

Mobile Research Data SA

Useful extractions from Amps

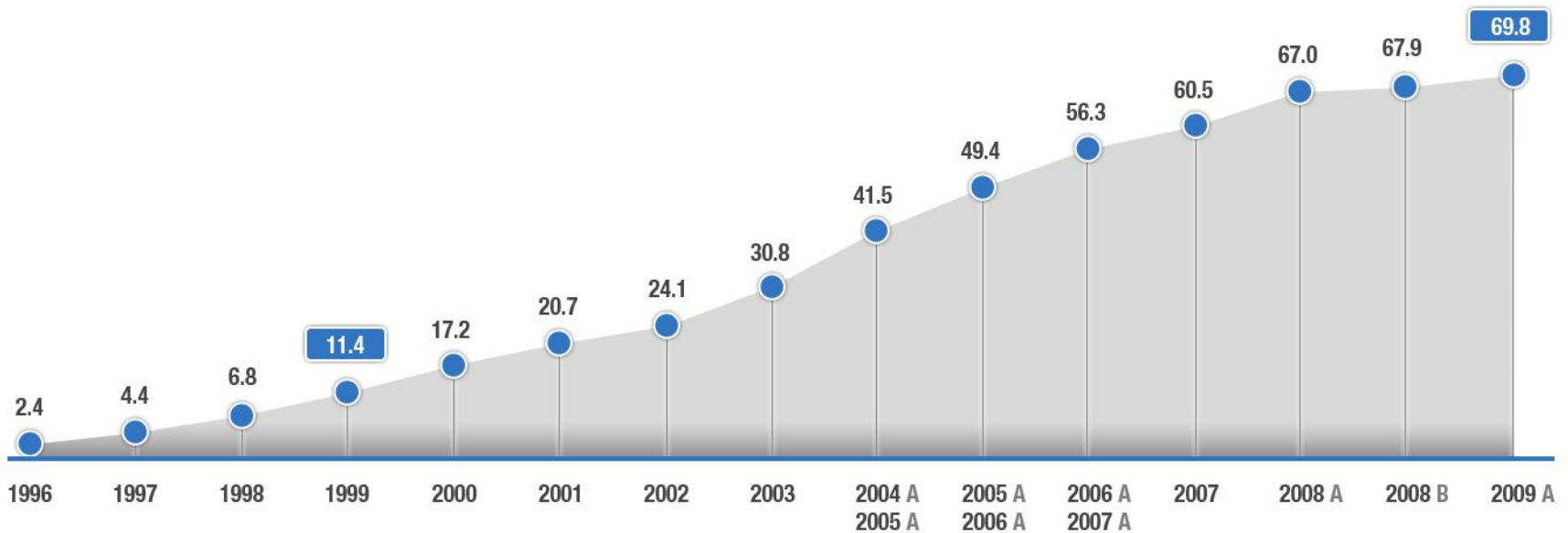
Growth of unique cellular phone access in SA

1999

11% of SA adults had access to (at least one) cellphone.

2009

70% of SA adults use a cellphone.



Percentage of unique cellphone users

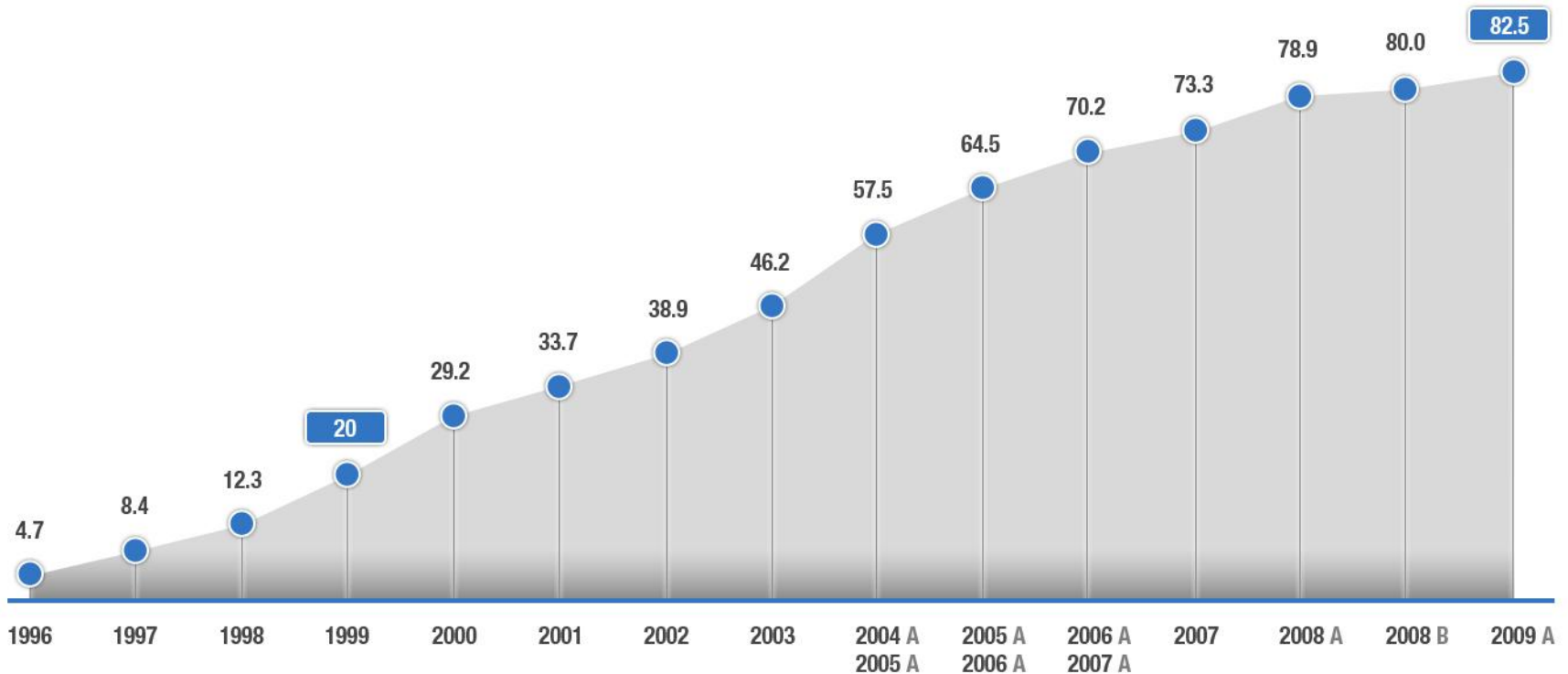
Growth of unique cellular phone access in SA among the economically active population

1999

20% of SA working adults had access to (at least one) cellphone.

