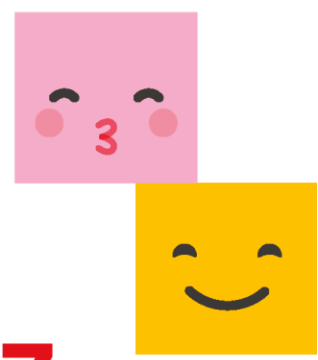
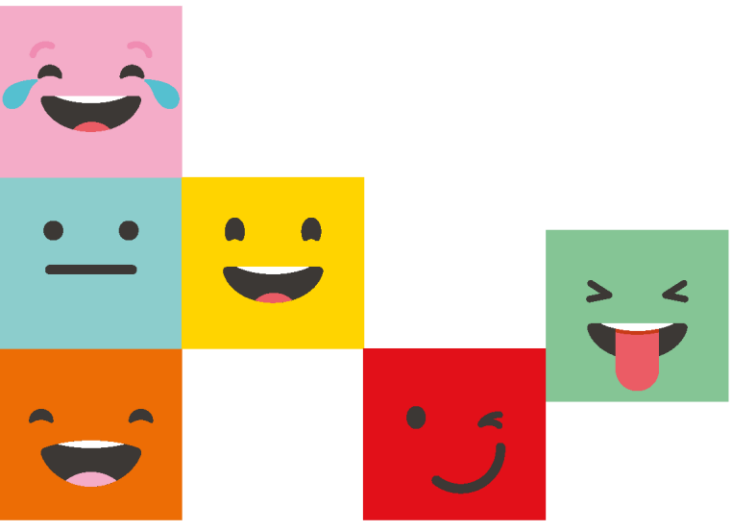


Sunday Times  
GENERATION  
NEXT  
2017



GENERATION NEXT 2017  
METHODOLOGY PAPER





# STUDY OVERVIEW

## Introduction

Keeping track of how youth interact with, and respond to brands is an ongoing process. Now in its thirteenth year, the *Sunday Times* Generation Next Study is the leading annual youth brand preference and consumer behaviour survey. There are two components to the overall study, the first which focuses on brand preference and the second which focuses on lifestyle and consumer behaviour.

Data collection took place between January and March 2017, concentrating on urban and peri-urban environments in six provinces, namely; Eastern Cape, Free State, Gauteng, KwaZulu-Natal, North West, and the Western Cape. The Northern Cape was excluded because of the almost non-existent urbanised youth in the province, as was the Limpopo Province. Each year, the study alternates between the North West and Mpumalanga Provinces, as to include three inland and three coastal provinces. The intense research process is conducted by HDI Youth Marketeers and the capturing, analysis, and validation of the results are conducted by external third parties that specialise in statistical analysis and validation. Highlights are published by media partner, Sunday Times.

## There are two components to the Sunday Times Generation Next Study:

### Brand Preference (n=6 970):

The brand preference component of the study polls the opinions of young people (ages 8-23) to establish which brands they think are the coolest across 75 different categories. This year's poll consisted of 6 970 respondents, representing age groups 8-23, six provinces, balanced between coastal and inland, males and females and inclusive of all race groups.

The questions are unprompted, asking "Coolest Brand", and then providing a list of brands, which the participant has to choose two.

### Lifestyle & Consumer Behaviour (n=4 933):

The second component of the study is conducted simultaneously (with a similar demographic sample) and requires respondents to reflect their attitudes as young consumers and is aimed at getting a grip on youth habits and behavior (Questions include: How would you like a brand to connect with you?; What are your plans for the future?; How do you express yourself most?). This section of the study is split over two questionnaires, in order to avoid respondent fatigue, and to ensure that we can probe deeply into many facets that give us an in-depth perspective into the psyche of this dynamic market segment.

Our approach yielded approximately 2 400 responses in each of the two parallel studies, and allows us to increase the sample size on critical information such as spending patterns, which was included in both questionnaires, to just over 4 900 observations.

