

# FHM Fact File

**2010**  
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**Fast Facts**

## DEMOGRAPHICS

### Age:

16 - 34 (76%) - Average age is 28

### Education:

Matric (50%), Post Matric (24%)

### Gender:

Male (77%), Female (23%)

### Race:

Blacks (45%), Coloureds (14%),  
Indians (5%), Whites (36%)

### Income:

HH Income R8 000+ (65%)  
Average HH Income R15 787  
Average personal Income R8 519

### Language:

English (36%), Afrikaans (28%),  
Other (36%)

### Lifestages:

At Home Singles (38%)  
Young independent +singles (23%)

### LSMs:

LSM 8 - 10 (60%)

### Status:

Single (61%)

### Work:

Full Time (49%)  
Student (24%)

Source: AMPS 2008  
2009 Main Branded



## The FHM reader

### Quality Circulation:

**61 155** (ABC Oct - Dec 2009)  
(No third party bulk sales!)

### Readership:

**713 000** (AMPS 2008 2009 Main Branded)

## FHM READERS AND THEIR GROOMING HABITS

- 135 000 FHM readers use deodorant.
- 132 000 FHM readers use non electric toothbrushes.
- 108 000 FHM readers use shampoo.
- 100 000 FHM readers use aftershave/ male fragrances.
- 83 700 FHM readers use shaving foam, gel cream & sticks.
- 75 300 FHM readers use conditioner.
- 70 400 FHM readers go to the hair salon.
- 85 000 FHM readers use shower gels.
- 92 500 FHM readers use body creams and lotions.
- 51 400 FHM readers use hair styling gels, mousses, creams & sprays.
- 55 100 FHM readers use hand creams & lotions.
- 80 400 FHM readers use moisturizing creams/ face lotions.
- 49 100 FHM readers use electric or battery razors.
- 50 800 FHM readers use disposable razors.
- 30 400 FHM readers use suntan lotions, oils & creams.
- 101 000 FHM readers said that it is important to them to look well dressed.
- 92 400 FHM readers said it is important to be attractive to the opposite sex.
- 110 000 FHM readers said that they think they have a good sense of style.
- 99 400 FHM readers said that they like to keep up with the latest fashions.

## FHM READERS AND ALCOHOLIC DRINKS

- 40% of FHM readers drink alcoholic drinks.
- 58 600 FHM readers say that most of their drinking is done at home.
- 87 600 FHM readers think that you need a few drinks to get a party going.
- 71 700 FHM readers are prepared to pay more for good quality wine.
- 67 500 FHM readers said they really enjoy a night out at the pub, shebeen or club.
- 88 300 FHM readers like to try new drinks.
- 34 400 FHM readers drink flavoured carbonated alcoholic drinks (incl. ciders)
- 43 900 FHM readers drink whisky.
- 39 400 FHM readers drink brandy.
- 31% FHM readers drink beer (excl draught beer & sorghum beer).

## FHM READERS AND THEIR CARS: 10 FAST FACTS

- 61% FHM readers said they enjoy owning good quality things.
- 58% FHM readers said they enjoy driving their cars.
- 44% FHM readers said that their car express their personality.
- 50% FHM readers said that they are possessive about their cars.
- 37% FHM readers said that you can judge a person by the car that they drive.
- 47% FHM readers said that their car should catch people's attention.
- 61% FHM readers said that they like a car that stands out.
- 52% FHM readers said that their car should be equipped with all possible safety features.
- 51% FHM readers said that comfort is the most important thing in a car.

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## FHM READERS AND CELLPHONES / GADGETS

- 89% of FHM readers own a cellphone.
- 75% of FHM readers (125 000) have prepaid/ top up cellphone packages.
- 22% of FHM readers (36 200) have contract packages.
- 45% of FHM readers said that the nature of the majority of their calls is more personal than business.
- 30% of FHM readers have used SMS in the past week.
- 20% of FHM readers have used their camera on their cellphone in the past week.
- 17% of FHM readers have used Bluetooth in the past week.
- 15% of FHM readers have used WAP in the last week.
- 14% of FHM readers have used MMS in the last week.
- 11% of FHM readers have used MXit in the last week.
- 9% of FHM readers have played games on their cellphones in the last week.
- 35% of FHM readers have a personal computer in their household.
- 27 100 FHM readers have a desk top computer.
- 9 220 FHM readers have a laptop computer.
- 13 900 FHM readers have both a desk top and laptop computer.
- 54% of FHM readers (90 700) said that they love to buy new gadgets and appliances.

## FHM READERS AND BANKING / FINANCE

- 43% of FHM readers said that they are no good at saving money.
- 30% of FHM readers said that they use their credit card mostly for business.
- 35% of FHM readers said that, with a credit card, they spend more than otherwise.
- 50% of FHM readers said that they are quite comfortable about their personal finance.
- 25% of FHM readers are a member of medical aid.
- 27% of FHM readers receive or contribute to a pension.
- 33% of FHM readers currently have Life Assurance.
- 79% of FHM readers personally have any dealings with any banks.
- 33% of FHM readers currently have motor vehicle insurance.
- 19% of FHM readers enjoy spending money rather than saving it.
- 16% of FHM readers like to build relationships with their financial institution.
- 11% of FHM readers are willing to take risks where finances are involved.

## FHM READERS AND SPORT

- 65% of FHM readers have played/taken part in an individual sport in the past 12 months.
- 29% of FHM readers have played/taken part in a team sport in the past 12 months.
- 42% of FHM readers watch rugby on TV these days.
- 38% of FHM readers watch cricket on TV these days.
- 35% of FHM readers watch soccer on TV these days.
- 21% of FHM readers have played snooker in the past 12 months.
- 10% of FHM readers have taken part in running/jogging in the past 12 months.
- 9% of FHM readers have taken part in extreme sports in the past 12 months.
- 9% of FHM readers have taken part in cycling in the past 12 months.
- 16% of FHM readers have played chess in the past 12 months.

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