2009

82.5% of SA working adults use a cellphone.

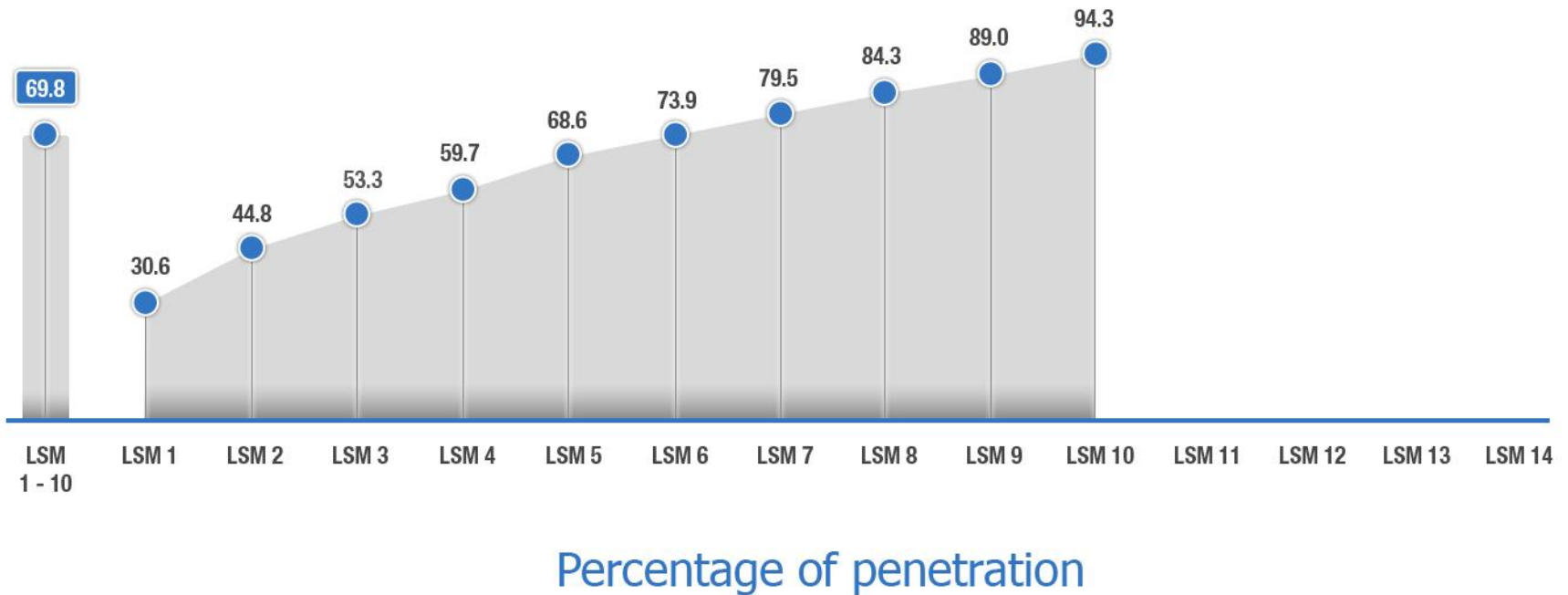


Percentage of unique penetration of economically active users

Penetration of cellular phone ownership in SA

By LSM

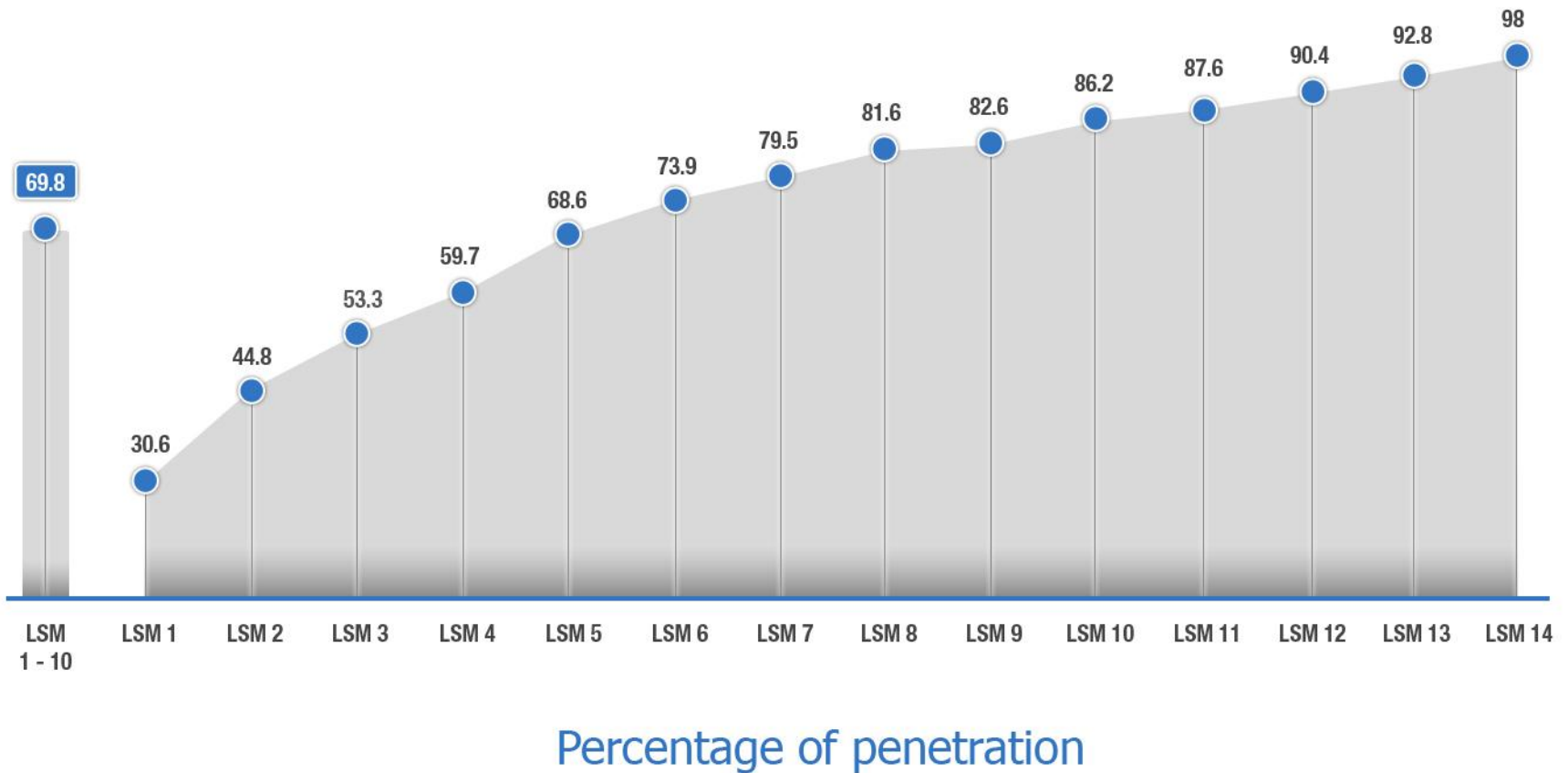
70% of the SA population has **access to a cell phone**



