



# WOMEN'S DAY/MONTH INSIGHTS

## ANALYTICS & INSIGHTS



**MEDIA MARK**

bringing people & media together

- **Mediamark Audiences**



# Insights about Mediamark's Female listeners

Based on Female listeners of East Coast Radio, Jacaranda FM and Kaya 959 - 1,921,000



- 58% say being fit and leading a healthy lifestyle is important
- 236 000 say they own a small business as a sideline activity
- Music and travel are two of the top interests/pastimes of these women
- 51% say they love cooking for friends and family



- Over 1,1 million female listeners enjoy listening to music online
- 66% say it is important to keep in touch with friends
- Almost 600 000 of these women feel in control of their debt and have no worries about it
- 65% or 1,2 million female listeners own a vehicle



## NEXT YEAR'S ASPIRATIONS

- 691 000 aspire to get a new job
- 650 000 aspire to buy/change their cars
- 529 000 aspire to start a business
- 486 000 intend to buy a house
- 293 000 intend to graduate



- **Kaya 959 - Kaya 959 Women Lifestyle Study 2018**



# DEFINING LIFESTYLE

The lifestyle choices of the Kaya 959 woman reflect her ideals and her values.



- The Kaya woman's identity is a sum of all her personal experiences, shaped by collective victories and struggles of those like her.
- It's about creating a balance between her social life, family obligations and professional life.



# PERSONAL DEVELOPMENT AND BRANDS

Overall, the Kaya 959 woman favours aspirational brands associated with quality & success.



These are:

- brands that facilitate the journey to 'desired success'.
- brands that celebrate and reward hard work and achievement.
- authentic personalities.

# AUTHENTIC EXPERIENCES

The Kaya 959 woman seeks authentic experiences.



- To her that means engaging with brands that meet her needs and do it in a manner that resonates and reflects her ideals.
- The Kaya 959 woman is aware that she is heavily targeted by brands each trying to get a piece of her hard-earned cash and her attention.
- Therefore, they subscribe to genuine brands which lean on 'brand provenance'.
- These are brands that champion authentic experiences (travel, dining, shopping, etc).

# UPWARD SOCIAL MOBILITY

Empowerment and upliftment precede status and wealth when it comes to the Kaya 959 woman.



- For the Kaya 959 woman, improving income levels are directly linked to her lifestyle choices.
- Brands and experiences improve as her income level increases.
- The Kaya 959 woman seeks brands and experiences that enhance her desire to move on up in the world.



# MOVING UP

The Kaya 959 woman believes that education is a pathway to move up the social ladder.

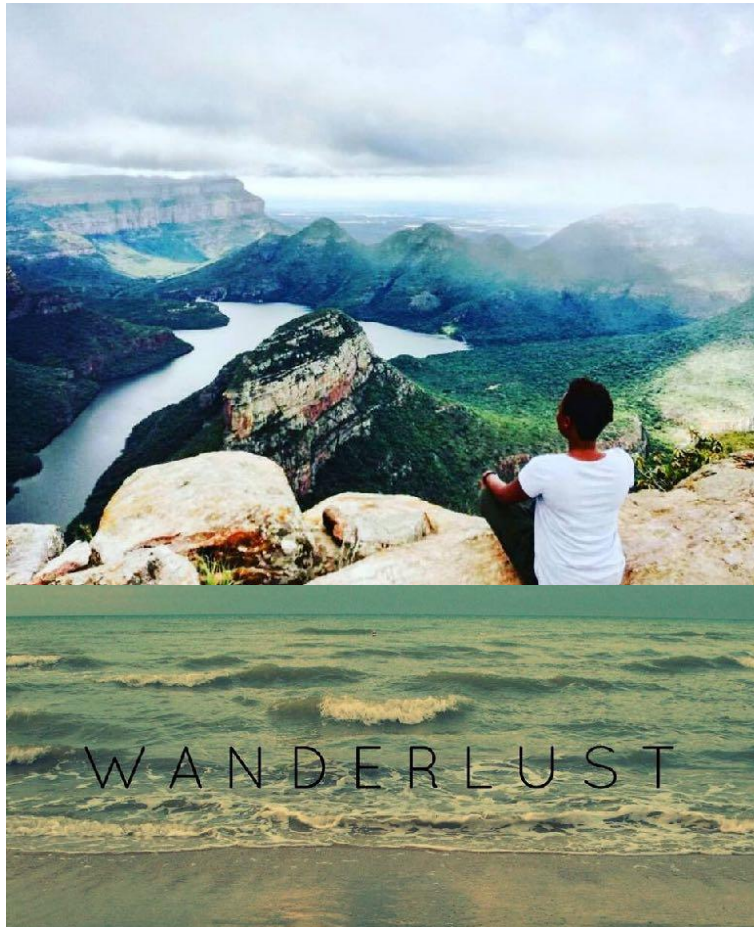
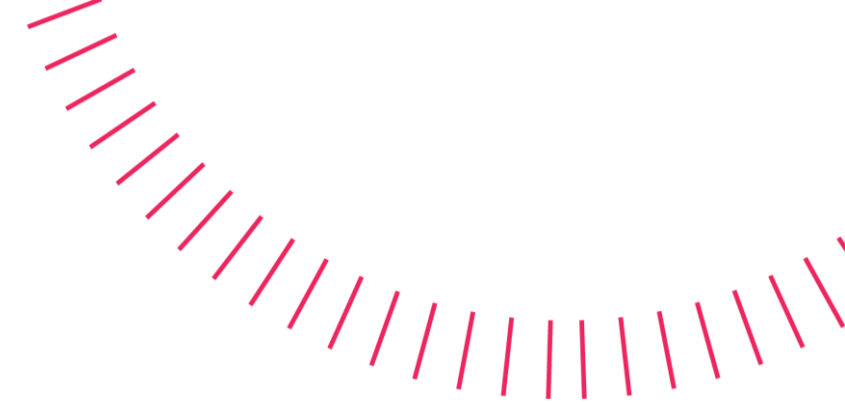


