

Kaleidoscope segment descriptions

Of course, not all people living in an area will have exactly the same characteristics. The descriptions below describe the people you will most typically find in an area that we've allocated to that segment – however, there will of course be people from different races, wealth groups, ages, etc. than the description encompasses.

<p>Oysters & Champagne</p> 	<p>Super wealthy urban areas with large houses that are often new or consist of older houses that are being modernised. There is a difference between the younger and older population groups. The younger population live mainly in sectional scheme housing (30%) and freehold houses (70%) with these property types valued at an average of R4.4 million. There are fewer children and each household has 2 - 3 cars. Within the older population sector there is an average price of R5.5 million and the houses are on stands smaller than 2000m². Population is mainly white English speaking and black races. There are also fewer children, often aged between 10-17 years. Households typically have three or more cars. Both age groups are very well educated.</p>	
<p>Camembert & Chardonnay</p> 	<p>Super wealthy estate housing that consists of relatively large stands (1,000 – 2,000m²) in new houses. The population is mainly middle aged (average age of 45), very few under 35 years, with children aged 5-15 and a good mix of all races and languages. Very well educated with the majority of people holding a degree. About 3 cars for every household.</p>	
<p>Olives & Cheese Boards</p> 	<p>Wealthy estate housing on large stands consisting of older houses. The population is mainly younger adults with an average age of 41 consisting of black and white English speaking people. There is 1 child, generally under the age of 5, for every 3 adults. The remainder of the population consists of older adults, average age 47, and is made up of mainly white English and Afrikaans speaking people that live in older houses, have older children (aged between 5-10) and there is 1 child for every 4 adults.</p>	
<p>Sunday Roasts</p> 	<p>Wealthy metro estate housing that consists mainly of older houses on large stands. The younger generation live in properties with an average value of R2.6 million that are mainly new houses, whilst the older generation (over 60 and includes retirement estates) live in expensive properties with an average value of R3.1 million. Population consists mainly of white Afrikaans speaking and black people, with the majority of children under the age of 5.</p>	

<p>Sushi & Wine</p> 	<p>Wealthy spacious flats, found in metro or city areas, with an average property value of R2 million. Population consists mainly of older professionals (over 60) or younger entrepreneurs (under 35), mainly black and white English speaking people. Very few children.</p>	
<p>Cupcakes & Cocktails</p> 	<p>Newer properties that have smaller houses within estates, valued between R1 - R2 million. The population generally consists of young families with children under the age of 5. The older population is mainly white but the younger group is a mix of all South African races. Adults mostly have a degree. Retail centres and shops are nearby and there are usually 2 cars to every household.</p>	
<p>Potjie & Beer</p> 	<p>Comfortable metro housing with property prices ranging between R1.2 - R1.6 million. The population is generally older white people, evenly split between English and Afrikaans speaking, with some younger black people moving into the areas. There is an even distribution of all ages of children. The education level consists of degrees or a post-matric qualification. Houses are within easy reach of retail centres and shops. Most households have 2 cars, but some may be older cars.</p>	
<p>Boerie Rolls</p> 	<p>Sectional title housing, mainly flats with some clusters, with property prices ranging from R800 000 to R1.2 million. Population is skewed towards middle-aged 35-45 group, with a significant proportion of young adults under 35 years. There are fewer children. The older generation (over 60) is mainly white, living in flats (with a small number in clusters); the younger generation is split evenly between black and white people found mainly in newer but smaller flats. The population aged 35-60 are generally residing in clusters. The majority are likely to have a degree, and there is generally 1 car per household.</p>	
<p>Braais & Brandy</p> 	<p>These people mainly live in towns, typically in houses where values range between R1.2 - R1.4 million and consist of reasonably sized properties with brick housing. The population is mainly older white, Afrikaans speaking or young black with slightly more children than a metro area. The children's ages are evenly distributed. Education level consists of some degrees with the majority having a post matric qualification. There are 1 -2 cars per household.</p>	