Penetration of cellular phone ownership in SA

By expanded LSM

70% of the SA population has **access to a cell phone**



Percentage of penetration

In South Africa today...

There are almost **twice** as many cellphones as there are TV sets

There are more than **four times** as many households with a cellphone than computer

44% of e-mails are sent and received from a cellphone

SMS text messaging is used by almost **four times** more people than email

There are **5.3 times** more homes with cellphones than landline telephones

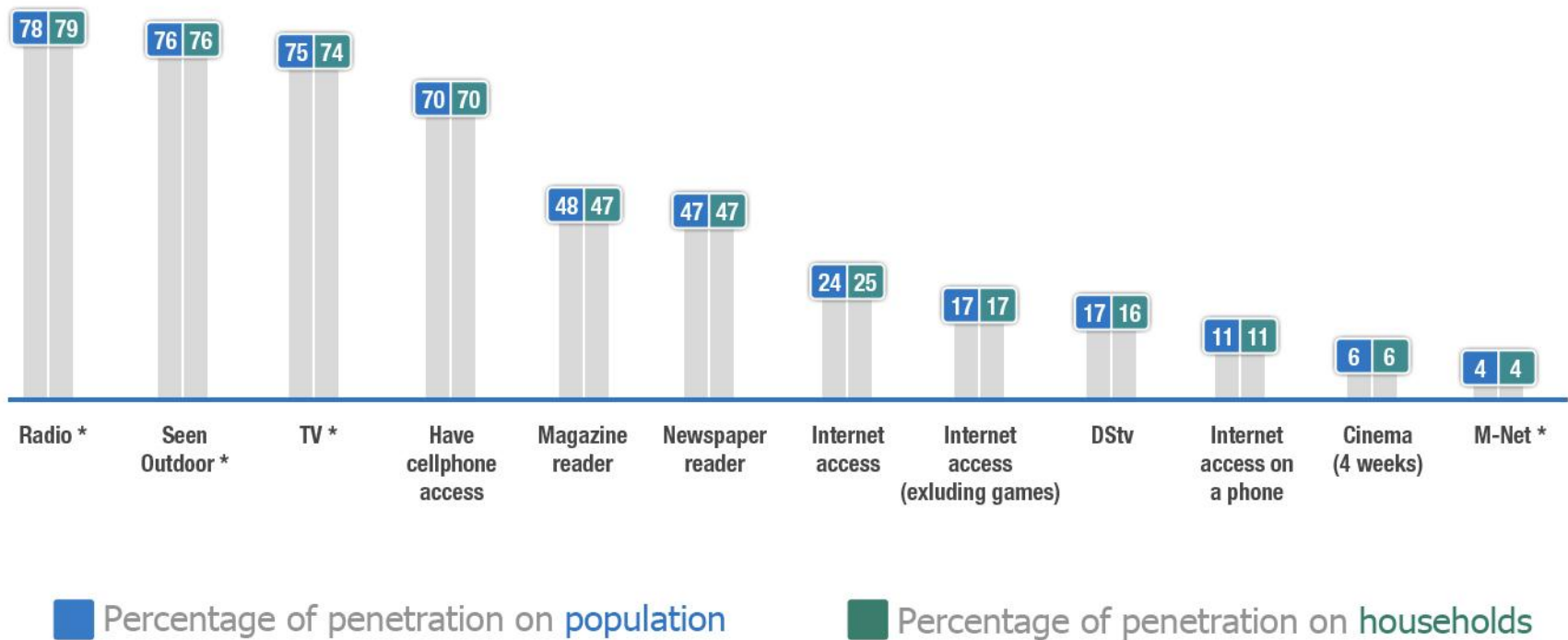
There are **almost six times** more cellphone subscribers than Internet users

Media type usage among SA adults

Cellular phones have not been around nearly as long as other traditional media and already their usage is among the top media types and growing every day.

Other electronic media have not shared cellular technology's popularity.

