



SOUTH AFRICA SEGMENT REPORT

– ADULT SEGMENT (26-35 YEARS) –



COMPILED: OCTOBER 2011

REPORT OVERVIEW

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

This report examines the 26-35 year-old adult segment of the South African market and is mostly based on an annual consumer survey among a nationally representative sample of more than 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:

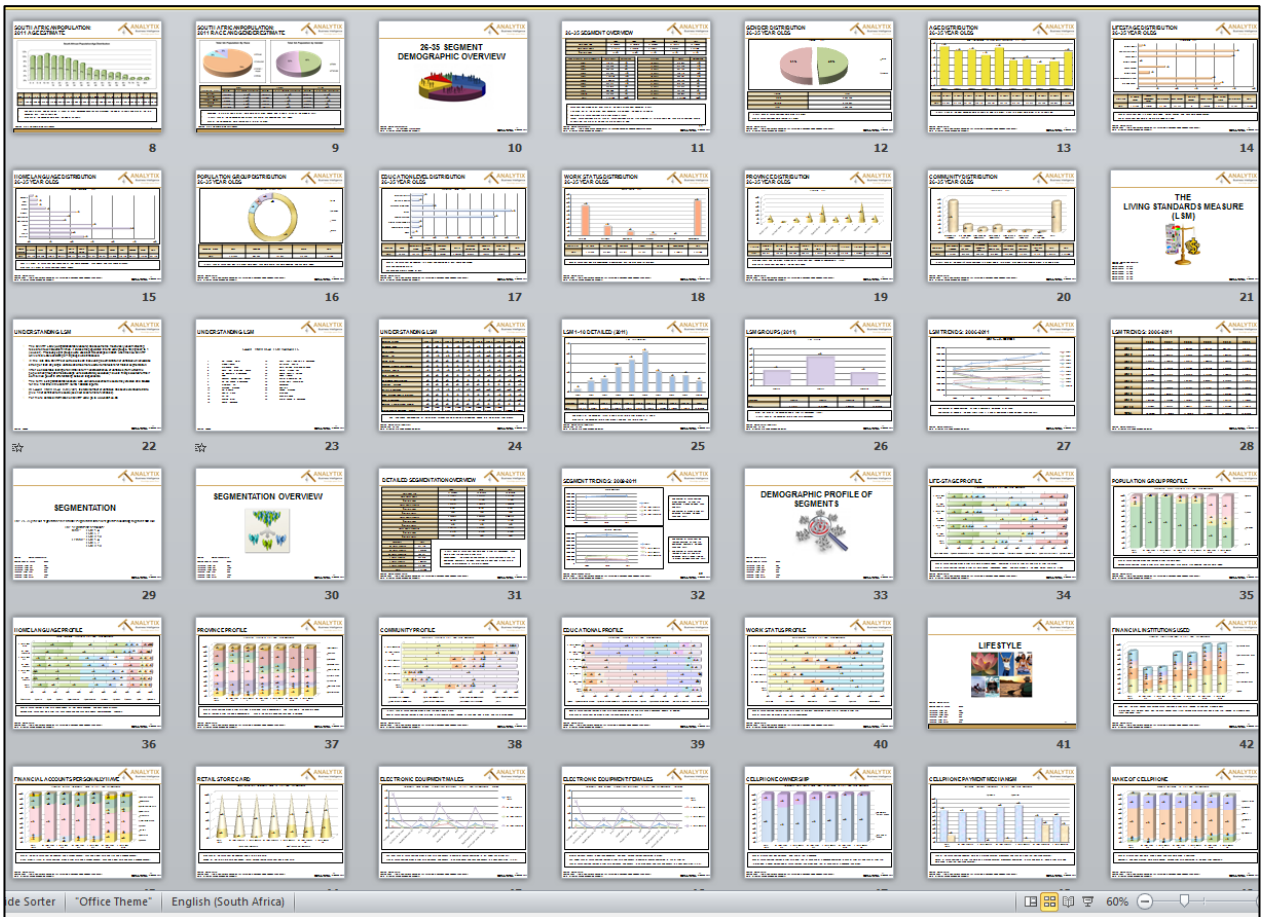
- **Who are 26-35 year-olds? e.g. age, gender, affluence, life-stage, geographics**
- **How do you engage with them? e.g. lifestyle, internet, sports, music interests**
- **What media do you use to communicate to them? e.g. TV, radio, newspapers, magazines**
- **What are the important consumer trends that should be included in your business strategy?**

