



SAVINGS &
INVESTMENT MONITOR



JULY 2013

YOUTH RESULTS



DO GREAT THINGS



OLDMUTUAL



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01. OVERVIEW

OF MAIN FINDINGS

Nearly 1 in 2 working youth still live at home with their parents, in many cases out of financial necessity and not only for their own needs but for other household members who rely on them.

Approximately a third currently support adult dependents, primarily their parents, and looking forward have strong expectations of having to do this in the future (willingly or due to circumstance). This expectation is particularly strong amongst Black youth.

Generally speaking they show enthusiasm and optimism about their financial outlook and life generally. These are the fortunate youth who are working in an environment characterised by high youth unemployment. Many will have only started working recently and having a chance to spend their 'own' money (even if on supporting parents) and build up any savings is exhilarating.

Of all the age segments they have the most optimistic outlook for the immediate future, are most likely to feel better off than a year ago and the most likely to be saving more than a year ago.

All of this youthful exuberance can be a double-edged sword though, in "wanting it all now" there is some frustration at not being able to afford to do (all) the things they want.

Of all age groups they are the least affected by the recession, having been protected to some extent by living a home and being 'inoculated' by the novelty of money coming in. They do feel the effect though, and are by no means immune to what they see around them, nor to the inflationary pressures at the till. They are very cost conscious and cut down where they can.

Their savings goals are characterised by a desire for freedom and independence: wheels and a place of their own. Children's education is important for those with children (and 39% do) as well as saving for their own education. Saving for retirement is a lower priority and almost eclipsed by the desire to save to pay off debt.

Financial goals follow the same pattern: freedom and independence: my own business, my own house and my own car.

Notwithstanding all of this youthful spirit, this segment is generally risk averse seeking safe investments with guaranteed returns.

Investment horizons and interpretations of what is short/medium and long term reveal a more short term view, a reflection of trends seen elsewhere in the results pointing to a tendency to live in the now.

In terms of savings and savings vehicles the usage patterns are not surprising as it is income rather than age that defines this. Black youths' reliance on informal savings is worth noting however.

Of all the age groups the youth are the most likely to either be bored by financial matters and simply hate dealing with their finances. It makes them a difficult audience to connect with on these issues. Only 50% have ever consulted a financial adviser and most sources of financial information accessed on a regular basis show a declining trend. The contrast between these patterns and the level of enthusiastic take-up in social networking is stark.



02. YOUTH SAMPLE

AND METHODOLOGY

In this the 8th Measure of the Old Mutual Savings and Investment Monitor we take a closer look at the youth market – defined as 18 – 30 year olds.

A total of 282 18 – 30 year olds were interviewed. They form part of the broader SIM sample and no additional or booster youth interviews were conducted. This is a large enough sample to provide insights into the youth market, although sub-sample sizes can be on the slim side when breaking the youth results down further e.g. by race, gender and income. We have cautioned the small base sizes where appropriate.

In exploring these youth results we have made comparisons with older segments in this measure and with youth segments in historical measures.

In making comparisons with older segments, the slightly lower income profile for youth needs to be borne in mind:

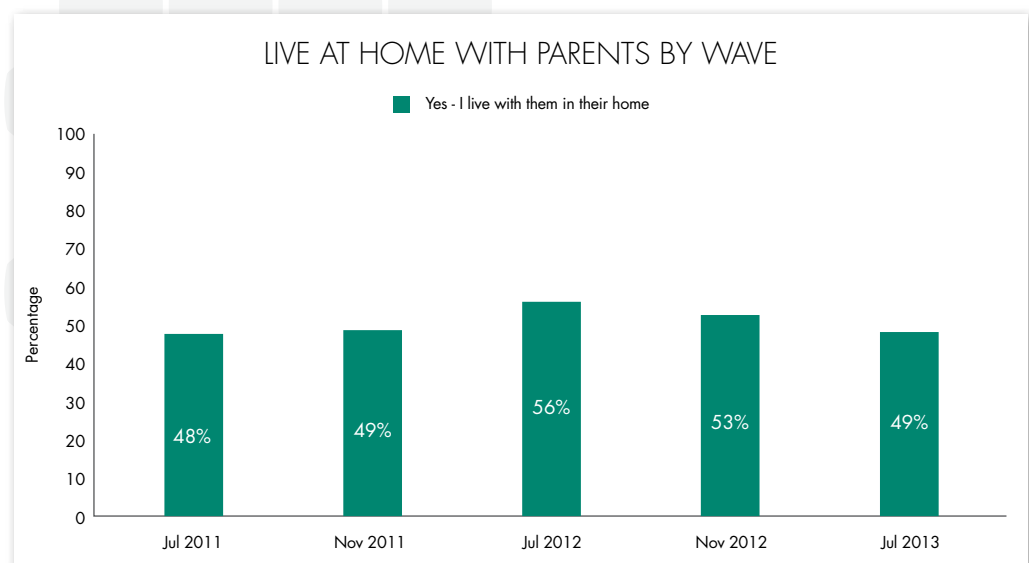
July 2013	Total	18-30 Years	31-39 Years	40-49 Years	50+ Years
Unweighted Numbers	1 002	282	289	260	171
Less than R6 000	25%	34%	22%	20%	25%
R6 000 to R13 999	32%	32%	39%	30%	25%
R14 000 to R19 999	14%	13%	15%	15%	10%
R20 000 to R39 999	20%	17%	16%	24%	24%
R40 000 or more	9%	5%	8%	11%	16%
Black	64%	64%	70%	57%	63%
WCI	36%	36%	30%	43%	37%

In making comparisons with historical youth segments, the demographic and socio economic profile of historical youth segments are generally well matched which allows for an “apples with apples” comparison.

03. HOUSEHOLD

COMPOSITION, DEPENDANTS, SANDWICH GENERATION AND QUESTIONS OF CO-DEPENDENCY

49% of youth still live at home with their parents in their parent's home, although the incidence of this is significantly lower for White youth.



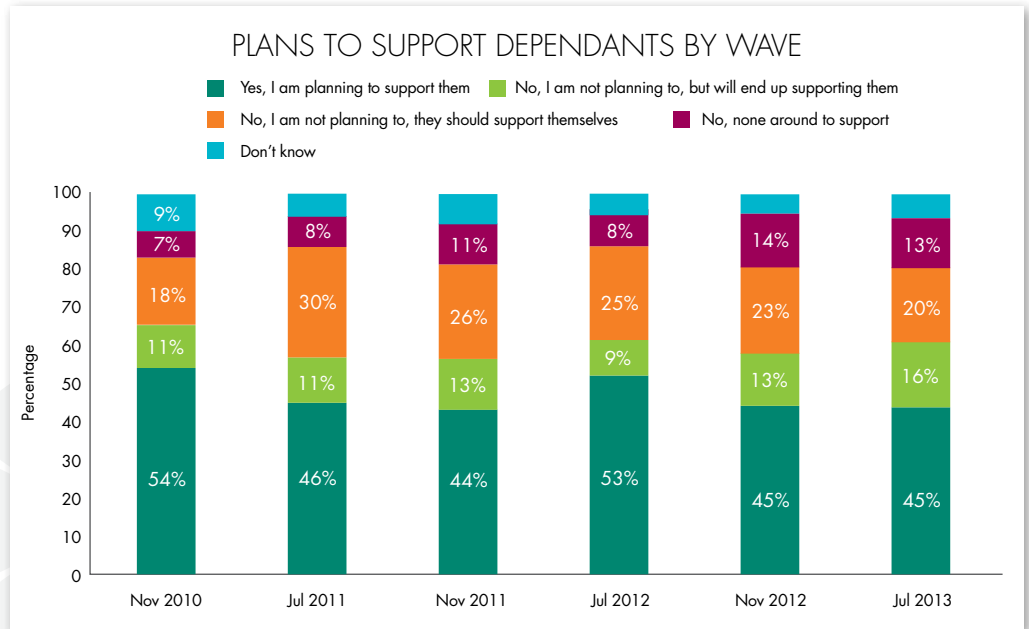
Whilst incidence of dependent children is lower than it is for total sample, it is still at significant levels amongst the youth, and as would be expected these children are much younger with the vast majority being under 12 years of age.

Dependent Types	Nov-09	Jul-10	Nov-10	Jul-11	Nov-11	Jul-12	Nov-12	Jul-13
Unweighted numbers	329	302	258	285	296	293	273	282
Dependent children	30%	28%	48%	37%	39%	41%	41%	39%
Adult dependents	24%	25%	28%	28%	19%	28%	29%	31%
Any dependents	46%	46%	60%	50%	50%	53%	51%	53%
Sandwich generation	8%	7%	16%	14%	7%	15%	19%	17%

In terms of adult dependents the incidence is similar to total sample, with about a third of the youth having one or more adults who depend on them. These are most likely to be parents, followed by siblings.

In July 2013 in the main sample, 53% of mothers considered themselves single mothers. In the youth sample this figure stands at 55% of young mothers.

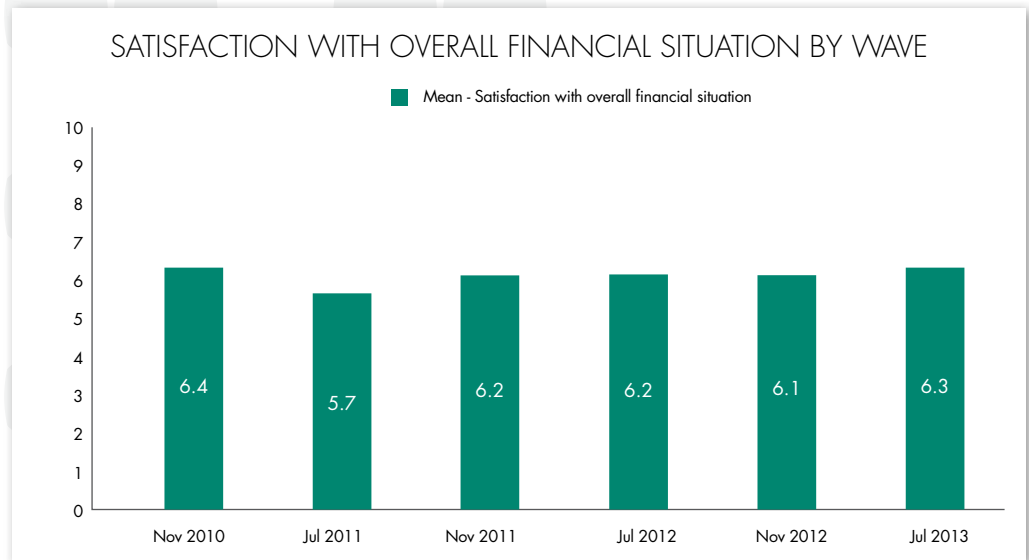
The youth generally have strong expectations of having to support older dependents (and for many it is a reflection of their current reality). Again it is amongst Black youth that this expectation is highest.