* yesterday



Media type usage among SA adults

By LSM (Percentage using media)

	Cell phones	Radio	TV	Outdoor	Newspaper	Magazine	Cinema	DSTV	M-Net	Internet (excluding for playing games)	Internet access on cellphone
Total	70	78	75	76	47	48	6	17	4	17	11
LSM 1	31	42	7	35	5	11	0	0	0	0	0
LSM 2	45	63	28	48	8	15	1	0	0	1	1
LSM 3	53	73	52	59	22	28	0	2	0	2	2
LSM 4	60	73	65	71	28	31	1	2	0	3	2
LSM 5	69	81	84	83	45	45	2	8	0	5	4
LSM 6	74	82	88	83	55	52	5	10	1	13	10
LSM 7	80	82	90	85	68	63	9	21	4	22	16
LSM 8	84	82	91	84	69	68	12	31	6	34	24
LSM 9	89	86	91	82	73	74	18	50	13	45	28
LSM 10	94	87	91	86	75	78	24	71	22	69	38



After less than **two decades** in existence, cellular phones are a "hot" medium.

They are the **only media type** to have almost **total saturation** in LSM 10.

Cellphones are a **unique** medium - no other media type has taken off as quickly and intensely.

Cellphones have **comparable levels of penetration** to the main traditional electronic media.

Media type usage among SA adults

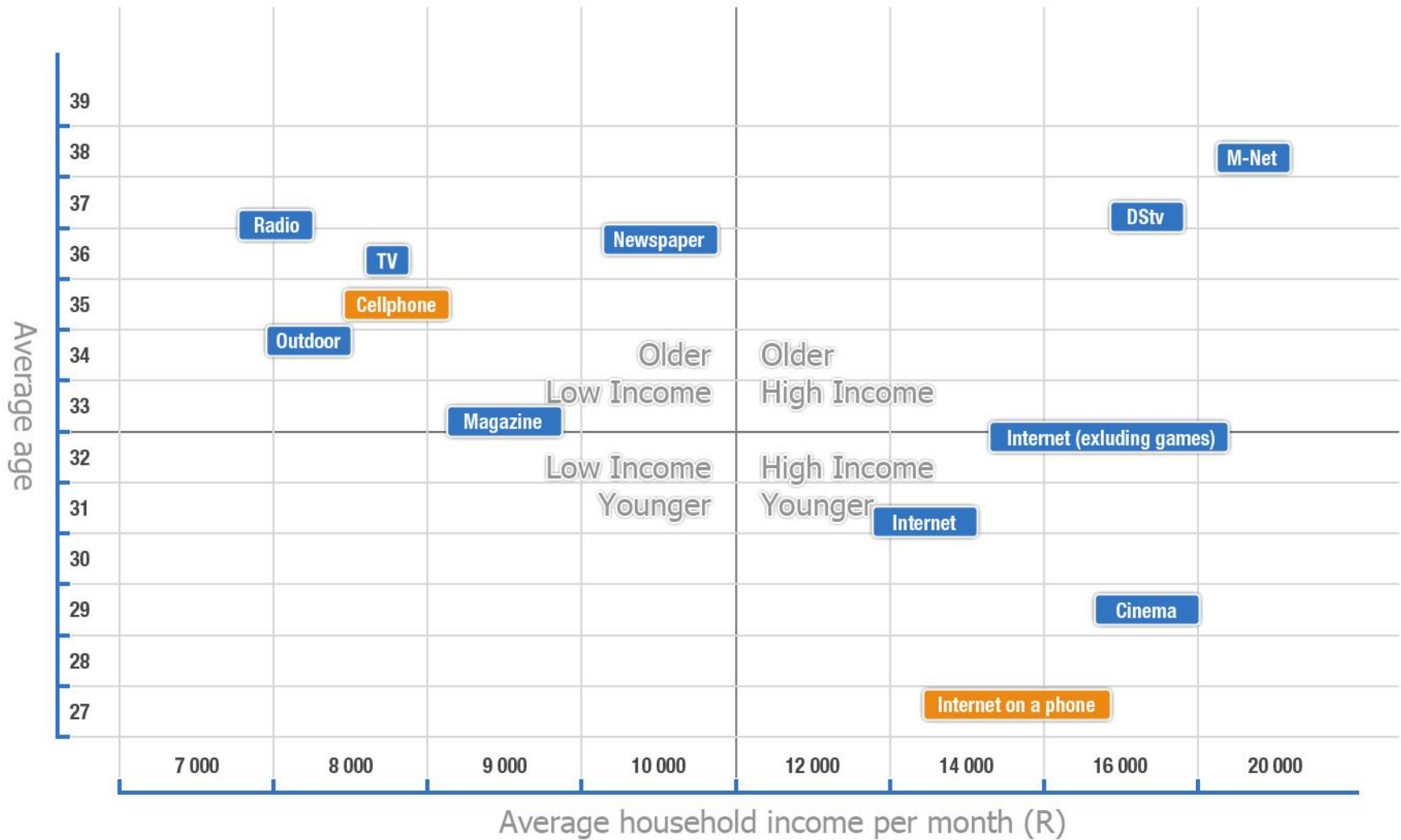
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LSM 8	82	82	90	84	69	67	10	24	6	24	18
LSM 9	83	82	91	84	69	68	11	25	5	32	22
LSM 10	86	82	92	84	70	69	13	37	8	37	26
LSM 11	88	86	90	83	73	73	16	42	10	40	24
LSM 12	90	85	92	82	72	76	20	58	17	51	31
LSM 13	93	86	91	85	74	75	19	68	20	63	35
LSM 14	96	89	90	87	76	81	30	75	25	75	41

