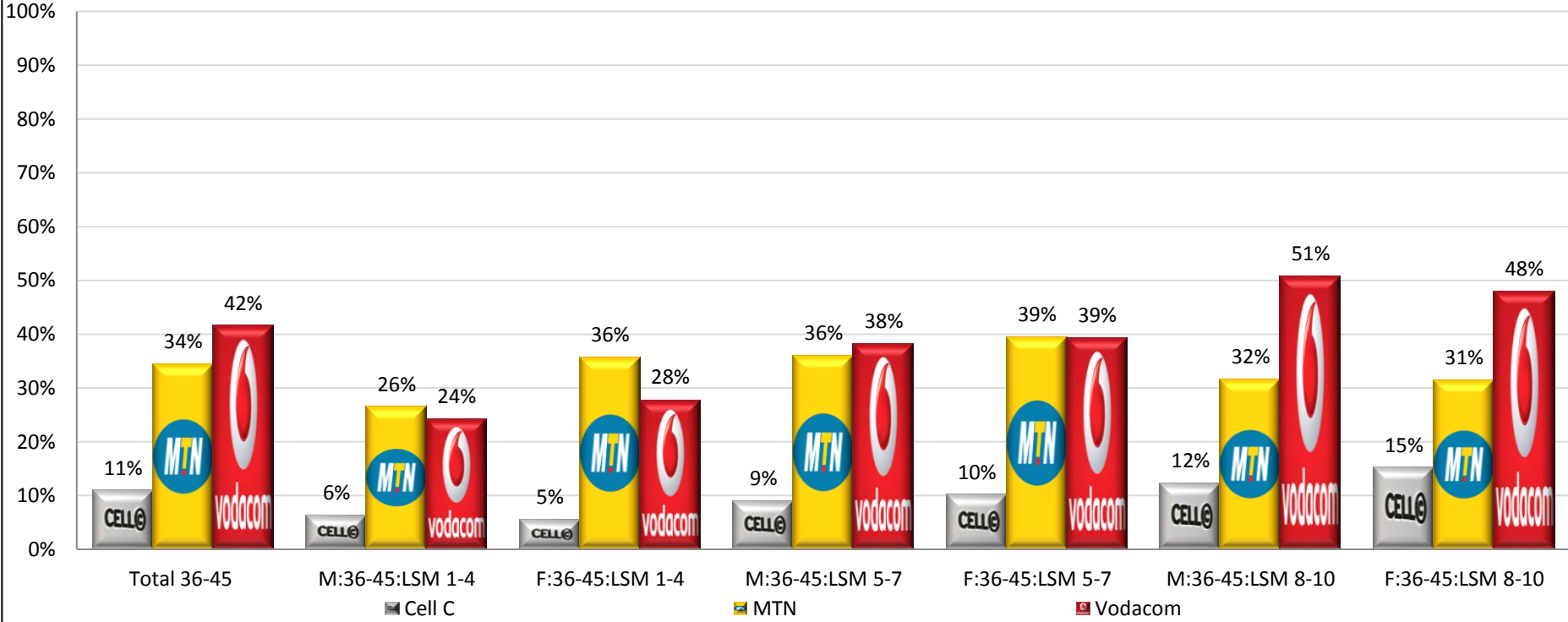


- ABSA was the most popular bank among 36-45 year-olds in LSM 8-10, followed by FNB and Standard Bank.
- Capitec Bank held a higher proportion (7%) among LSM 5-7 males and females, compared to the proportion among other LSM's.

Source: AMPS 2011A (July 2010 – June 2011)  
 Sample Sizes: Total population aged 36-45 years: (4231); see beginning of section for detailed segment sample sizes  
 Note: all figures based on weighted numbers

# SAMPLE FROM REPORT: CELLULAR NETWORK PROVIDER

Cellphone network provider by 36-45 year olds segments



- 42% of the 36-45 year-old segment were using Vodacom as their network provider, 34% MTN and 11% were on Cell C.
- Interestingly, MTN was the most popular among LSM 1-4 and Vodacom was most popular among LSM 8-10.
- Cell C was more popular among the LSM 8-10 segments compared to the lower LSM segments.

Source: AMPS 2011A (July 2010 – June 2011)  
 Sample Sizes: Total population aged 36-45 years: (4231); see beginning of section for detailed segment sample sizes  
 Note: all figures based on weighted numbers

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- 2.3. **Age Distribution:** 36 years; 37 years; 38 years; 39 years; 40 years; 41 years; 42 years; 43 years; 44 years; 45 years
- 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. **Work Status Distribution:** Full Time; Part Time; Housewife; Student; Retired; Unemployed
- 2.9. **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 36-45 year-old segment has been further segmented into six segments according to gender and LSM: M 36-45 LSM 1-4; M 36-45 LSM 5-7; M 36-45 LSM 8-10; F 36-45 LSM 1-4; F 36-45 LSM 5-7; F 36-45 LSM 8-10
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- 4.2.4. **Population Group:** Black; White; Coloured; Indian
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- 4.2.6. **Province Profile:** Western Cape; Northern Cape; Free State; Eastern Cape; Kwazulu-Natal; Mpumalanga; Limpopo; Gauteng; North-West
- 4.2.7. **Community Profile:** Metropolitan; City; Large Town; Small Town; Large Village; Small Village; Rural
- 4.2.8. **Educational Profile:** None; Some Primary School; Primary School Complete; Some High School; Matric; Technikon Diploma Or Degree; University Degree; Other Post Matric
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