04. OVERALL

SATISFACTION WITH FINANCIAL POSITION

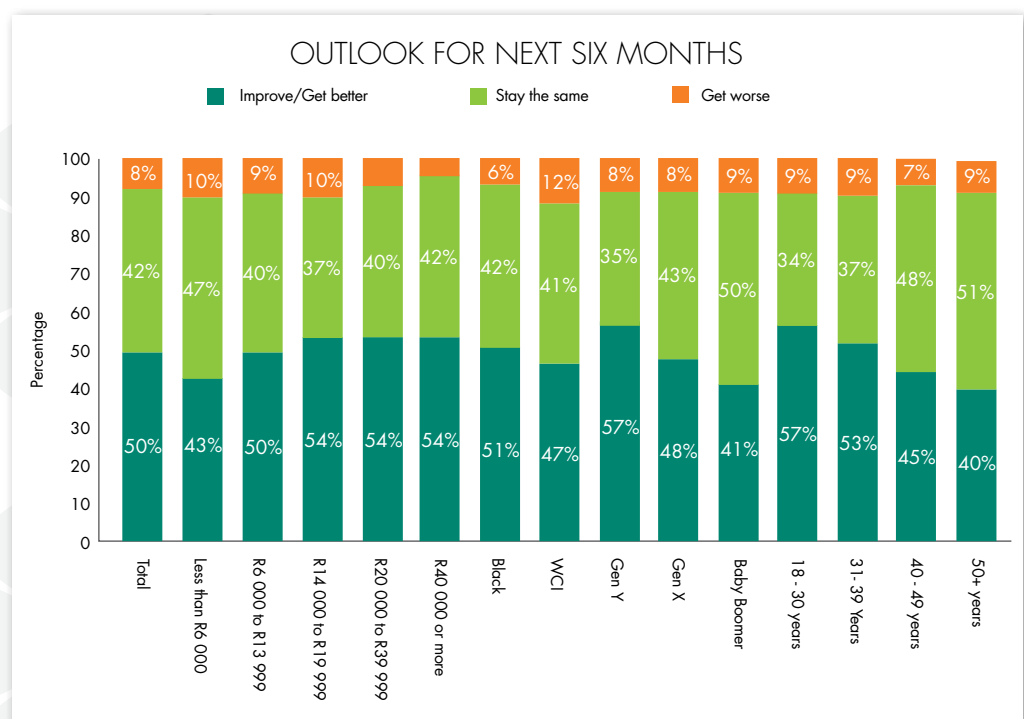
Youth satisfaction levels are 6.3 overall and climb with income



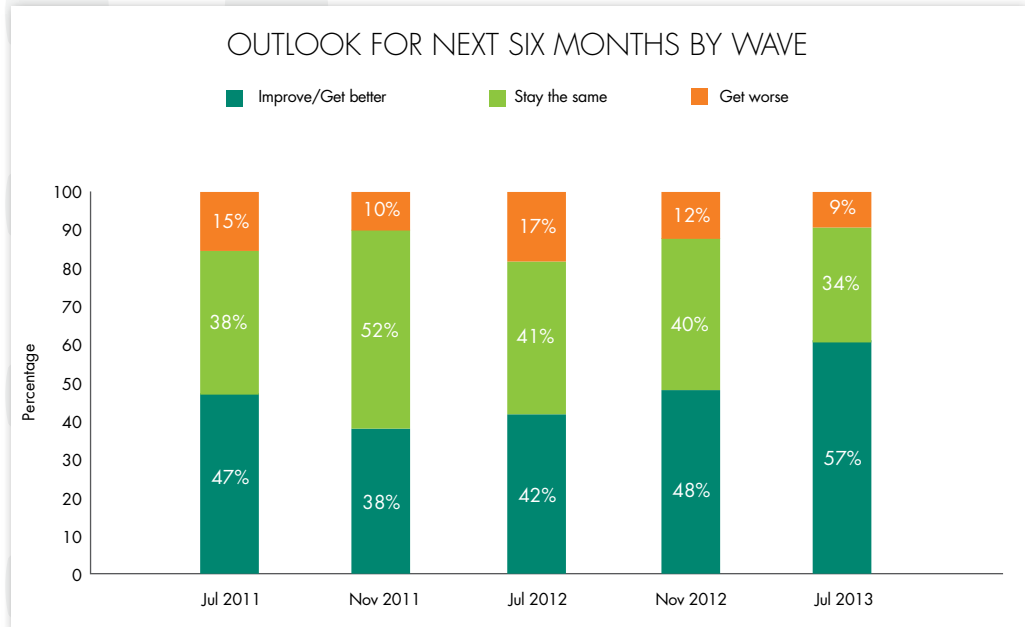
05. RETROSPECTIVE

VIEWS AND FUTURE EXPECTATIONS

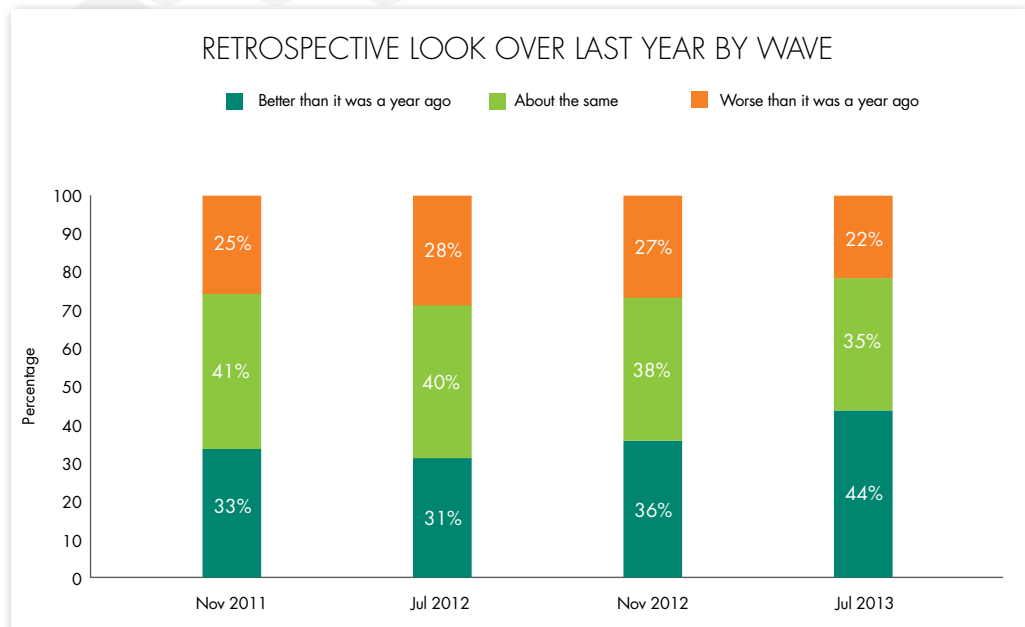
Youth generally are more optimistic – due probably to youthful exuberance combined with the fact that many have only recently started working for the first time and are looking forward to improving their financial situation as funds come in. 57% expect their financial situation to improve in the next 6 months, compared to only 40% of those aged 50 years or older.



Looking at youth results over time, it is evident that there is a growing optimism with increasing proportions expecting improvements looking forward. This is encouraging, but the reader is urged to keep in mind that these are **WORKING youth** and these results need to be set against the backdrop of very high youth unemployment levels.



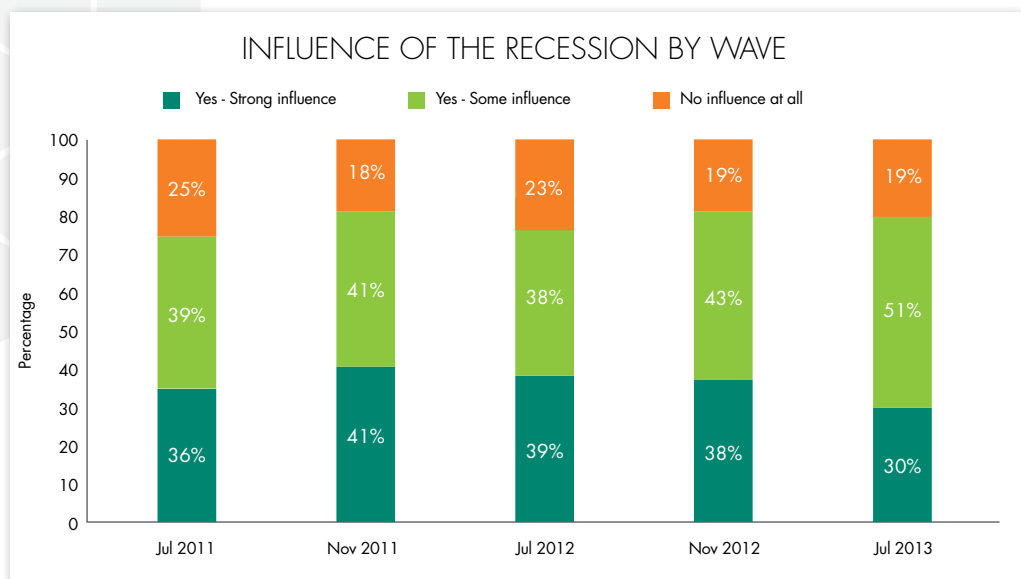
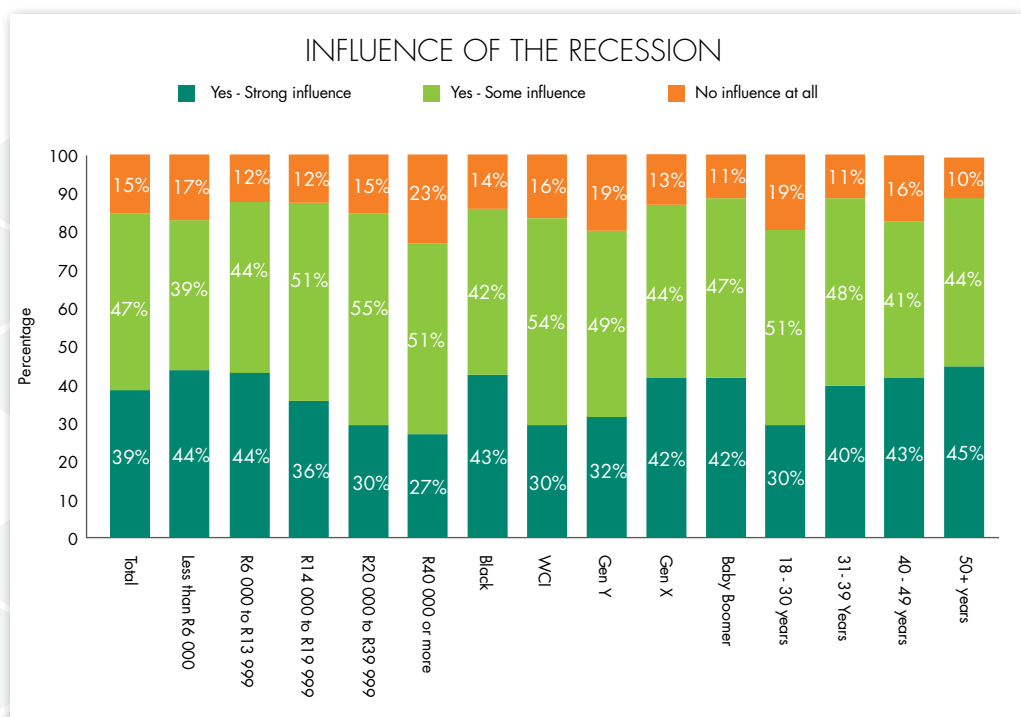
Respondents are also asked to think back to a year ago were asked whether they feel that their current financial situation is better or worse than a year ago. Again it is the youth who feel more of an improvement and again we see that even within this optimistic segment there is an improving trend.



