

# SUMMARY PROFILE OF SA CONSUMER MARKET

Descriptor:	Marginalised consumers:	Modern consumers:	
		Emerging:	Established:
Proportion of SA population**	31.80%	42.70%	25.50%
SU-LSM classification***	SU-LSM 1 - 3	SU-LSM 4 - 6	SU-LSM 7 - 10
Average monthly household income**	SU-LSM 1: R905 SU-LSM 2: R1094 SU-LSM 3: R1417	SU-LSM 4: R1870 SU-LSM 5: R2495 SU-LSM 6: R4207	SU-LSM 7: R6466 SU-LSM 8: R 9247 SU-LSM 9: R11951 SU-LSM 10: R18955
Unemployment****	46% - 42%	38% - 27%	18% - 4%
Rural proportion of group**	100% - 68%	44% - 9%	5% - Insignificant
Education level**	22% No schooling ----->40% Post-matric qualification		
Main provincial location**	KwaZulu-Natal, E Cape, Limpopo	Gauteng, W Cape, KwaZulu-Natal	Gauteng, W Cape
Contribution to Fast Moving Consumer Goods (FMCG) spend***	22%	37%	41%
Retail shopping frequency***	2.5 times / month	4 times / month	9 times / month
Typical purchase location***	Smaller independent stores	Major retailers	Major retailers
Share of total SA household cash expenditure*****	5.9%	28.8%	65.3%

\*\* Source: SAARF (2005a)  
unemployed, but seeking work

\*\*\* Source: ACNielsen (2005b)  
\*\*\*\*\* Martins (2006)

\*\*\*\* Percentage of consumers classifying themselves as