It provides a comprehensive profile of the entire 26-35 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**
- **84 page report with 100+ charts, graphs, tables**
- **Salient points and key insights are highlighted and summarised in comment boxes on each page**

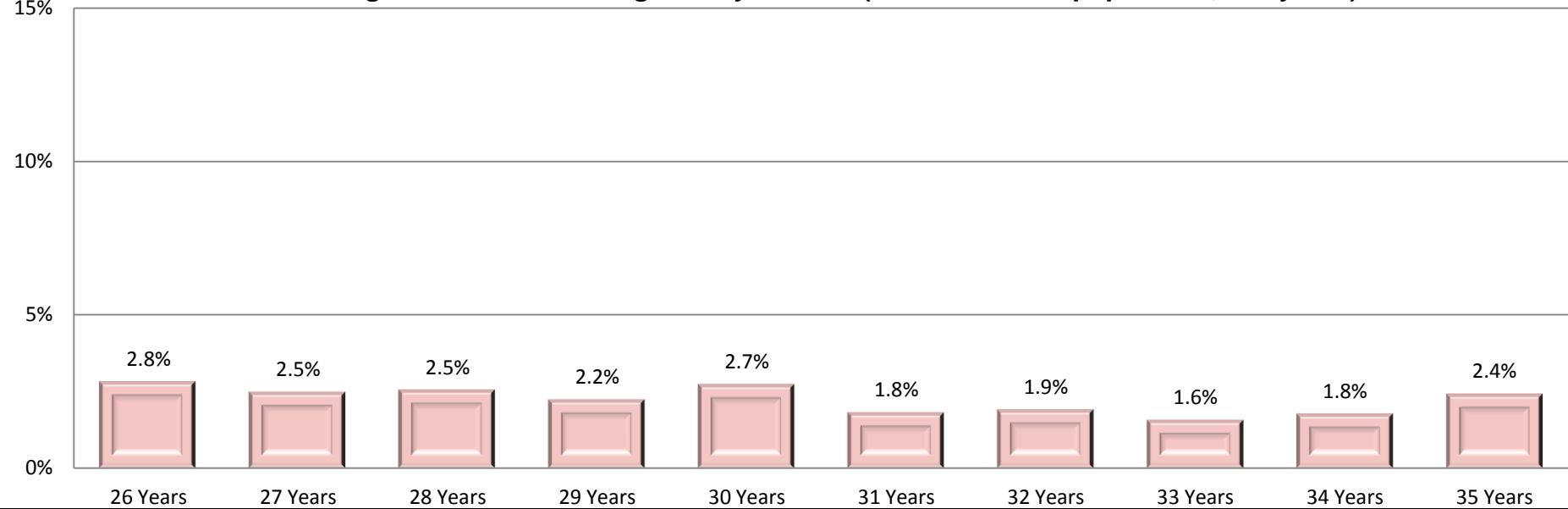
SCREENSHOTS FROM REPORT



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

SAMPLE FROM REPORT: AGE DISTRIBUTION 26-35 YEAR-OLDS (2011)

Age distribution among 26-35 year-olds (% of total adult population, 15+ years)