# SAMPLE OVERVIEW

Together the sub-segments of the South African consumer market referred to in the study represent a significant portion of the country (more than 50% of the population is 24 or under). The definitions used are:

- **Kids:** Primary school learners (8-13 years)
- **Teens:** Secondary school learners (14-18 years)
- **Young Adults:** Youth who have completed their schooling (19-23 years)

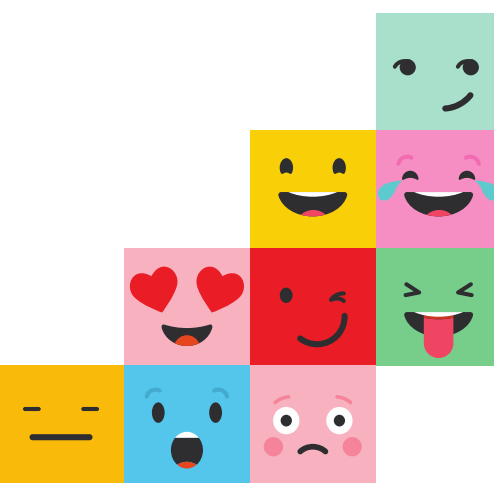
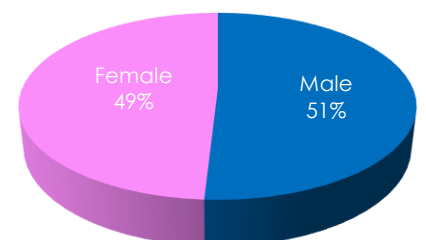
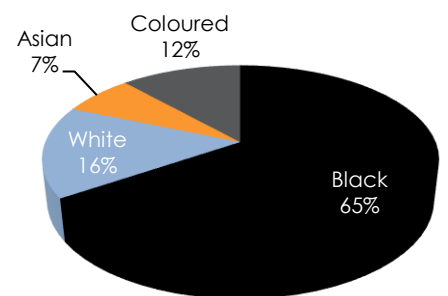
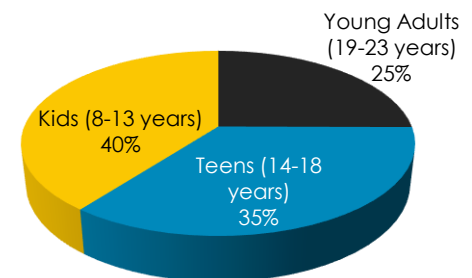
Considerable care is taken to ensure that the sample is representative of the youth in South Africa within practical, financial and time constraints. Representativeness is planned according to geographical, race, gender and age variables. Based on statistics released by *Statistics SA 2015*, the total youth population in South Africa (from 0-24 years old) was 27 038 662. For the purposes of this study, the youth population of interest is from 8 to 23 years old, which constitutes a total of 16 719 528 youth. As this study excludes the rural sample, of these 16,7 million youth, the study would only be focused on 65% of this sample, according to the World Bank (2015). Therefore, the total population under study for this sample, is 10 867 693 urban and peri-urban youth.