06. INFLUENCE

OF THE RECESSION

Whilst younger people are less affected by the recession (mainly because many were not working yet/under their parents protection during the worst of the recession) this is not to say that they are not affected – on the contrary. As with the main sample there is a declining trend of those who claim to be “strongly” affected.



As is the case with their older counterparts, the youth are focusing on cost control and curbing unnecessary expenditure.

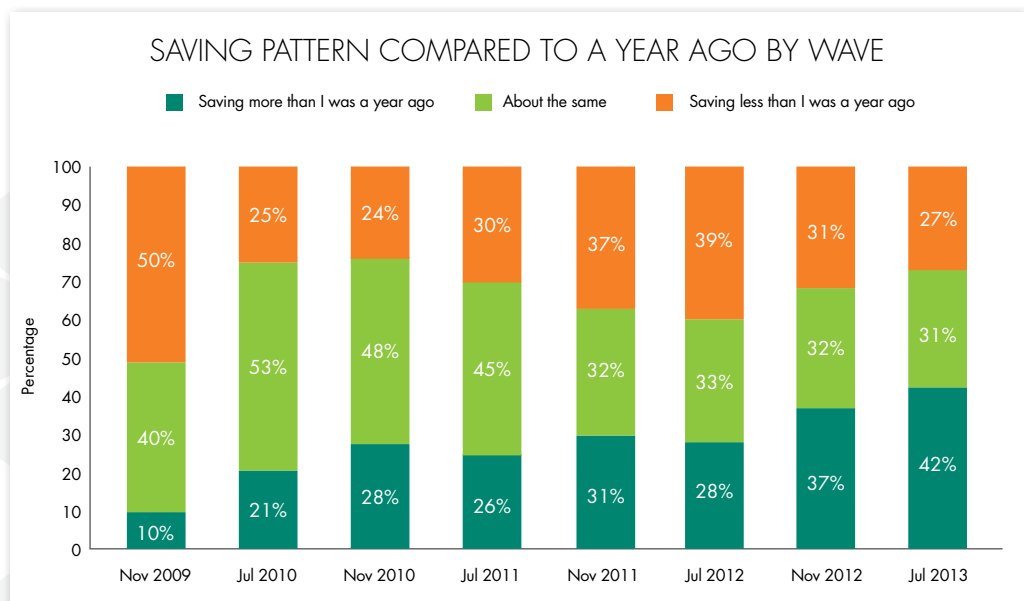
Reasons for influence of the recession - NETT	Jul-11	Nov-11	Jul-12	Nov-12	Jul-13
Unweighted numbers	285	296	293	273	282
Cutting down/cost reduction/expense control %	36%	52%	55%	66%	68%
Savings & investment mindset %	22%	33%	30%	26%	21%
Affordability pressure/struggling %	47%	32%	18%	16%	19%
Limited effect %	24%	19%	22%	16%	17%



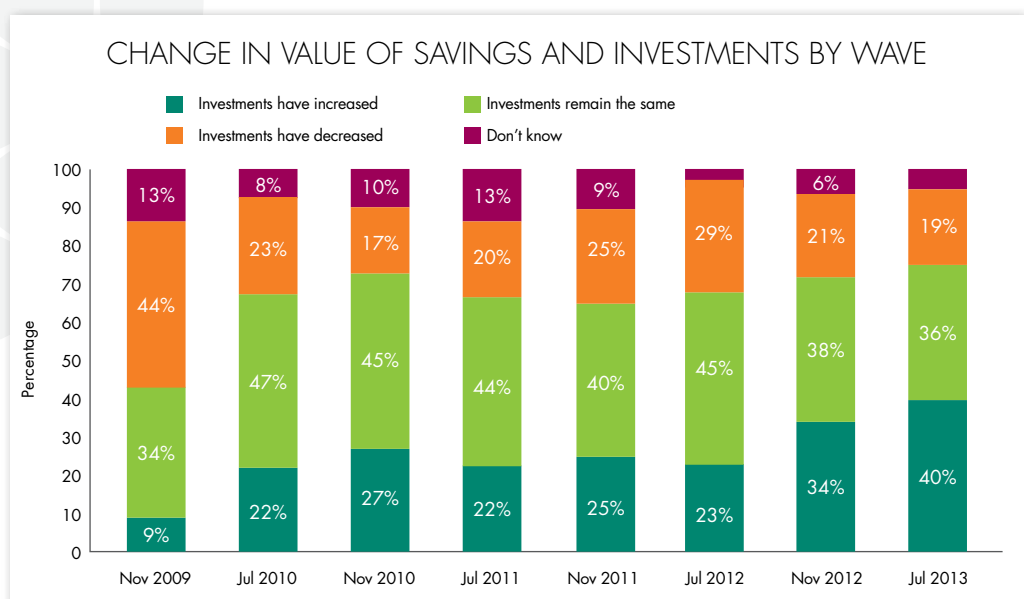
07. SHIFT IN SAVINGS

LEVEL AND VALUE

Generally speaking the youth are the most likely to be saving more than a year ago (bearing in mind that many would be recent entrants into the workplace), but even within the youth segment there is an increase in "saving more" over time.



Youth generally show a higher incidence of increasing savings value, again bearing in mind that this may be off a small base as many will only have started working recently. As is the case in the main sample, there is an increasing trend on those who have seen an increase in value over the past year.



08. SAVINGS

OBJECTIVES - WHAT ARE SOUTH AFRICANS SAVING FOR?

The youth are saving for multiple reasons, but the relative importance afforded to car and house related savings is worth noting. As may be expected incidence of retirement focussed savings is lower amongst the youth.

Prompted Savings Objective	Total	18-30 Years	31-39 Years	40-49 Years	50+ Years
Unweighted numbers	1 002	282	289	260	171
Car/vehicle	27%	34%	31%	24%	15%
Emergency expenses/rainy day fund	39%	31%	39%	46%	43%
Deposit on a home/immovable property	20%	28%	22%	18%	4%
Retirement/old age	37%	26%	30%	48%	54%
To pay off debt	26%	26%	28%	25%	28%
Funeral expenses	30%	25%	33%	28%	38%
For my studies/own education/further my studies	8%	20%	5%	2%	0%
Children's education	26%	14%	39%	30%	20%
Children's education (based on those with dependent children)	40%	33%	50%	38%	28%
To buy a specific item/other specific purpose	13%	13%	15%	13%	11%
Home improvement	22%	13%	21%	27%	32%
Money to start my own business	9%	12%	8%	10%	7%
To get married/lobola	7%	12%	10%	3%	1%
Medical expenses fund/for medical expenses	13%	10%	13%	15%	14%
Holiday	12%	10%	12%	14%	14%
Furniture/home appliances	8%	8%	9%	7%	7%
No specific reason	3%	5%	2%	3%	4%
Christmas expenses/end of year expenses	6%	4%	7%	6%	7%
Other special celebrations	2%	2%	1%	3%	2%

Looking within the youth results over time, retirement focussed saving is up in this measure and there may be evidence of an emerging trend here. Saving for children's education (for those with children) is volatile/declining, but saving for one's OWN education is up in this measure and at 20% is significant. As in the main sample there is an upturn in those saving to pay off debt.

Prompted Savings Objective	Nov-09	Jul-10	Nov-10	Jul-11	Nov-11	Jul-12	Nov-12	Jul-13
18-30 Years								
Car/vehicle	33%	36%	33%	32%	23%	32%	26%	34%
Emergency expenses/ rainy day fund	39%	39%	37%	40%	37%	38%	32%	31%
Deposit on a home/ property	29%	34%	31%	29%	22%	25%	24%	28%
Retirement/old age	13%	17%	15%	19%	18%	17%	23%	26%
To pay off debt	17%	13%	14%	19%	14%	16%	16%	26%
Funeral expenses	14%	21%	13%	23%	19%	22%	25%	25%
For my studies/own education	Not measured				9%	15%	11%	20%
Children's education	27%	21%	28%	23%	15%	21%	10%	14%
Children's education (rebased on those with dependent children)	56%	47%	48%	55%	38%	51%	24%	33%
To buy a specific item	7%	4%	6%	16%	19%	15%	8%	13%
Home improvement	9%	9%	11%	14%	12%	11%	11%	13%
Money to start my own business	11%	6%	8%	8%	3%	6%	6%	12%
To get married/lobola	Not measured				10%	10%	9%	12%
Medical expenses fund	7%	7%	8%	10%	6%	9%	7%	10%
Holiday	15%	16%	14%	12%	8%	9%	10%	10%
Furniture/home appliances	8%	9%	9%	9%	8%	9%	5%	8%
No specific reason	5%	2%	7%	6%	9%	3%	4%	5%
Christmas expenses	Not measured							4%
Other special celebrations	Not measured							2%

09. FINANCIAL

GOALS

Youth focus on own business, and buying property (WCI in particular) and a car. 18% claim to have no real specific goal (those from lower income households in particular) and are focussing on building up a general savings pool. 16% claim that they have no financial goal as they are inhibited by having little extra money available to save. Detailed responses at levels of 6% or more are tabulated below.

