

Ndoda

Audience Profile

SUMMARY

Ndoda is a 21 year old struggling form 2 drop out trying to make ends meet. He was born in Shiselweni but recently moved to Msuidzo in search of work.

His days are characterized by waking up early to go look for “piece” work or to hang out at busy spots, trying his luck on the ladies.

Ndoda dreams of bigger things for himself – like becoming a football player with the army. But the situation he finds himself in doesn’t allow him to make any progress towards this goal. At the moment, he satisfies himself with playing for a local team and listening to music on the radio.

He has heard about circumcision but doesn’t know where or how it is done. **NEED MORE HERE...**

DEMOGRAPHICS

- Age: Early 20s
- Education Level: Dropped out during secondary school *(DHS '06)*
- SES: Informal sector work (e.g., handyman, construction, etc), so doesn't receive regular pay check. Average monthly income is around E 500 per month. Doesn't have his own transport *(Org. Exp.)*
- Geography: Born in rural area (Shiselweni) but moved to urban area for work. Currently lives in 1-room flat *(Org. Exp.)*
- Marital Status: Single with a steady girlfriend but has one or more Makhwapheni, a “roll on”, and occasional one night stands *(Org. Exp.)*
- Religion: Doesn't attend church now that he has moved to town (and he does enjoy a “fun” lifestyle) but he views himself as a Christian with certain core beliefs *(Org. Exp.)*
- Size of Target: 87,676 in 20-29 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**
 - Intention is high already
 - **Social support – from partners & peers**
 - Health: - prevention STI/HIV
 - **Hygiene**
 - Perception that women prefer
 - Peer pressure/ social norm
- 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**

BEHAVIORS

| | | |
|----------------|---------------------------------------|-------------------|
| MC | • Only 8% are circumcised | <i>(DHS '06)</i> |
| Condom Use | • Not w primary partner | <i>(TRaC '06)</i> |
| | • But with secondary ("roll on" girl) | |
| Knowing status | • Doesn't know status | <i>(TRaC '06)</i> |

LIFESTYLE

(Org. Exp.)

- Free time: Hangs around in shops to meet women as well as in bars and Nightclubs. Is passionate about watching and playing soccer.

MEDIA HABITS

(Org. Exp.)

- Watches soccer games at bars; listens to radio; first reads the sports section of newspapers (sometimes at stores without buying the paper)

PSYCHOGRAPHICS

(Org. Exp.)

- Brands: Fong Kong brands, such as Dickies, All Star, Jeep, Abidas, Reebor, Levis
- Beer: Castle & Hansa
- Role models: Soccer players & DJs (Kwaito)
- Aspirations: Dreams of being a soccer star one day and of different possible ways of realizing this dream, including playing for the Army or being scouted by an SA club.