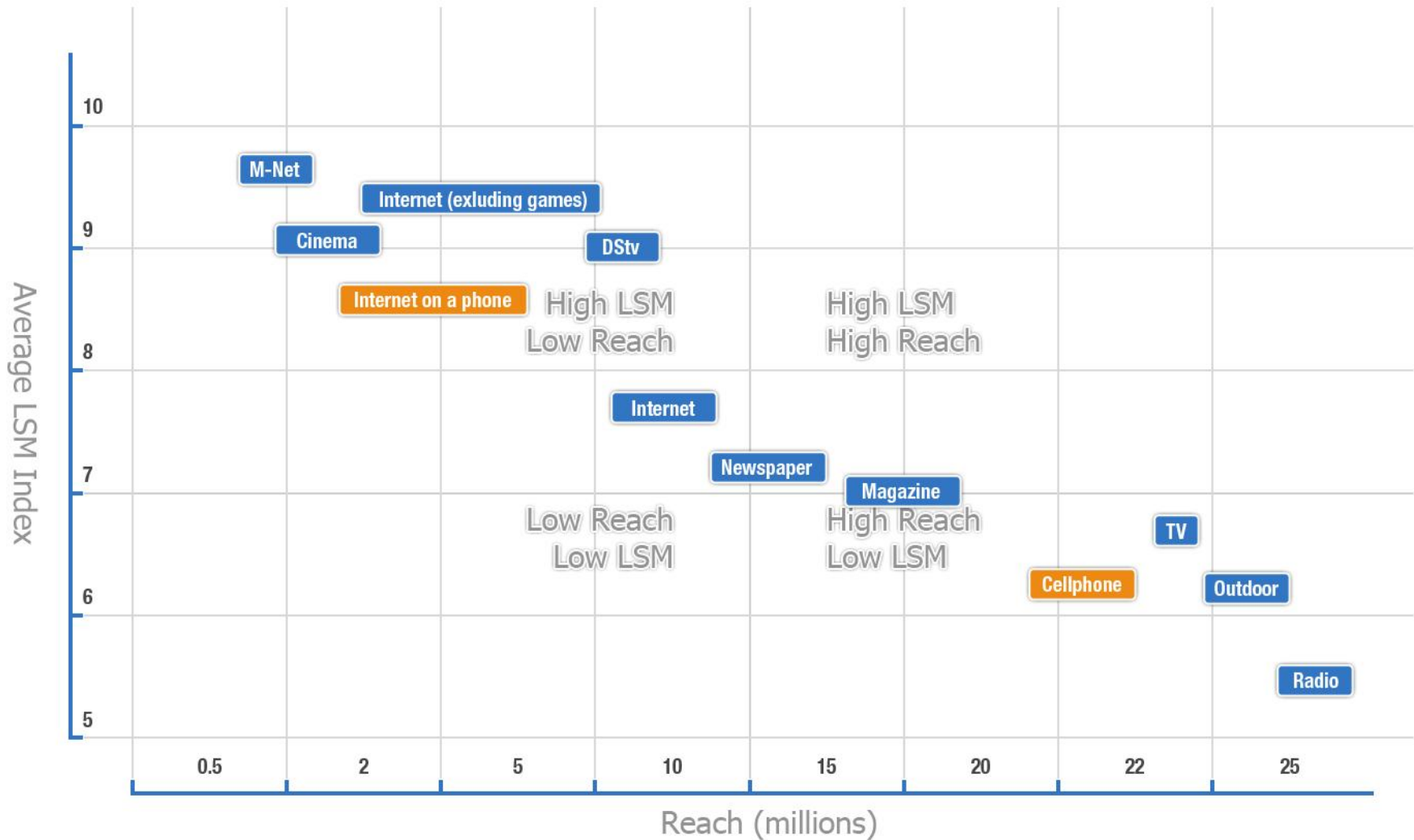


Cellphones are the **only media type** to have almost **total saturation** in LSMs 13 + 14.

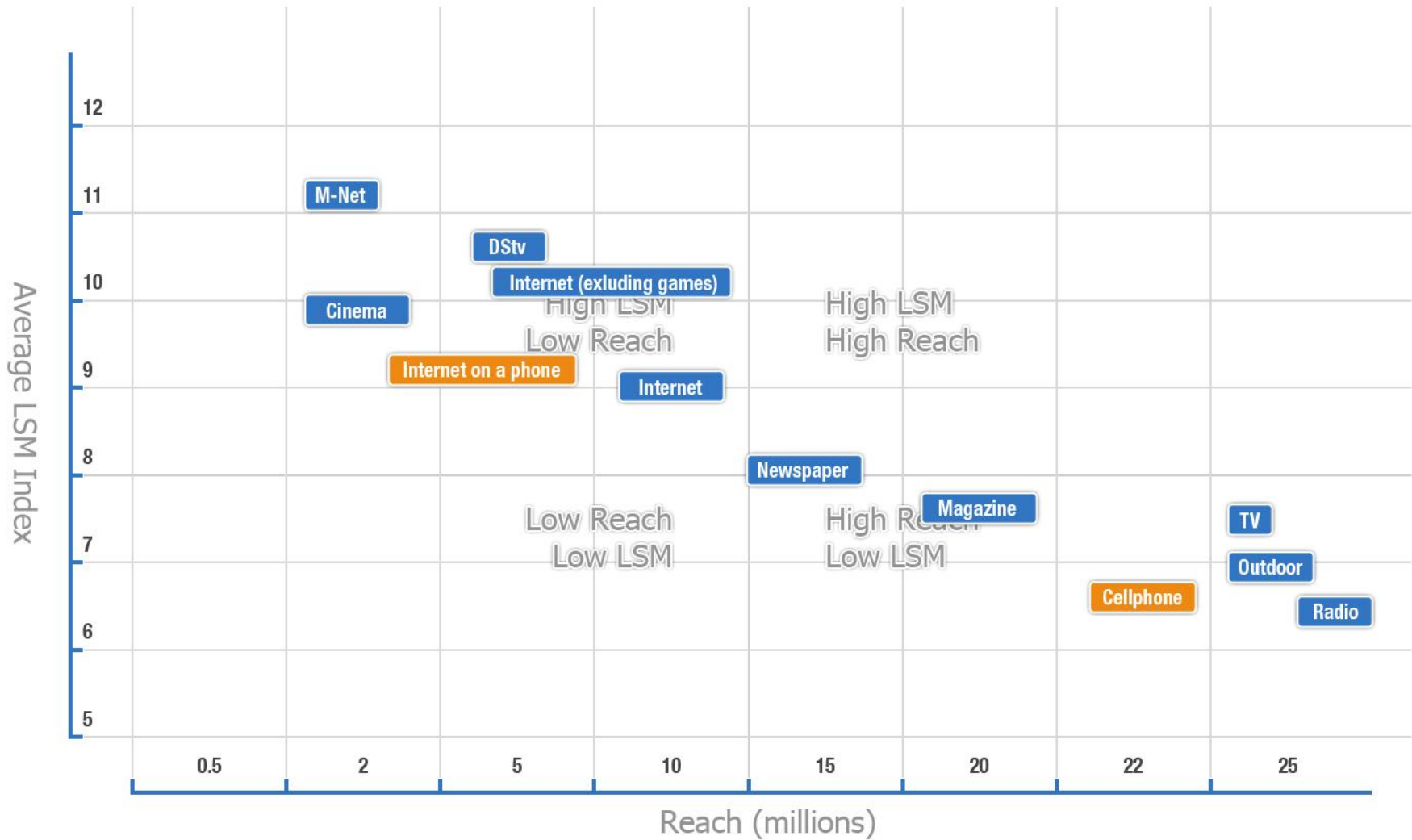
Positioning Map of users of various media: Age and Income