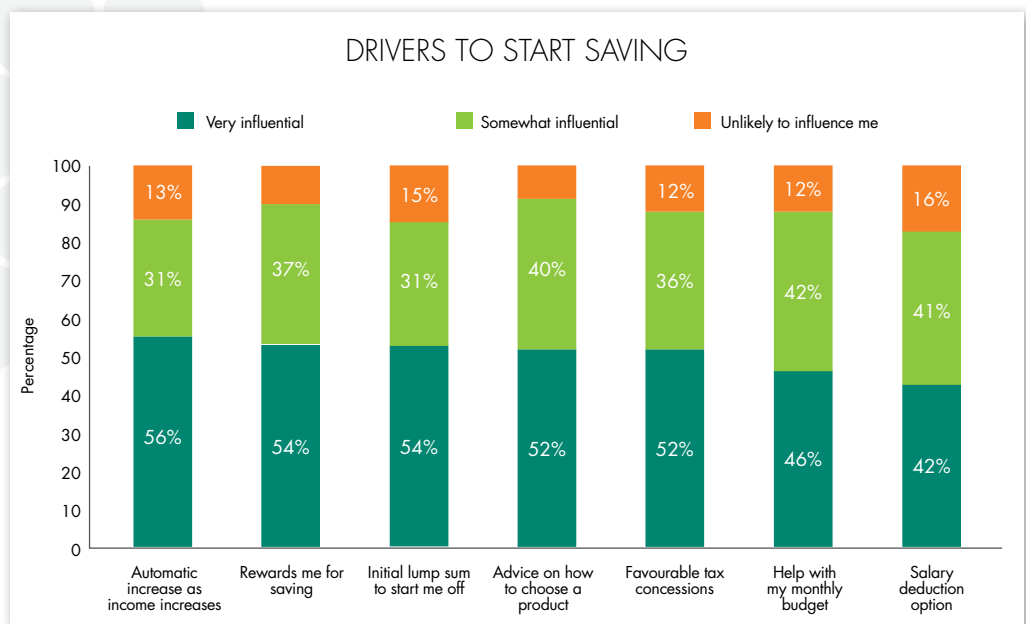
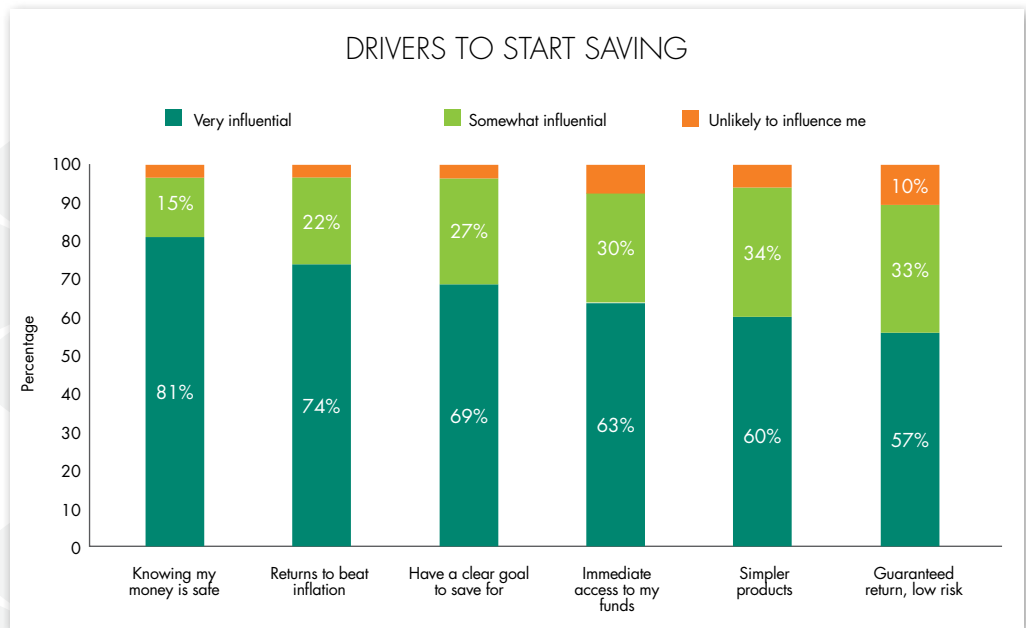
Financial goals	Total	Less than R6 000	R6 000 to R13 999	R14 000 to R19 999	R20 000 to R39 999	R40 000 or More	Black	WCI
Unweighted numbers	282	94	72	54	39	23	177	105
Invest in own business/start own business	28%	30%	29%	28%	23%	25%	33%	19%
Deposit on a new house/buy property/investment property	25%	23%	20%	30%	39%	27%	22%	32%
New car/to buy a car	20%	14%	19%	27%	31%	24%	18%	25%
Nothing specific/just to have money/habit	18%	26%	17%	20%	10%	0%	23%	10%
Have no extra money to save for anything now/I'm not saving	16%	13%	24%	11%	10%	25%	17%	14%
Child's education	11%	12%	9%	12%	10%	8%	13%	6%
Pay off credit card quicker/store card/debt/pay debt	10%	6%	10%	11%	15%	10%	5%	18%
Renovate my home/build extension/home improvements	10%	8%	17%	4%	3%	17%	12%	6%
Save for a holiday/go on holiday	9%	7%	9%	18%	8%	17%	8%	13%
Improve lifestyle/financial independence	9%	10%	10%	7%	8%	0%	6%	14%
Studies/further my studies/sibling studies	7%	5%	13%	2%	3%	8%	8%	6%
Medical expenses	7%	7%	9%	9%	3%	4%	8%	5%
Get married/lobola/wedding/engagement ring	6%	9%	3%	11%	0%	10%	6%	6%

10. DRIVERS

TO START SAVING AND APPETITE FOR RISK

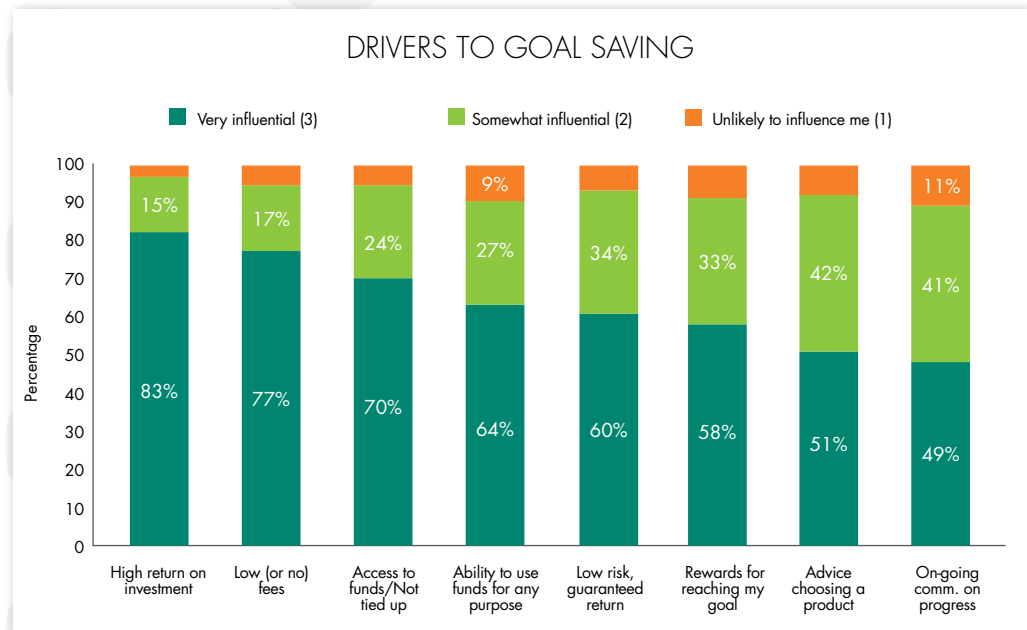
ENCOURAGEMENT TO START SAVING OR TO SAVE MORE

In this July 2013 measure respondents a series of questions were asked so as to take a closer look at what would encourage consumers either to start saving, or to save more. The pattern seen in the youth responses is similar to that in older age groups.



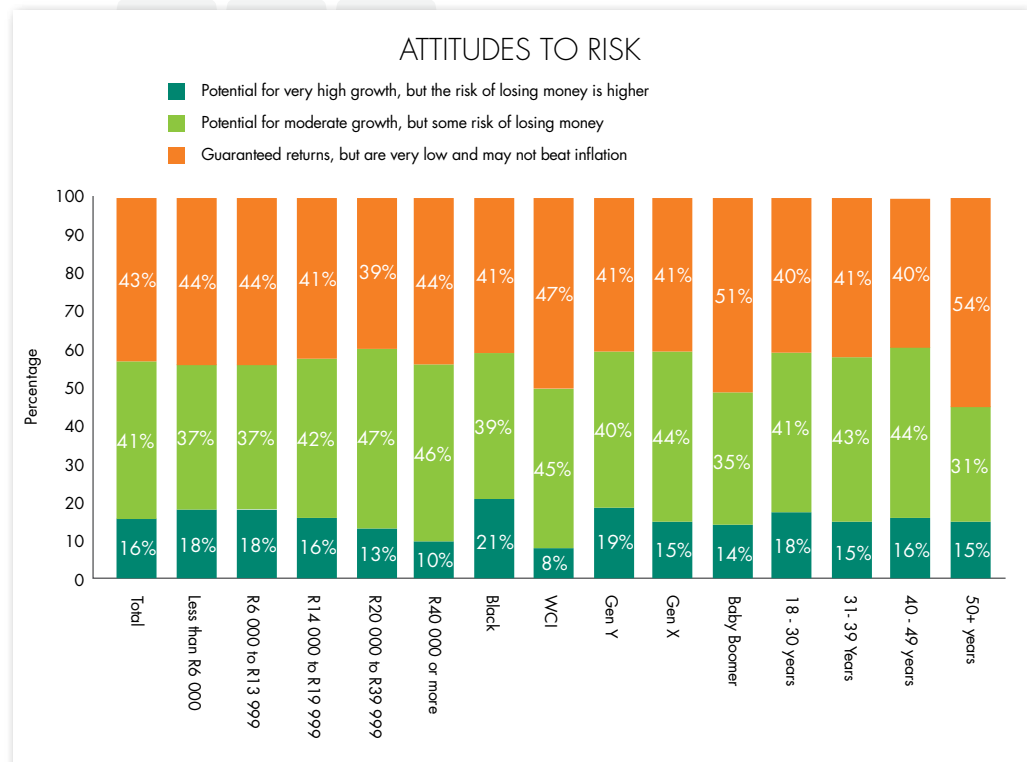
GOAL SPECIFIC SAVINGS

When it comes to saving for a specific goal i.e. not just for a rainy day or unforeseen emergencies, the youth results are similar to those of older groups: high returns, low fees and access to funds are critical.