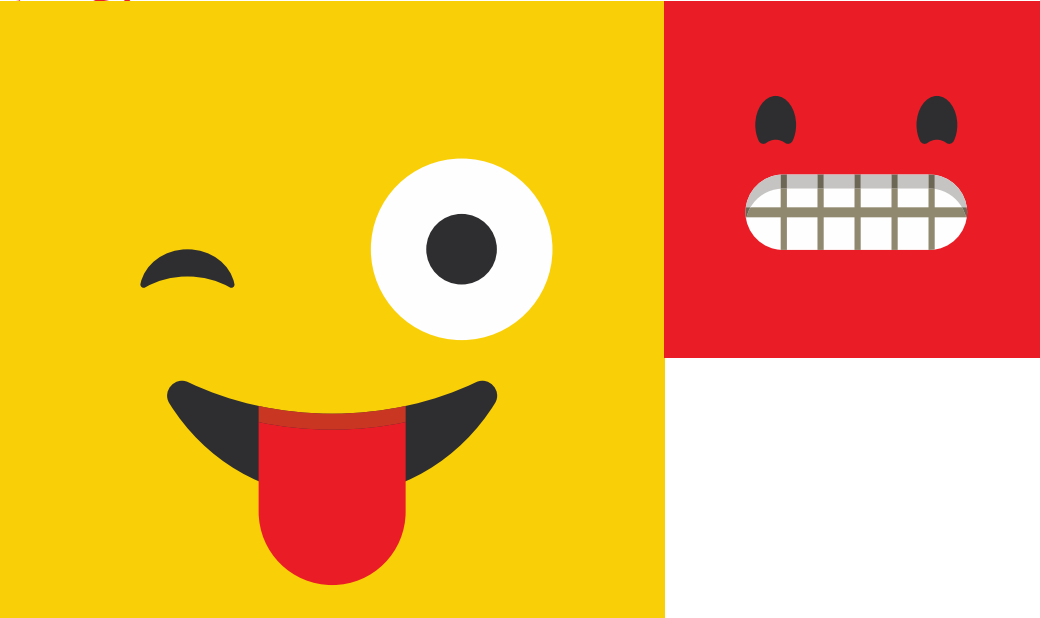
Thus, this study samples 0,1% of the population, which according to sampling methods, has a mere 1% margin of error at a 95% confidence level (Rea & Parker, 2014).

It is important to understand that the youth included in this study are from urban and peri-urban communities, as the youth polled in this study must be exposed to the media and have access to media channels.

The weights are shown in the charts below, as well as in table 1.

| Table 1: Breakdown of weighted and unweighted sample |                      |                        |                      |
|--|----------------------|------------------------|----------------------|
| Region   | Polling (unweighted) | Lifestyle (unweighted) | Weighted Percentages |
| <b>Sample Sizes</b>                                  | <b>6 970</b>         | <b>4 933</b>           | <b>100</b>           |
| Inland   | 42.7                 | 47.1                   | 49.8                 |
| Coastal  | 57.3                 | 52.9                   | 50.2                 |
| Kids   | 45.5                 | 39.3                   | 39.6                 |
| Teens  | 32.4                 | 37.2                   | 35.3                 |
| Young Adults   | 22.1                 | 23.5                   | 25.1                 |
| Black  | 55.6                 | 52.5                   | 65.5                 |
| White  | 13.4                 | 12.8                   | 15.9                 |
| Asian  | 11.5                 | 18.0                   | 6.9                  |
| Coloured   | 19.5                 | 16.7                   | 11.7                 |
| Male   | 45.8                 | 44.8                   | 50.9                 |
| Female   | 54.2                 | 55.2                   | 49.1                 |





# THREE-PHASE METHODOLOGY

## 1. Shortlisting phase

The first phase of this research study was conducted with 1057 young people (ages 8-23) in the major cities across South Africa to identify which brands are the coolest of the cool. This process relies on unprompted spontaneous mentions (this is done by giving the learners a blank questionnaire, and asking which three brands are the coolest in a particular category). This results in a comprehensive listing of top-of-mind brands that young people have identified as being the coolest in their particular category. From this, each category is shortlisted into a listing of top brands (number dependent on the category) that feature on the final questionnaire sent into field in the quantitative research phase. The final questionnaire has three different questionnaire rotations, where the brands are listed in different orders.

## 2. Quantitative phase

The second phase of the research is conducted in urban and peri-urban schools across the country (for primary and high school learners) and online for youth over 19 years of age. Over 100 schools participated in the study, through an in-depth face-to-face data collection process, as well as through teacher-facilitated sessions. Ethical principles of informed consent, anonymity and individual preferences to opt out of the study were adhered to at all times during the data collection process.

## 3. Qualitative phase

The third phase of the research is conducted during sessions with a selection of Kids, Teens and Young Adults. These sessions highlight what young people identify as being significant issues unfolding in their peer circles and document why they prefer particular brands over others. These verbatims add insight to the quantitative report findings which enhance the report writing process.



# REFERENCES:

Statistics South Africa, 2008 and 2015.

World Bank, 2015.

Rea, L.M. & Parker, R.A. (2014). Designing and Conducting Survey Research: A Comprehensive Guide. (4<sup>th</sup> Ed.).