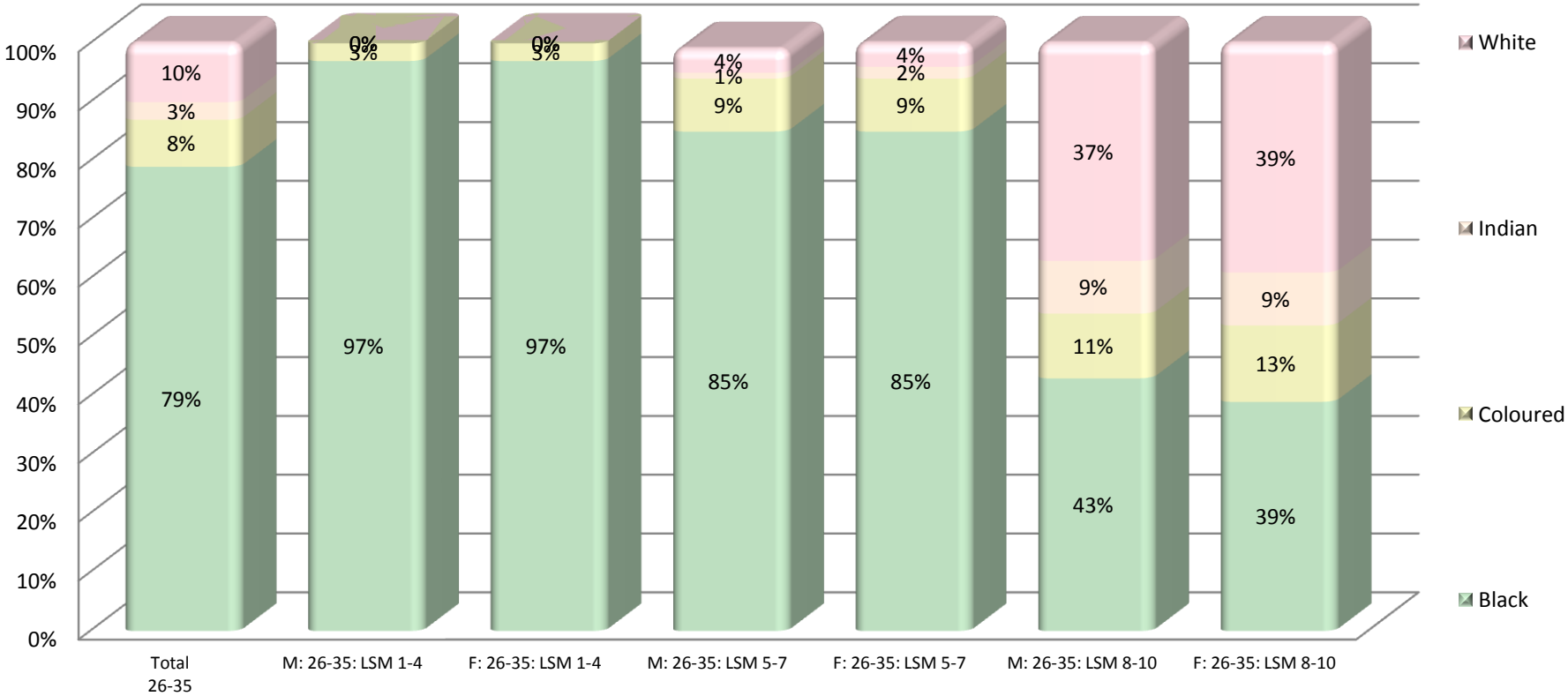
Exact Age	26 Years	27 Years	28 Years	29 Years	30 Years	31 Years	32 Years	33 Years	34 Years	35 Years	Total
Total	929 685	817 336	842 148	736 216	899 201	597 179	629 184	517 477	585 586	798 087	7 352 100

● In 2011, 2.8% of the adult population were 26 years of age (0.9 million), 2.7% (0.9 million) were 30 years of age and 2.5% were either 28 or 29 years old.

Source: AMPS 2011A
 Sample Sizes: 25 160 (Total South African Population 15+ years); 4 989 (Total population aged between 26-35 years)
 Note: all figures based on weighted numbers