APPETITE FOR RISK

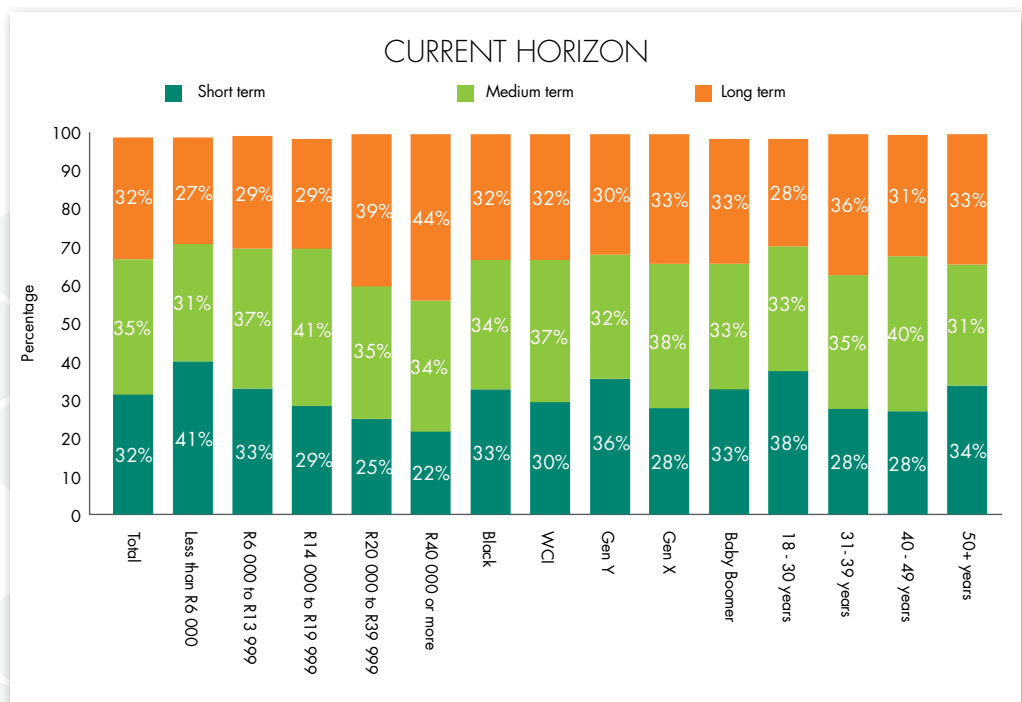
Of all ages the youth have the biggest appetite for risk but they too are generally risk averse.



11. INVESTMENT

HORIZONS

Whilst youth appear to have a slightly shorter investment horizon, the correlation with age is not particularly strong, and certainly not as strong as the correlation with income.

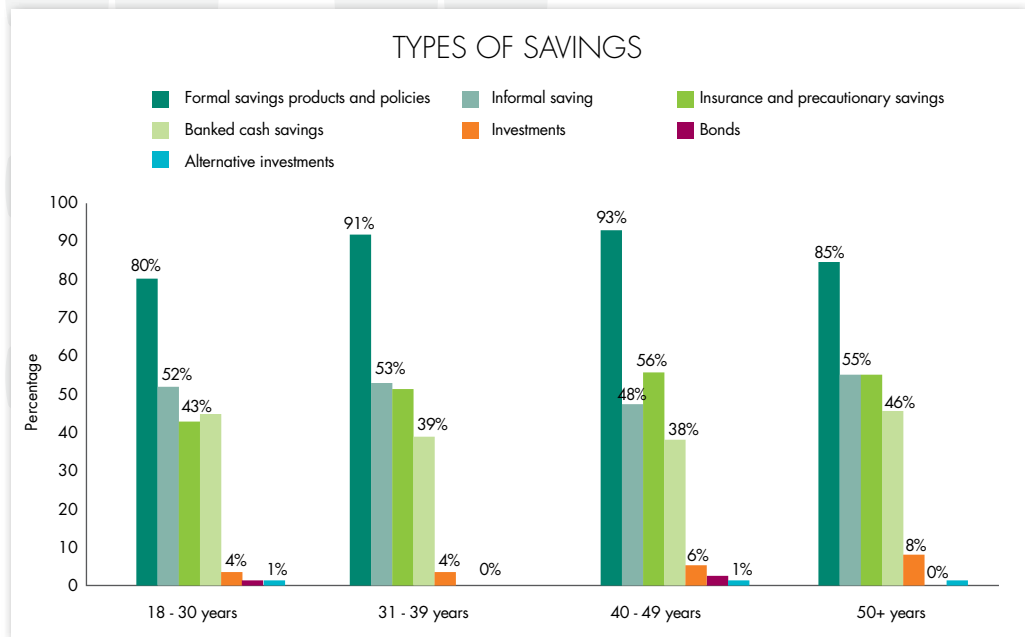


What is understood as the time frame for short, medium or long term varies considerably and again there is no strong correlation with age although if anything the **youth favour shorter periods in their definitions.**

12. SAVINGS

AND INVESTMENT VEHICLES USED

In line with their lifestage and lower income profile, the youth generally show lower incidence of formal savings policies and precautionary savings (short term insurance and medical aid).



FORMAL SAVINGS PRODUCTS

As is the case with main sample, this measure sees a sharp increase in membership of occupational retirement funds, due in part to the higher proportion of full time and public sector workers in the sample. Penetration of other formal policies is fairly stable with a gradually declining trend in education policies.

SAVINGS AND INVESTMENT VEHICLES	Nov-09	Jul-10	Nov-10	Jul-11	Nov-11	Jul-12	Nov-12	Jul-13
Unweighted numbers	329	302	258	285	296	293	273	282
Endowment policies	11%	9%	10%	7%	5%	6%	4%	7%
Retirement annuities	15%	17%	24%	17%	13%	10%	9%	13%
Pension or provident fund	33%	44%	41%	42%	38%	38%	35%	50%
Education policies	7%	10%	10%	11%	10%	12%	11%	9%
Education policies (rebased on those who have dependent children)	16%	25%	17%	26%	25%	24%	22%	19%
Funeral policies	46%	54%	51%	55%	49%	52%	47%	50%
Life assurance/death and disability policies	28%	25%	29%	31%	14%	18%	22%	24%

RETIREMENT PRODUCTS

The proportion of youth with at least some formal retirement provision has improved dramatically to 55%. Sampling considerations aside, time will tell if this is going to be a permanent improvement.

The steady decline in RA's has halted in this measure.

Retirement Products	Nov-09	Jul-10	Nov-10	Jul-11	Nov-11	Jul-12	Nov-12	Jul-13
Unweighted Numbers	329	302	258	285	296	293	273	282
Have pension or provident fund	33%	44%	41%	42%	38%	38%	35%	50%
Have RA	15%	17%	24%	17%	13%	10%	9%	13%
Have fund and RA	13%	14%	17%	10%	8%	8%	6%	8%
Have neither	64%	53%	53%	51%	57%	60%	62%	45%
Have either fund or RA	36%	47%	47%	49%	42%	40%	38%	55%

INFORMAL SAVINGS

The penetration of informal savings amongst **black youth** is high and in fact has increased over the last 4 measures. Within the Black segment youth have the lowest incidence of informal saving compared to older age groups, but this is probably a reflection of lower levels of saving and investments generally.

Informal Savings: Black Youth	Nov-09	Jul-10	Nov-10	Jul-11	Nov-11	Jul-12	Nov-12	Jul-13
Unweighted Numbers	162	149	139	165	170	167	176	177
Savings Club or Stokvel	38%	37%	36%	36%	35%	44%	46%	49%
Burial Society	Not measured		27%	20%	18%	28%	25%	24%
Grocery Scheme	Not measured		11%	4%	5%	8%	12%	9%
Cash Savings - Not Banked	10%	20%	14%	4%	3%	4%	10%	6%

PRECAUTIONARY SAVINGS

	Nov-09	Jul-10	Nov-10	Jul-11	Nov-11	Jul-12	Nov-12	Jul-13
Unweighted Numbers	329	302	258	285	296	293	273	282
Short Term Insurance	27%	23%	22%	27%	19%	24%	21%	22%
Medical Insurance/ Medical Aid	33%	36%	32%	40%	33%	32%	29%	34%

EQUITY BASED INVESTMENTS

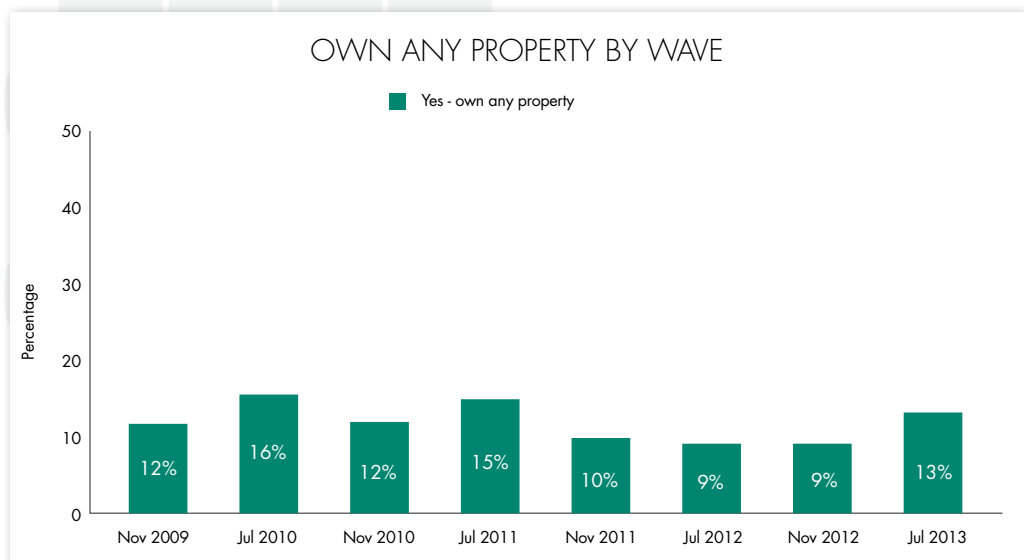
	Nov-09	Jul-10	Nov-10	Jul-11	Nov-11	Jul-12	Nov-12	Jul-13
Unweighted Numbers	329	302	258	285	296	293	273	282
Unit Trusts/Mutual Funds/ETF's	1%	4%	1%	3%	3%	2%	2%	2%
Listed Shares (Self Managed or Broker Managed)	0%	1%	3%	4%	2%	1%	1%	2%