<p>Tea & Rusks</p> 	<p>These are typically metro areas and housing consists mostly of large older houses. Property prices range between R600 000 and R800 000. The population consists mainly of 35-45 year olds, with a third of the population being children spread evenly across all ages. The younger population is mainly black living in smaller but newer houses, and the older population is a mix between black and white staying in older but larger houses. The majority of people have a pre-matric diploma or certificate or a matriculation. There is generally one car per household that is either a small new car or a larger old car.</p>	
<p>Polony & White Bread</p> 	<p>These are typically metro areas with housing consisting mainly of flats, and often within or close to a central business district. Property prices range between R500 000 and R600 000. The population is mainly younger (under 35) or older (over 60) in age, with 25% being made up of children, usually under the age of 5. The younger population is generally black in race with the older segment being mainly white. The majority of the people are likely to have completed matric, or some diploma or certificate. There is good access to retail stores, often in the same or nearby location. Most households do not own a car but have good access to transport facilities like trains, busses and taxis.</p>	
<p>Russians & Chips</p> 	<p>Large and small towns consisting of old township areas and mainly old houses within formal towns, valued between R400 000 and R600 000. There is a fair split between black (mostly younger in age), coloured (middle aged), asian and white (older Afrikaans speaking) people. The child-to-adult ratio is less than 1:3. Education level consists of some matriculation as well as pre-matric diplomas or certificates. There is moderate access to retail dependent on the town's retail footprint. Majority of households have a car, which is typically older and there is an average of one car per household.</p>	
<p>Khota</p> 	<p>A metro area that consists of formal housing valued under R250 000. The population has a younger average age, is mostly black and with smaller number of coloured people. There are fewer children making up about 30% of the population, 1 child per 2.5 adults. Retail stores are easily accessible and there is full access to public transport facilities like trains, busses and taxis.</p>	
<p>Magwinya & Zamalek</p> 	<p>A metro area that consists of some formal housing but mostly informal housing consisting of shacks (sometimes contained in the yard of formal housing structures). The population has a younger average age, is mostly black and with smaller number of coloured people. There are fewer children making up about 30% of the population, 1 child per 2.5 adults. Retail stores are easily accessible and there is full access to public transport facilities like trains, busses and taxis.</p>	

<p>Pap & Ting</p> 	<p>Mainly located in former township areas on the outskirts of towns where there is some formal structured housing, for example, old municipal houses and more recent RDP housing. Half the population, mostly black, is under the age of 35 or over 60, with one third of the population consisting of children – there is 1 child for every 2 adults. There is a low level of education. There is access to formal retail centres within the nearby towns and buses are the main form of transport.</p>	
<p>Walkie-Talkie</p> 	<p>Mainly located in former township areas, with the majority (about 80%) of the housing being informal shacks, and there is often multiple households living in one structure. Half the population, mostly black, is under the age of 35 or over 60, with one third of the population consisting of children – there is 1 child for every 2 adults. There is a low level of education. There is access to formal retail centres within the nearby towns and buses are the main form of transport.</p>	
<p>Tripe & Umqombothi</p> 	<p>Rural areas, consisting mainly of traditional structures or zinc shacks. The majority of the population is under 35 years old or over 60 years and is mostly black in race. Almost half the population consists of children, with the majority under the age of 5; there is nearly 1 child for each adult and it often includes children being sent by parents to reside with grandparents. Income is mostly from government grants, and there are very low levels of education.</p>	
<p>Malva Pudding</p> 	<p>These areas are currently predominantly ‘not too poor’ income groups but transitioning to ‘comfortable’. The properties tend to be older than 20 years old, with one or two adults per household and few kids. Typically the adults are between 30 & 50 years old, mostly black or English speaking white people.</p>	
<p>Gin & Tonic</p> 	<p>These areas are currently predominantly ‘comfortable’ income groups but transitioning to ‘wealthy’. The properties tend to be older than 20 years old, with two adults per household and few kids. The typical age is older than 50 years, mostly English speaking white people.</p>	