Positioning Map of users of various media: Reach and LSM (LSMs 1 – 10)



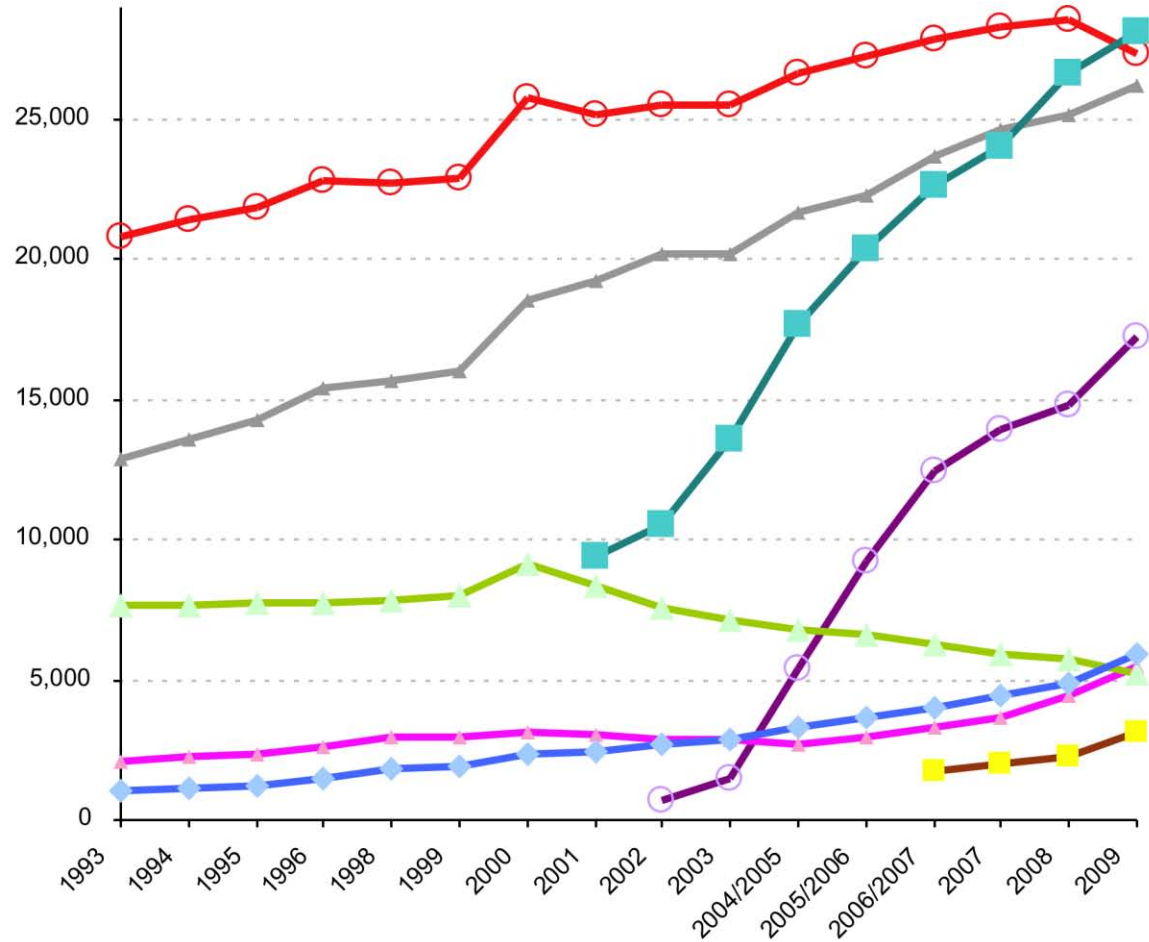
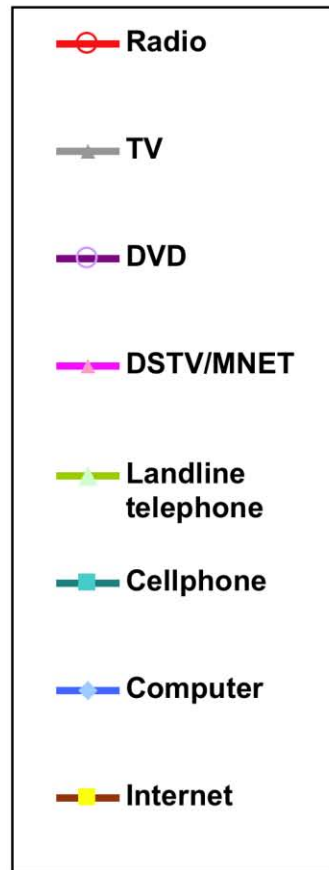
Positioning Map of users of various media: Reach and LSM (LSMs 1 – 14)



