

Themba

Audience Profile

SUMMARY

NEED MORE HERE...

DEMOGRAPHICS

- Age: 15
- Education Level: In Secondary school *(DHS '06)*
- SES: Dependent on parents *(Org. Exp.)*
- Geography: Lives in rural areas – goes to town on school holidays and for school competitions *(DHS & Census)*
- Marital Status: Single. He has a girlfriend, but he hasn't yet had sex. *(DHS '06)*
- Religion: Christian because his mother is Christian. He goes to church, but only because his family is going to church. *(Census, Org Exp)*
- Size of Target: 60,493 in 15-19 age group *(Census 07)*

DETERMINANTS for MC

(FoQus Scales '09)

Bolded items are thought to be the strongest determinants mentioned in the study.

- Facilitators
- Sexual pleasure/ prowess
 - **Social support – from partners & peers**
 - Health: - prevention STI/HIV
 - **Hygiene**
 - Perception that women prefer
 - **Peer pressure/ social norm (he looks up to Ndoda)**

- Barriers
- **Fears pain**
 - Recovery period limiting sex life & work/ fun
 - Suspicion of infidelity from partners
 - Lack of knowledge
 - **Don't want to get HIV tested**
 - Talking to parents about MC - consent

BEHAVIORS

- MC
- Only 8% are circumcised *(DHS '06)*
- Condom Use
- Not yet had sex *(TRaC '06)*

Knowing status

- Assumes he's negative because he's never had sex, but he's never tested.

(TRaC '06)

LIFESTYLE

(Org. Exp.)

- Free time: Is passionate about watching and playing soccer. Listens to radio. Hangs out with friends at local soccer field. If he's in town, he likes to go to the mall and window shops with friends. He also likes table soccer.

MEDIA HABITS

(Org. Exp.)

- Listens to radio and likes radio dramas; collects posters of soccer players from new and old magazines; looks at newspaper when there is one around.

PSYCHOGRAPHICS

(Org. Exp.)

- Brands: Doesn't own, but wants to own All Star, Dickies and Grasshopper.
- Role models: Popular radio personalities – Mthetho. Soccer players. Stars of the radio dramas. Urban kids.
- Aspirations: Dreams of being more like the urban kids, he thinks it is more privileged. Dreams of being a soccer star.