13. PROPERTY

OWNERSHIP, DEBT AND CREDIT

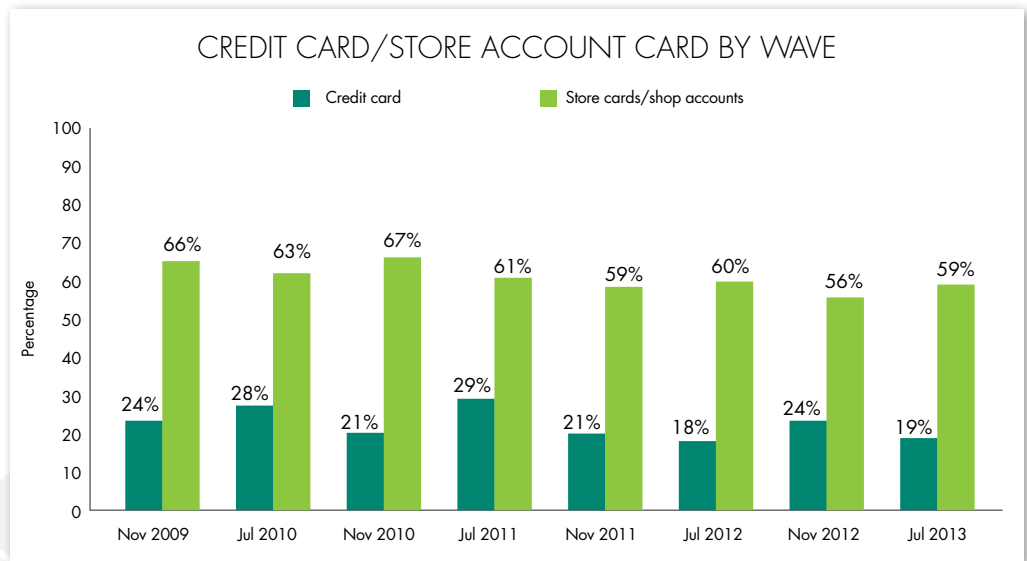
PROPERTY OWNERSHIP

Incidence of property ownership is (understandably) lower amongst the youth and getting onto the property ladder is an important financial goal for them. Incidence of home loans amongst these young home owners is at 43% (but we caution the small base).

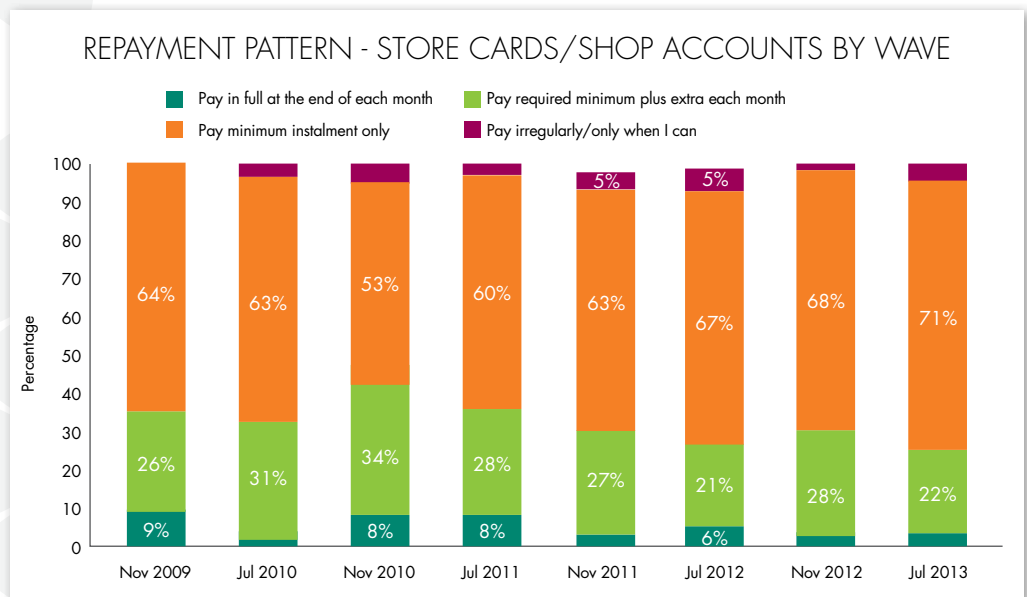


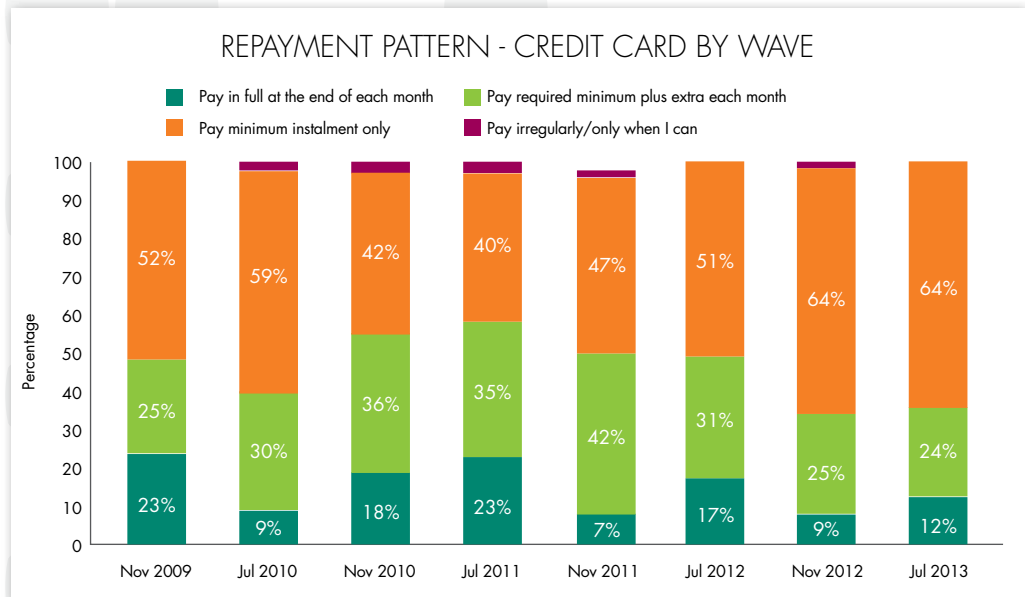
CREDIT CARDS AND STORE CARDS

The incidence of both credit cards and store cards is relatively stable amongst the youth and remains correlated with income.



Repayment patterns for both credit cards and store cards are characterised by payment of the minimum instalment only.





OTHER SHORT-TO-MEDIUM TERM DEBT

Incidence of short to medium term debt remains relatively stable. As with other age groups, the youth continue to generally pay the minimum instalment only.

Current Short/Medium Term Loans	Nov-09	Jul-10	Nov-10	Jul-11	Nov-11	Jul-12	Nov-12	Jul-13
Unweighted numbers	329	302	258	285	296	293	273	282
Any personal loan	18%	23%	26%	25%	18%	20%	22%	23%
Personal loan from a financial institution	N/M	11%	11%	14%	8%	11%	13%	14%
Personal loan from a micro lender		3%	2%	2%	1%	1%	1%	2%
Personal loan from a friend/family member		14%	14%	11%	10%	9%	10%	8%
Car finance	15%	11%	13%	16%	10%	12%	11%	12%
Hire purchase/instalment sale	n/m	16%	14%	11%	6%	16%	9%	11%
Revolving credit facility	9%	7%	3%	6%	5%	3%	3%	3%
Overdraft	n/m	3%	5%	5%	4%	3%	2%	3%
Other	1%	0%	1%	0%	0%	0%	0%	0%

14. ATTITUDINAL

DYNAMICS

Age is also an important definer of attitude, with the importance afforded to planning and control growing with age, whilst younger consumers are more likely to live in the now.

Youth are significantly **less likely to:**

- Plan finances carefully
- Worry about their retirement planning
- Feel well informed about financial products
- See saving for the future as a priority

Youth are **more likely to:**

- Believe that saving for education is more important than saving for retirement
- Believe that death and disability cover is for important than retirement savings
- Seek advice from family and friends
- Hate dealing with their finances
- Find anything to with financial matters extremely boring

STATEMENTS - GROUPED Axes	Total	18-30 Years	31-39 Years	40-49 Years	50+ Years
Unweighted numbers	1 002	282	289	260	171
Is important to save money for a rainy day	92%	92%	91%	93%	93%
Financial security means having enough money	88%	86%	86%	92%	87%
I want to learn more about how to save	80%	83%	81%	79%	76%
Set financial goals	80%	77%	83%	82%	79%
Extremely cautious with finances	75%	76%	69%	78%	79%
Always trying to become more knowledgeable about financial matters	74%	71%	74%	77%	75%
Avoid debt wherever I can	74%	75%	68%	76%	78%
Always plan finances carefully	72%	65%	72%	79%	77%
Always worried about not having enough money	71%	71%	70%	71%	70%
I wonder if I have done enough to secure my retirement	69%	61%	69%	74%	78%
I need more education on how to handle my finances	64%	69%	67%	59%	61%
Don't buy until I have enough money	62%	60%	59%	64%	66%
No alternative but to get into debt	61%	59%	63%	59%	61%
Only way to improve financial position is to take risks	60%	65%	61%	57%	56%
Plan my finances five to ten years ahead	60%	59%	58%	64%	61%