- The Kaya 959 woman believes that the more educated she or her children are, the more opportunities they will have at their disposal to exploit for the betterment of their lives.

“ I can't imagine where I'd be if I was not able to get a good quality education. I look at some people I grew up with who are inherently smart but because they were unable to further their studies they can only go so far in life. Education is really important.”

# WELLNESS

For the Kaya 959 woman, taking time out is an essential part of her 'self-care' journey.



- This is simply taking time out to be *"in-touch with self"*, to enjoy *"me time"*, to drown out the outside world, the pressures and all the different messages, and taking the time to look within



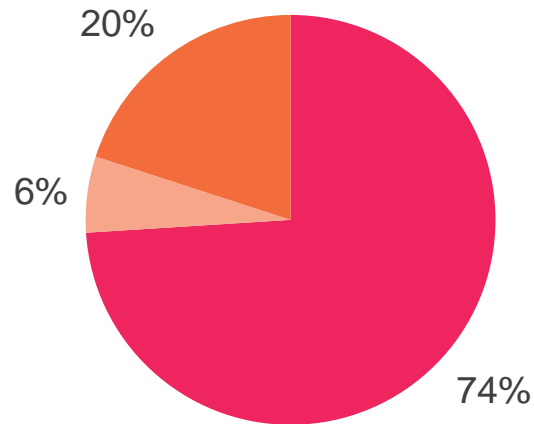
- **KM 1<sup>st</sup> Party Data**
- **Generic**



# Our listeners believe that gender equality is important

In terms of gender equality in the household, workplace, education, same work-same pay, etc.: President Ramaphosa says Banyana Banyana should be paid the same as Bafana Bafana. Do you agree with this statement?

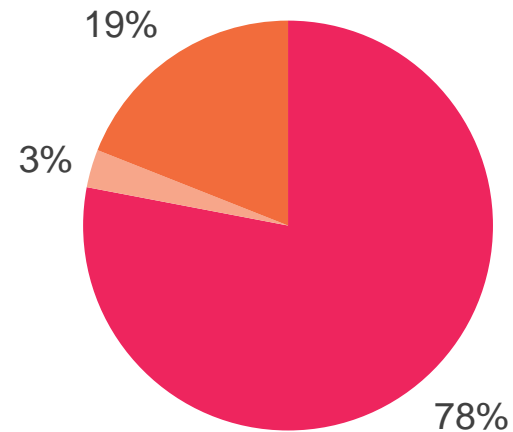
Jacaranda FM listeners



Just over **a third** of our female listeners from Jacaranda FM are in a leadership position

■ Yes ■ No ■ I'm neutral

ECR Listeners



**4 out of 10** of our female listeners from ECR are in a leadership position

■ Yes

Source: Colony: Women's month survey: ECR n=532 Jacaranda FM n=469

Source: Colony: Women's month survey: Filtered on female listeners: ECR n=370; Jacaranda FM: n=283



# Giving back is important to our listeners



## Just over a third

of our female listeners from Jacaranda FM and East Coast Radio are involved with charities in and around their communities

# SA women have the spending power in households

- Women are emerging as decision-makers in procuring most consumer durables: health and beauty items, groceries, cars, and houses.
- 7 out of 10 of the female Jacaranda FM and East Coast Radio listeners indicated that they are responsible, or part of the decision-making process in the household.

Keeping the spending pattern of women in mind, Marketers should focus on food, health and beauty, apparel, financial services, healthcare, consumer durables, telecom services, automobiles, and real estate.

# Women shaping the SA retail market

Nielsen data shows that currently 80% of women purchase most from supermarkets;

- their average expenditure per trip is R220
- there is an average of five stores in their repertoire.
- In terms of how frequently they shop, women are in store at least once a week, consisting of a bulk shop once a month and top up shops three times a month.