Access: Population

Population in SA with entertainment / communication technology in their household

Figures in 000s



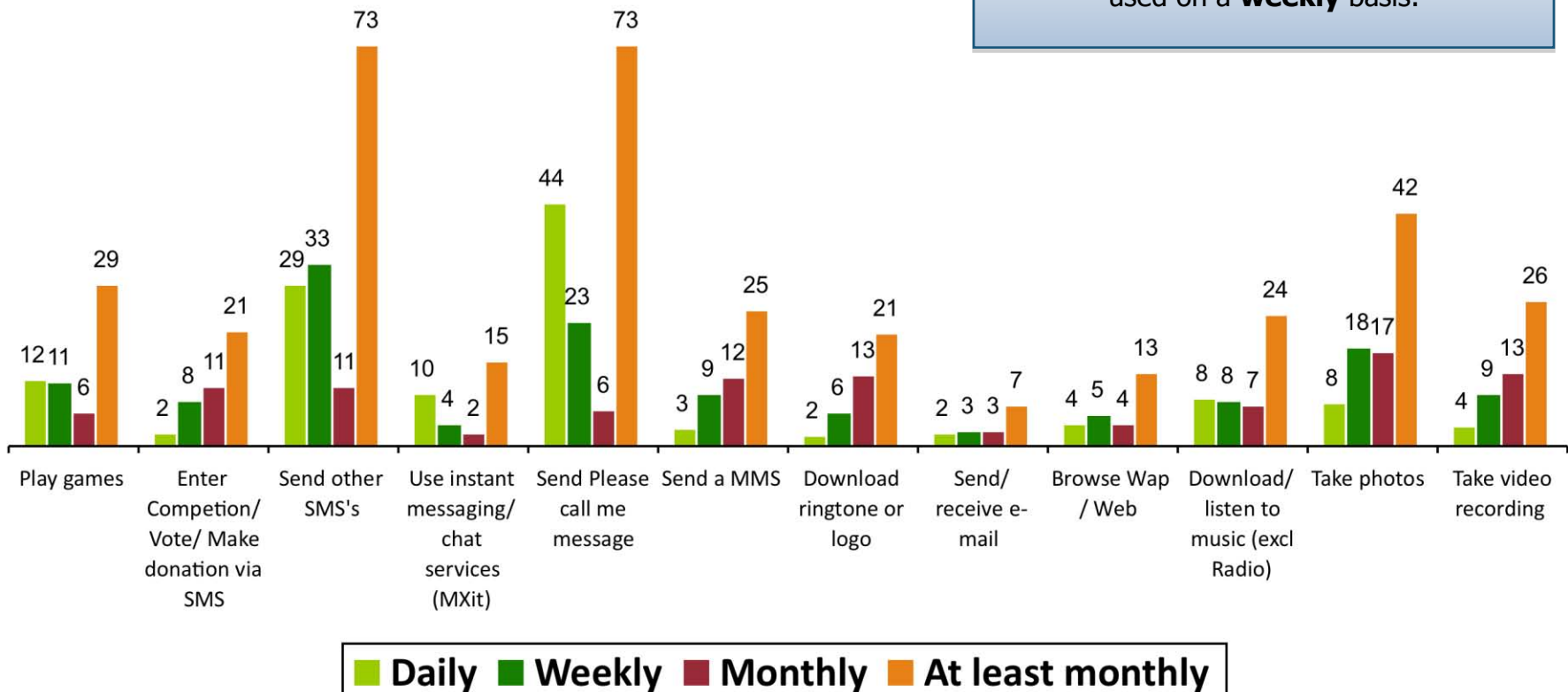
Cell phone users

Activities on their phone

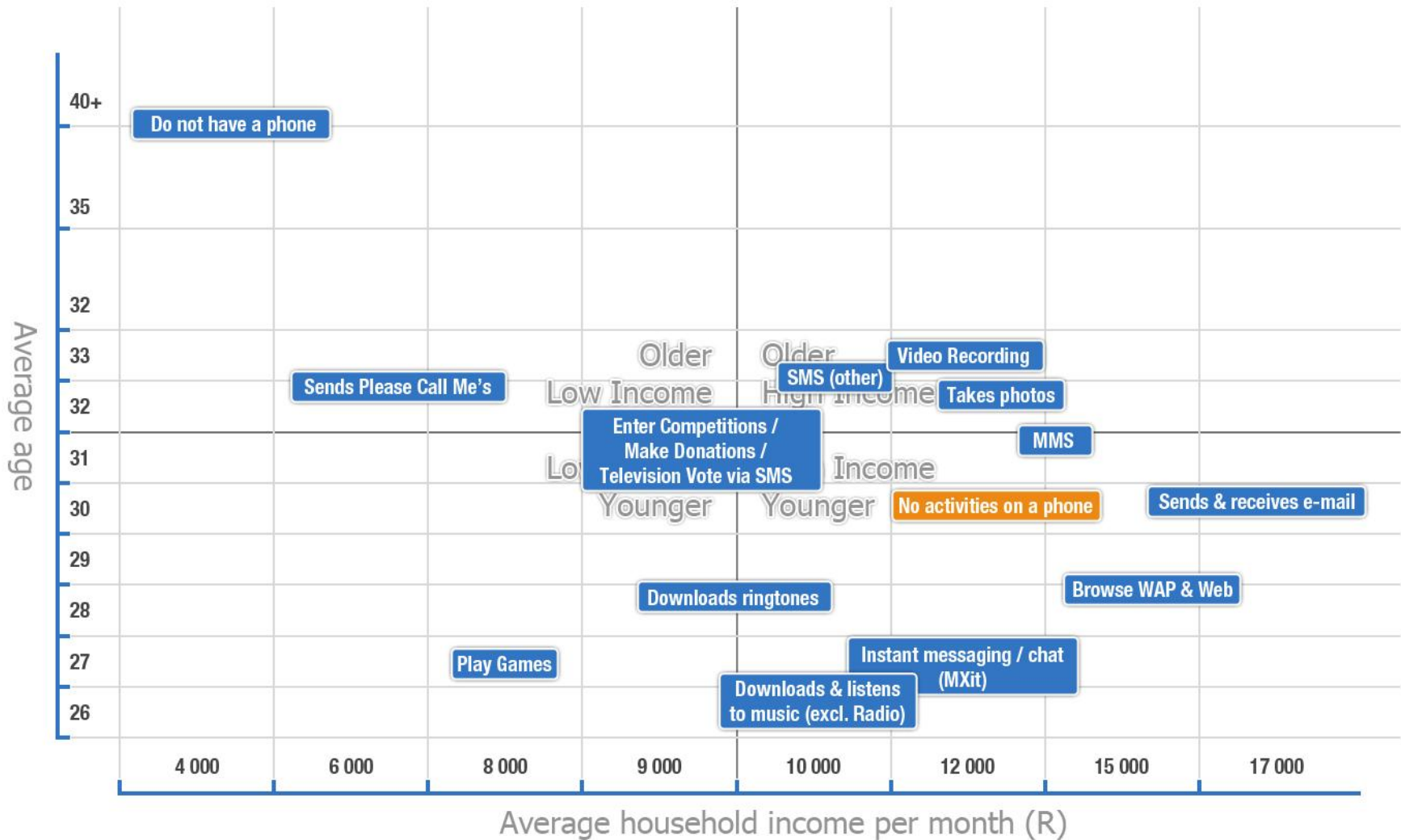
Sending **MMSs** / downloading **ringtones** / **video** recordings are more likely to be done on a monthly basis whereas chat applications such as MXit and playing games are done more frequently by those who use them.