STATEMENTS - GROUPED Axes	Total	18-30 Years	31-39 Years	40-49 Years	50+ Years
Satisfied that my family is well provided for	60%	56%	58%	62%	67%
You need to spend money to enjoy life	59%	64%	59%	56%	57%
Financial institution genuinely interested in my needs	59%	60%	57%	57%	62%
Important to save, but do not have enough money	57%	60%	57%	54%	55%
Seek financial advice from family and friends	55%	60%	56%	52%	49%
I know a lot about financial products	48%	41%	48%	52%	52%
Savings for education is more important than retirement	47%	52%	50%	42%	41%
Finances are never properly organised	45%	45%	49%	41%	44%
Death, funeral and disability cover are more important	44%	49%	47%	40%	37%
Most months I struggle to make ends meet	43%	46%	43%	38%	44%
I really hate dealing with my finances	41%	47%	42%	38%	36%
Always looking out for latest financial services products	40%	42%	39%	41%	39%
Feel financially secure, have enough pay for unplanned events	40%	38%	37%	45%	42%
Credit is part of my life, can't make ends meet without it	40%	41%	44%	35%	39%
Would like financial advice but hard to find somebody I trust	40%	46%	38%	35%	39%
Seem to leave my money decisions to the last minute	37%	40%	42%	31%	34%
World of financial services leaves me confused	37%	42%	36%	32%	38%
Not always sure who to turn to regarding finances	36%	41%	34%	33%	37%
I consider myself a spender, not a saver	35%	39%	36%	31%	34%
Spend all that I earn, not able to save anything	34%	37%	33%	30%	34%
Worry that if partner leaves, I won't be able to cope	33%	31%	33%	35%	34%
Anything to do with financial matters extremely boring	32%	37%	34%	27%	25%
See no benefit being loyal to financial services company	28%	26%	27%	29%	30%
Go to loan shark rather than borrow from a neighbour	26%	28%	28%	24%	24%
As long as I can afford necessities, I don't worry	26%	29%	26%	26%	23%
We don't talk about money in our family	25%	26%	26%	23%	23%
Saving for future is not a priority right now	22%	30%	21%	16%	21%
Happy to buy financial products on internet	14%	17%	16%	11%	11%

Looking at the youth results over time, there is an improvement in claimed planning behaviour in this measure and a decrease in agreement that there is “no alternative to get into debt”. Whether these movements will be sustained remains to be seen.

STATEMENTS - GROUPED Axes	Nov-09	Jul-10	Nov-10	Jul-11	Nov-11	Jul-12	Nov-12	Jul-13
Unweighted numbers	329	302	258	285	296	293	273	282
Don't buy until I have enough money	72%	66%	75%	68%	72%	68%	69%	60%
Finances are never properly organised	53%	46%	49%	57%	48%	49%	51%	45%
Plan my finances five to ten years ahead	42%	39%	48%	42%	39%	44%	47%	59%
No alternative but to get into debt	65%	71%	64%	65%	64%	68%	67%	59%
Important to save, but do not have enough money	79%	73%	71%	66%		63%	61%	60%
I wonder if I have done enough to secure my retirement	68%	66%	74%	70%	70%	67%	66%	61%
I really hate dealing with my finances	44%	38%	34%	45%	44%	41%	41%	47%
I consider myself a spender, not a saver	44%	37%	39%	38%	42%	40%	39%	39%
Always trying to become more knowledgeable about financial matters	80%	80%	82%	76%	78%	80%	75%	71%
Seem to leave my money decisions to the last minute	45%	40%	37%	36%	44%	39%	39%	40%
Credit is part of my life, can't make ends meet without it	43%	46%	41%	46%	43%	44%	41%	41%
World of financial services leaves me confused	44%	40%	48%	42%	51%	45%	40%	42%
Go to loan shark rather than borrow from a neighbour	23%	26%	22%	24%	29%	24%	21%	28%
Anything to do with financial matters extremely boring	35%	30%	37%	34%	38%	29%	29%	37%
I want to learn more about how to save		89%	88%	84%	86%	87%	85%	83%
Is important to save money for a rainy day	94%	98%	94%	94%	94%	95%	96%	92%
Always plan finances carefully	73%	79%	73%	76%	79%	74%	68%	65%
Avoid debt wherever I can	79%	80%	83%	75%	82%	80%	77%	75%
Always worried about not having enough money	83%	77%	77%	80%	79%	75%	79%	71%
Extremely cautious with finances	80%	84%	79%	74%	81%	76%	73%	76%
Set financial goals	78%	79%	79%	74%	74%	77%	76%	77%
Financial security means having enough money	89%	90%	90%	88%	89%	89%	90%	86%
Saving for future is not a priority right now	38%	32%	31%	28%	42%	31%	31%	30%

We don't talk about money in our family	24%	29%	24%	30%	32%	27%	28%	26%
Only way to improve financial position is to take risks	72%	62%	71%	62%	65%	72%	61%	65%
Spend all that I earn, not able to save anything	39%	39%	32%	37%	43%	35%	37%	37%
I need more education on how to handle my finances		78%	67%	73%	76%	74%	76%	69%
Death, funeral and disability cover are more important				49%	57%	54%	59%	49%
Savings for education is more important than retirement					56%	53%	50%	52%
Worry that if partner leaves, I won't be able to cope						9%	26%	31%
Most months I struggle to make ends meet						50%	50%	46%
Not always sure who to turn to regarding finances						39%	39%	41%
As long as I can afford necessities, I don't worry						27%	30%	29%
I know a lot about financial products						44%	42%	41%
Financial institution genuinely interested in my needs						57%	51%	60%
Satisfied that my family is well provided for						63%	56%	56%
Would like financial advice but hard to find somebody I trust						50%	45%	46%
You need to spend money to enjoy life						69%	67%	64%
See no benefit being loyal to financial services company						35%	36%	26%
Seek financial advice from family and friends						65%	62%	60%
Always looking out for latest financial services products						44%	35%	42%
Happy to buy financial products in internet						26%	23%	17%
Feel financially secure, have enough pay for unplanned events							40%	38%

In addition to finance specific statements, respondents are asked the extent to which they do (or don't) agree with some more general attitudes.

The youth are generally more driven and anxious to get ahead in life, and more willing to sacrifice family time to do that. They are also more materialistic (being rich is a priority) and consequently more likely to feel a bit frustrated at not having enough money to do all the things they want.

Going out (to fashionable places) rather than staying at home and having the latest tech. gadget is important.

As regards the two dependency statements there are similar agreement levels to older groups although they are marginally less likely to look to children for support and more likely to look to government than their older counterparts are.

ATTITUDES TO WORK AND LIFE - GROUPED Axes	Total	18-30 Years	31-39 Years	40-49 Years	50+ Years
Unweighted numbers	1 002	282	289	260	171
Constantly planning & thinking about the future	84%	84%	81%	84%	87%
I am very optimistic about what the future holds for me	83%	81%	86%	82%	83%
Important that I receive recognition for my success	79%	81%	78%	78%	76%
I try to give my children the best opportunities in life	78%	62%* Lower incidence of children	82%	88%	85%
Maintaining a healthy lifestyle is a top priorities	76%	73%	73%	79%	82%
I am really proud of my home and am always spending time and money making it better	75%	69%	74%	78%	82%
Community support is very important to me	73%	71%	69%	75%	78%
I am happy and content with my life	71%	68%	71%	74%	73%
I like to own products that are the most technologically advanced	65%	72%	71%	59%	52%
Always put plans to improve my life on hold	61%	64%	63%	53%	62%
In spare time I prefer to stay home rather than go out	60%	53%	62%	63%	64%
I feel I never have enough money to do the things I want	60%	67%	59%	50%	61%
I feel confident about the South African economy	55%	53%	60%	54%	53%
Being rich is a priority for me	55%	62%	52%	54%	52%
I tend to make decision quickly based on gut feel	52%	55%	54%	46%	51%
To get ahead in life I am willing to sacrifice family & social time	49%	57%	49%	41%	50%
I like to take risks in my life	47%	46%	49%	47%	44%
Struggle to find a good balance between work & life	41%	44%	40%	38%	43%
My children should look after me when I am old	38%	35%	35%	41%	44%
My life never seems to be properly organised	36%	37%	36%	32%	39%
When socialising I only go to the fashionable places	34%	45%	30%	33%	26%
I worry a lot about what other people think of me	34%	35%	33%	34%	34%
The government will look after me if I am not able to look after myself	31%	35%	31%	27%	31%

Looking at these youth results over time the declining trend as regards appetite for risk is worth noting.

ATTITUDES TO WORK AND LIFE - GROUPED Axes	Nov-09	Jul-10	Nov-10	Jul-11	Nov-11	Jul-12	Nov-12	Jul-13
Unweighted numbers	329	302	258	285	296	293	273	282
I try to give my children the best opportunities in life	30%	32%	66%	53%	59%	57%	55%	62%
I am very optimistic about what the future holds for me	89%	91%	90%	84%	87%	84%	82%	81%
Community support is very important to me	73%	73%	73%	73%	67%	70%	75%	71%
I tend to make decision quickly based on gut feel	61%	56%	63%	54%	58%	57%	54%	55%
My children should look after me when I am old	21%	18%	37%	32%	31%	38%	37%	35%
I feel I never have enough money to do the things I want	79%	73%	70%	69%	73%	71%	71%	67%
The government will look after me if I am not able to look after myself	27%	28%	26%	33%	32%	37%	34%	35%
I like to take risks in my life	66%	55%	63%	62%	50%	53%	50%	46%
I worry a lot about what other people think of me	45%	45%	42%	41%	43%	42%	35%	35%
I am really proud of my home and am always spending time and money making it better	70%	74%	74%	75%	74%	74%	70%	69%
Being rich is a priority for me	65%	65%	61%	63%	67%	61%	61%	62%
I like to own products that are the most technologically advanced	77%	78%	67%	70%	81%	78%	76%	72%
I feel confident about the South African economy	61%	64%	59%	61%	58%	56%	50%	53%
My life never seems to be properly organised	43%	37%	40%	45%	49%	42%	36%	37%
I am happy and content with my life	82%	83%	80%	76%	82%	74%	70%	68%
Maintaining a healthy lifestyle is a top priorities	87%	87%	89%	83%	88%	82%	76%	73%
Struggle to find a good balance between work & life						50%	44%	44%
In spare time I prefer to stay home rather than go out						48%	47%	53%
Always put plans to improve my life on hold	70%	73%	75%	72%		59%	62%	64%
Constantly planning & thinking about the future						85%	80%	84%
Important that I receive recognition for my success						82%	81%	81%
When socialising I only go to the fashionable places						44%	45%	45%
To get ahead in life I am willing to sacrifice family & social time						57%	52%	57%