SAMPLE FROM REPORT: POPULATION GROUP PROFILE

Population group profile of 26-35 year-old segments

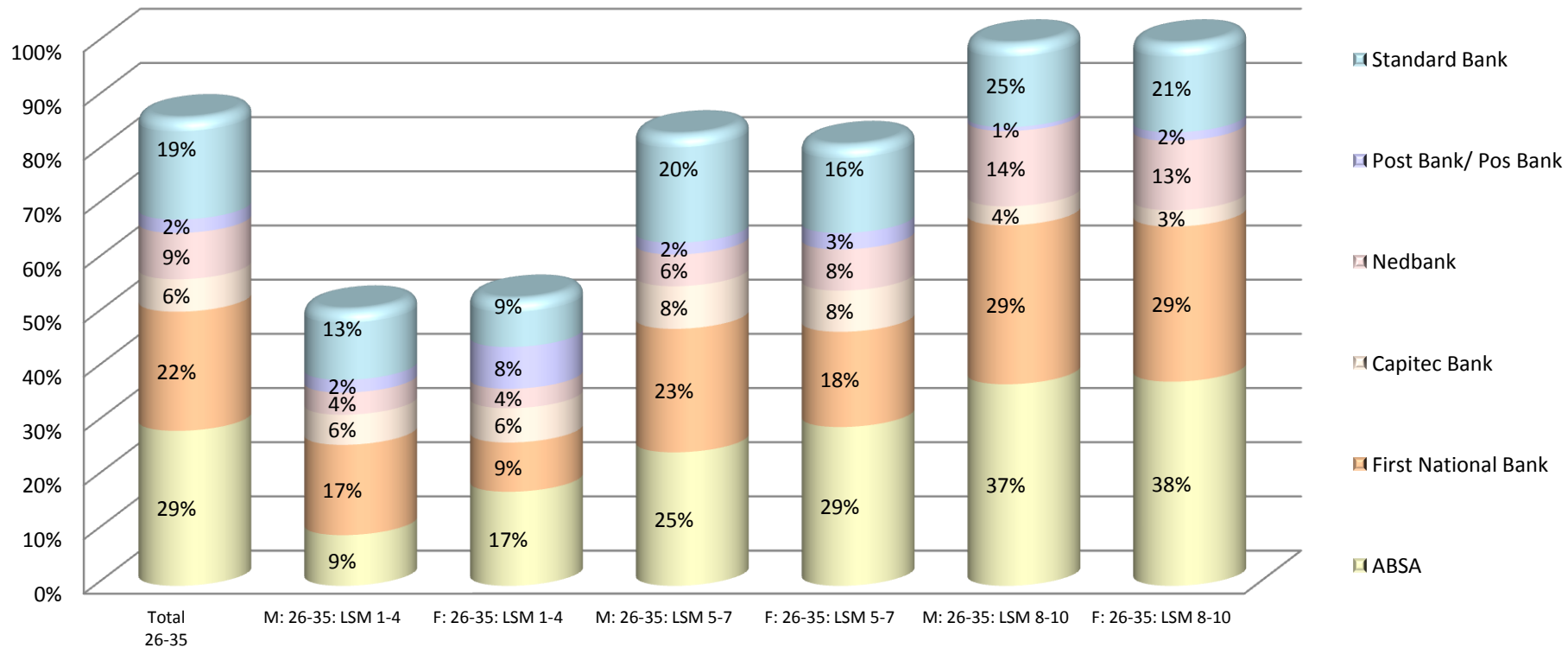


- 97% of 26-35 year-old males and females in LSM 1-4 were Black.
- Among 26-35 year-old males in LSM 8-10, 43% were Black, 37% White, 11% Coloured and 9% were Indian.

Source: AMPS 2011A
 Sample Sizes: 25 160 (Total South African Population 15+ years); 4 989 (Total population aged between 26-35 years)
 Note: all figures based on weighted numbers

SAMPLE FROM REPORT: FINANCIAL INSTITUTIONS USED

Financial institutions used by 26-35 year-old segments



- ABSA (29%) was the most popular bank among 26-35 year-olds in LSM 8-10, followed by FNB (22%) and Standard Bank (19%).
- Interestingly, FNB was the most popular bank (17%) among male 26-35 year-olds in LSM 1-4, while ABSA was most popular for females in LSM 1-4 and all other LSM segments across gender.

Source: AMPS 2011A
 Sample Sizes: 25 160 (Total South African Population 15+ years); 4 989 (Total population aged between 26-35 years)
 Note: all figures based on weighted numbers

SAMPLE FROM REPORT: TOP 3 RADIO STATIONS (PAST 7 DAYS)

Total 26-35	Percentage
Metro fm	25%
Ukhozi FM	20%
Umhlobo Wenene FM	12%

M 26-35 LSM 1-4	Percentage
Ukhozi FM	36%
Umhlobo Wenene FM	23%
Gagasi 99.5(P4 Radio Durban)	11%

F 26-35 LSM 1-4	Percentage
Ukhozi FM	38%
Umhlobo Wenene FM	20%
Gagasi 99.5(P4 Radio Durban)	11%

M 26-35 LSM 5-7	Percentage
Metro fm	33%
Ukhozi FM	16%
Motsweding FM	12%

F 26-35 LSM 5-7	Percentage
Metro fm	28%
Ukhozi FM	16%
Lesedi FM	15%

M 26-35 LSM 8-10	Percentage
Metro fm	34%
5fm	31%
94.7 Highveld Stereo	16%

F 26-35 LSM 8-10	Percentage
Metro fm	28%
94.7 Highveld Stereo	17%
5fm	16%

- Metro FM (25%), Ukhozi FM (20%), and Umhlobo Wenene FM (12%) were the top three radio stations listened to in the past seven days by 26-35 year-olds.
- Metro FM (34%), 5FM (31%) and 94.7 Highveld Stereo (16%) were the top three radio stations listened to in the past seven days by 26-35 year-old males in LSM 8-10.

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- 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
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- 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)

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