

Segmenting the urban commuter

ComutaNet, leaders in commuter marketing, commissioned Freshly Ground Insights (FGI) to focus this year's annual research on the urban commuter, with a substantial cross section of the commuter market interviewed in their natural environment; the urban taxi rank.



Previous FGI/ComutaNet research revealed that the average commuter had more disposable income than was initially assumed by media owners. Confirmed current results expose that the urban commuter constitutes 58% of the overall market segment and currently commands 67% of the sector's total value. This should be considered in conjunction with the fact that the urban commuter sector grows year on year and its spending power is climbing steadily.

Segmenting taxi users

This year's findings show that the urban commuter sector has more depth than was anticipated and it can be further differentiated into four sub-sections, which each receive and react to various media in their own unique way.



Brad Aigner, managing director of Freshly Ground Insights

Brad Aigner, MD of FGI has labelled these four sub-sections as follows: Suburban Stylers, Solid Citizens, Hungry Hotshots and the Madalas. When profiling these categories, the research house considered a number of factors such as age, average income and professional stature, spending patterns and social habits among others. One of the features of the urban commuter that is consistent throughout is the entrenched use of the taxi infrastructure, albeit only for convenience in some instances.

- **Suburban Styler** - usually male aged, between 40-55, is a professional who has succeeded in his corporate career or as an entrepreneurial businessman. Typically residing outside of the township with family and friends still at 'ekasi', he is likely to be the owner of his own vehicle but still commutes occasionally due to convenience. An interviewed suburban styler confirmed that he would be commuting during the World Cup games to avoid the parking nightmare and the possibility of driving under the influence. This sub-section represents 15% of the overall urban commuter base.
- **Solid Citizens** - are men and women aged 20-50 who form the backbone of the middle-of-the-pyramid working class. This sector, which forms 57% of total urban commuters, relies heavily on the taxi infrastructure as they commute for all activities outside the home; work, shopping and socialising. This segment, which is the largest, also has the highest spending power and most disposable income.

- Hungry Hotshots - are the young, ambitious, hardworking commuters, who mainly commute out of necessity as they are not as yet earning the professional salary that would afford them the freedom to choose when they commute. This sector shares all of the same characteristics of other youth; they are smart, modern, stylish, opinionated and sussed.
- Madalas - older, more traditional commuters generally residing in the township. Besides basic demographics, this sector is differentiated by the times at which they commute. Whilst they still commute daily they do so outside of the 'high times' and rely on commuting for all activities including socialising and shopping.

Insights for all



Terence Marsh, of ComutaNet

Terence Marsh, of ComutaNet, is enthusiastic about the findings of the research. "This annual research is not only supremely beneficial to our company but the industry as a whole as it provides the insights that ensure that marketing reaches its intended market with the desired effect. Through a multi-format 'in-stereo' marketing approach that takes heed to the segments' heterogeneity, it can be successfully marketed for many years to come."

Aigner adds, "Uncovering the idiosyncrasies of the commuter market sector through such extensive research is key to achieving the desired results when marketing to such a diverse and enigmatic sector."

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