15. SOURCES

OF FINANCIAL INFORMATION

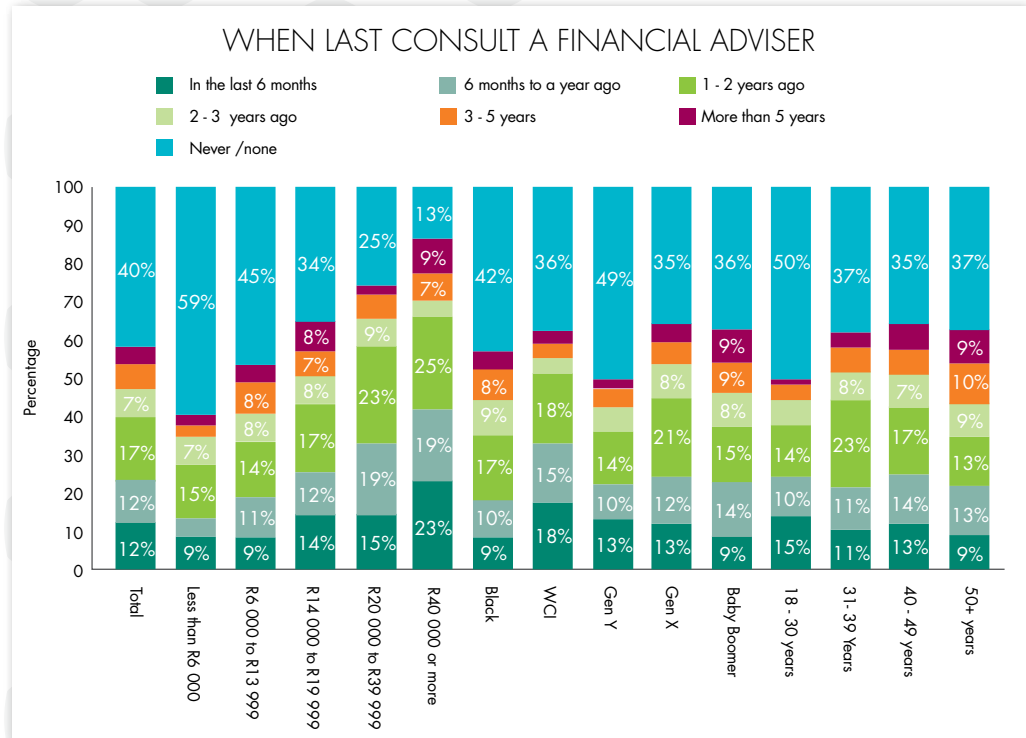
Sources accessed on a **regular** basis – note the declining trend across all sources.

Base = Youth (18 – 30 years)	Nov-09	Jul-10	Nov-10	Jul-11	Nov-11	Jul-12	Nov-12	Jul-13
Bank consultant	Not measured							23%
Word of mouth	32%	30%	30%	20%	33%	16%	24%	21%
Financial adviser / broker (any)	12%	17%	18%	20%	14%	11%	11%	12%
Television	24%	19%	19%	16%	9%	10%	14%	7%
Brochures from banks / institutions	Not measured							9%
Newspapers	13%	15%	10%	11%	9%	6%	6%	1%
Radio	18%	13%	12%	9%	7%	8%	9%	3%
Internet	13%	6%	3%	7%	3%	9%	6%	3%
Call centre at a financial institution	Not measured							4%
General magazines	5%	4%	5%	4%	2%	2%	1%	1%
Business magazines	3%	3%	3%	2%	0%	0%	1%	1%

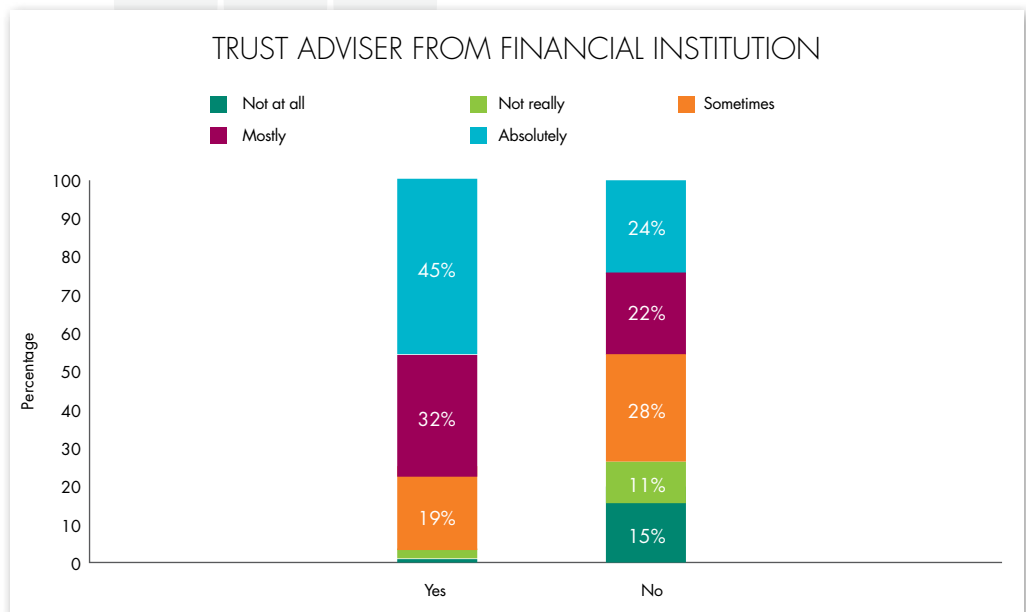
Sources accessed on a **regular or occasional** basis:

Base = Youth (18 – 30 years)	Nov-09	Jul-10	Nov-10	Jul-11	Nov-11	Jul-12	Nov-12	Jul-13
Word of mouth	69%	71%	69%	59%	67%	54%	56%	52%
Bank consultant	Not measured							45%
Financial adviser / broker (any)	35%	35%	35%	48%	33%	36%	27%	32%
Television	46%	47%	44%	46%	35%	32%	33%	27%
Brochures from banks / institutions	Not measured							27%
Newspapers	43%	37%	33%	36%	24%	20%	23%	12%
Radio	37%	31%	32%	31%	25%	19%	17%	12%
Call centre at a financial institution	Not measured							12%
Internet	25%	14%	12%	17%	11%	13%	14%	11%
Business magazines	14%	13%	12%	12%	5%	4%	5%	1%
General magazines	25%	22%	21%	21%	14%	10%	9%	4%

50% of the youth sample have never consulted a financial adviser.



Trust levels are generally higher amongst those youth who have consulted an adviser in the past. In other words wariness appears to be driven by lack of familiarity and possibly word of mouth rather than negative past experience.



16. INTERNET,

BUYING ONLINE AND SOCIAL MEDIA

It is only in the lower income groups that you get significant proportion of youth who do not access the internet. Cellphone is the instrument of choice with penetration of desktop PC and laptops climbing with income.

Activity on the internet (based on those who access the internet) is dominated by instant messaging, email, searches and social networking. Online shopping and financial advice seeking are at low levels.

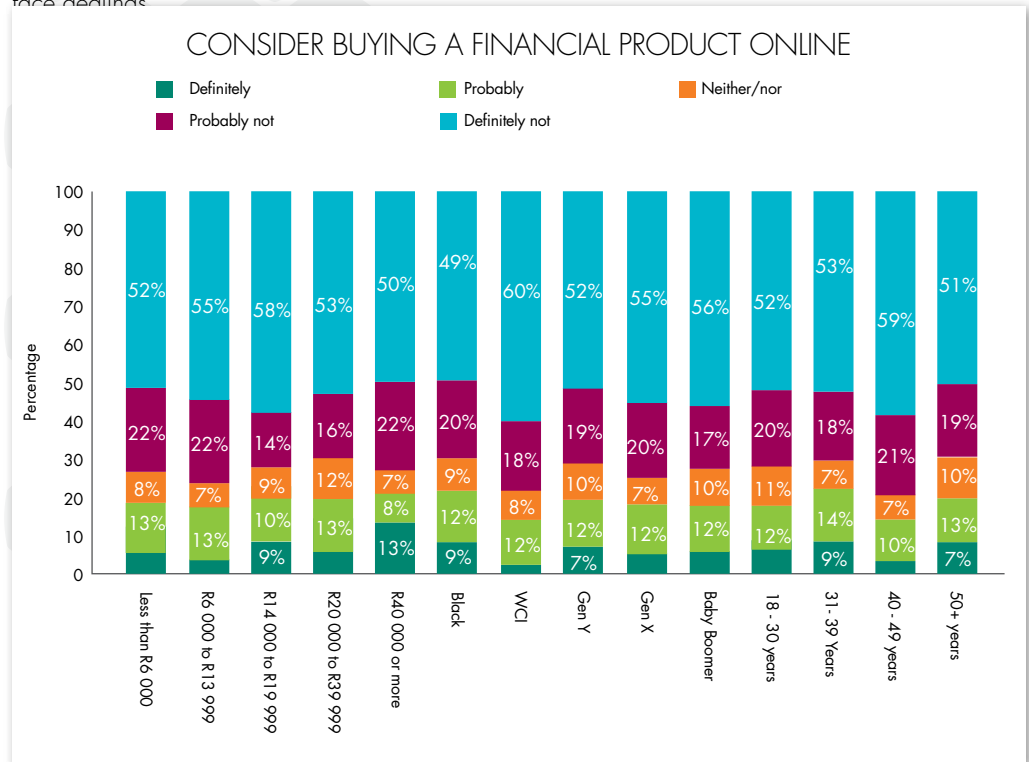
Internet Usage - Regular + Occasional (Base = Those youth who access the internet)	Total
Unweighted Numbers	248
Instant messaging	92%
Social networking/social sites	90%
Search engines	80%
Email	73%
Research	67%
Fun	31%
Cellphone banking	30%
Internet banking	24%
Online shopping	21%
Financial advice/information	16%
Voice/face to screen communication	13%

Those accessing social media (regularly or occasionally) were asked which sites. The results are (predictably) dominated by Facebook.

Web Sites	Total (Autobase)	18-30 Years	31-39 Years	40-49 Years	50+ Years
Unweighted Numbers	638	222	211	138	67
Facebook	92%	94%	95%	86%	87%
Whatsapp	30%	30%	29%	27%	35%
You Tube	19%	20%	18%	20%	19%
Twitter	18%	23%	19%	12%	7%
Mxit	11%	20%	6%	4%	2%
BBM	7%	8%	8%	4%	5%
My Space	3%	4%	3%	3%	3%
Linkedin	3%	3%	3%	2%	4%

As regards online shopping, only 1% of youth have ever bought a financial product online.

In terms of willingness to buy a financial product online, the youth are basically as reluctant as their older counterparts to do this, and cite the same concerns: worry that the internet is dangerous and handling financial matters online exposes you to potential hacking, as well as preference for face to face dealings.



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