(Source: <https://iqbusiness.net/our-thoughts/develop-products-and-market-them-with-women-in-mind/#:~:text=A%20study%20by%20Nielsen%20revealed,average%2C%20five%20different%20shopping%20locations>)

# Population & Workforce

- Women make up 48% of the global population and 35% of the global workforce.

(Source: <https://www.globenewswire.com/en/news-release/2022/03/08/2398667/28124/en/Global-Sheconomy-Research-Report-2022-Transformational-Growth-Due-to-Increasing-Economic-Power-of-Women.html>)

- In South Africa, Women make up 52% of the population and 41% of the workforce.

(Source: BRC RAMS April 2022-March 2023)



# Women in aviation

- Less than 10% of South African pilots are Female, however, South Africa's first black female helicopter pilot, Refilwe Ledwaba, is making huge waves in fighting these issues of sexism within aviation.
- Refilwe Ledwaba is also known to be the first female black helicopter pilot to join the South African Police Service. She also has been running her charity organization, Girls Fly Programme in Africa (GFPA) for over a decade, teaching hundreds of young girls in aerospace and aviation. It now operates in 4 African countries.
- Furthermore, Mandisa Mfeka is known to be the first female fighter pilot in South Africa.

(Source: <https://www.simuflight.co.za>)

# Non-binary and census

## FOR BACKGROUND / CONTEXT

- As Statistics South Africa (Stats SA) lags behind, Canada has become the first country to collect and release census data on its transgender and non-binary citizens. Over two-thirds (70.5%) of people who provided answers to the write-in option used the term “non-binary” when specifying their gender. Others used terms such as “fluid”, “agender”, “queer”, “gender-neutral” and “gender-nonconforming”.
- Non-binary and transgender people are younger on average than cisgender people. In May 2021, the Canadian population aged 15 and older had an average age of 48.0 years. In comparison, the transgender population had an average age of 39.4 years, while the non-binary population had an average age of 30.4 years.
- The proportions of transgender and non-binary people were almost seven times higher for Generation Z (born between 1997 and 2006, 0.79%) than the Interwar and Greatest Generations (born in 1945 or earlier, 0.12%).

(Source: <https://www.mambaonline.com/2022/04/28/census-gender-diversity-this-is-how-its-done-stats-sa>)

\*Cisgender (often shortened to cis; sometimes cissexual) is a term used to describe a person whose gender identity corresponds to their sex assigned at birth. The word cisgender is the antonym of transgender. The prefix cis- is Latin and means on this side of.

# South Africa wants to enshrine the right to be non-binary

- In a first for an African country, South Africa is revising its national identity system to be more inclusive and recognize different gender identities.
- “This is the most contentious digit for non-binary or transgender persons as it does not reflect their sexual orientation or gender,” says a [document](#) on the topic, published by the government in December last year as part of a discussion on how to modernize the ID system.
- The document advised that to in order to include the estimated 530, 000 South Africans who identify as non-binary, “an alternative digit or letter ‘X’ be used for this population.” The Department of Home Affairs, which is responsible for these changes, is now planning to consult with LGBTQ+ communities on its proposal.
- It will take a few years for any changes to take place, as recommendations move through the consultation towards legislation and implementation.

(Source: <https://qz.com/africa/1999607/south-africa-to-update-id-document-to-reflect-non-binary-identities#:~:text=The%20document%20advised%20that%20to,LGBTQ%2B%20communities%20on%20its%20proposal>)

# Non-binary and clothing

- Founded in 2018, 'U' is a Cape Town-based label focused on **designing gender-neutral clothing**. Born out of a desire to create clothing that caters for everyone, we are passionate about creating high-quality, comfortable, non-conforming pieces. 'U' is inspired by nostalgic street-wear and work-wear and each garment is crafted with your style and ours.

Source: <https://www.ubeyou.co.za>

- WE CAN ALL BE ALLIES Campaign Woolworths
- An LGBTQIA+ ally is someone who supports, stands up for, respects, uplifts and celebrates the LGBTQIA+ community. Whether you're educating yourself about the LGBTQIA+ community, are sharing content from LGBTQIA+ voices, are actively advocating for LGBTQIA+ rights, or are a good friend or colleague to an LGBTQIA+ person - there are lots of different ways to be an ally.
- We've **adapted our wardrobe** policy to recognise everyone's unique preferences to style, cultural or religious needs, and gender identity or expression. We've also **created a range of Pride merchandise** and are donating funds to LGBTQIA+ support organisations. Shop the range to show your colours and your support.

(Source: [https://www.woolworths.co.za/content/article/web-content/we-can-all-be-allies/\\_/A-cmp214163](https://www.woolworths.co.za/content/article/web-content/we-can-all-be-allies/_/A-cmp214163))





**THANK YOU**



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