Sending **SMSs** and **Please Call Me's** are the most popular activities.

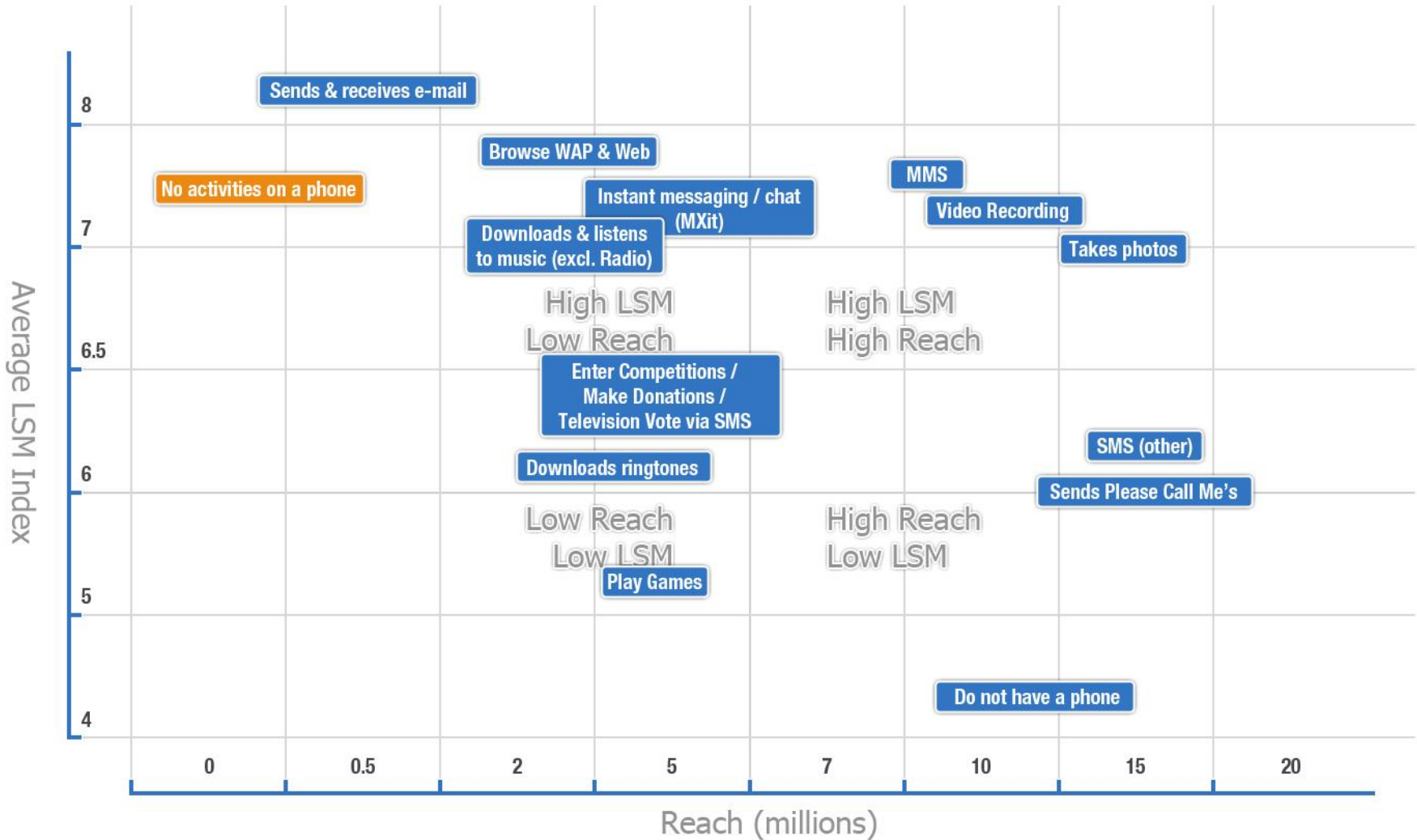
Taking photos and browsing are likely to be used on a **weekly** basis.



Positioning Map of various user activities: Age and Income



Positioning Map of various user activities: Reach and LSM (LSMs 1 – 10)



Positioning Map of various user activities: Reach and LSM (LSMs 1 – 14)

