

VOICES UNITE

INFORMATION BROCHURE

2022





WHAT IS VOICES UNITE?

- Voices Unite was conceptualised by In On Africa (IOA) in 2017 and launched as a **game-changing digital youth research platform in February 2020**.
- Through this platform, Voices Unite conducts **ongoing youth-focused digital research as well as customised youth research for Voices Unite partners**, targeting youth in South Africa aged 18-34.
- **Moving into 2022, Voices Unite has more than 6,000 youth members on the platform**, coupled with access to more than 50,000 youth through our consumer panel network for large-scale customised youth research.
- Since its launch, members of the Voices Unite platform have been completing a range of **detailed surveys, participating in online focus groups, and engaging through the Voices Unite online discussion forum**.



Voices Unite aims to inform data-driven decision-making at corporate, government, organisation and institutional levels through ongoing, meaningful youth research and engagement.

The Voices Unite ecosystem consists of:

- the **Research Platform** for ongoing research
- the **Insight Community** for custom research
- the **Non-Profit Foundation** for youth-focused impact projects

PLATFORM

The heart of the Voices Unite ecosystem, where members aged 18-34 engage on important topics, such as education, employment, healthcare, technology, finances, lifestyle and infrastructure.



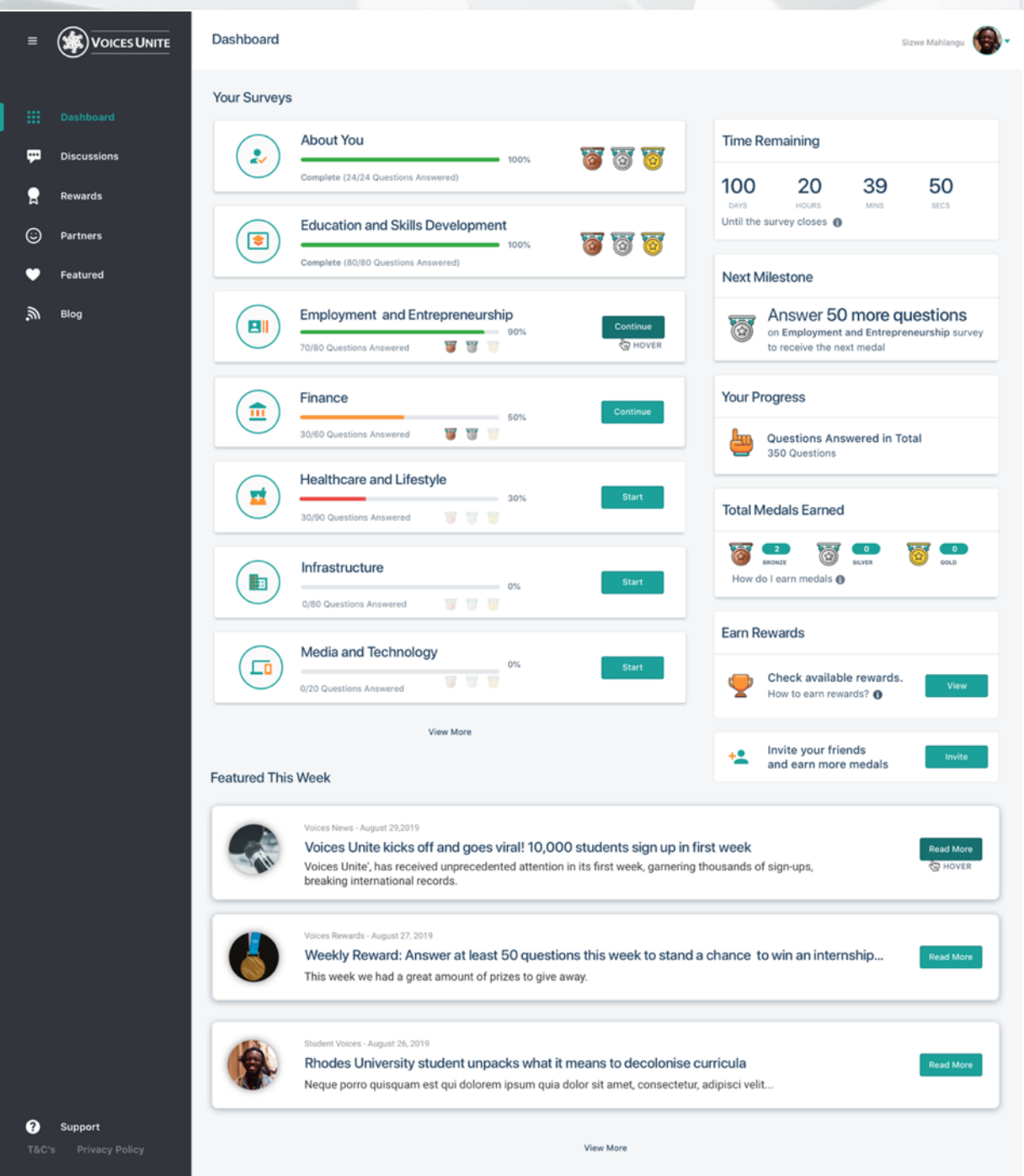
INSIGHT COMMUNITY

A wide range of customised digital research offerings for partners and clients to guide their decision-making. These include focus groups, discussion forums, web surveys, insight missions, quick polls and more.



FOUNDATION

Where insights from the Voices Unite platform guide in-depth youth development research and projects with the aim of turning insights into action!



VOICES UNITE PLATFORM



- Following platform sign-up, **Voices Unite members are presented with a dashboard (see left) with a variety of surveys**, where they can track their progress on each.
- **Medals are awarded** for completing 33% (bronze), 66% (silver) and 100% (gold) of each survey.
- **Weekly incentives are given away** to members based on their survey completions, which helps to motivate ongoing engagement and the growth of the Voices Unite membership-base.
- **Voices Unite has given away more than R300,000 worth of incentives** to members since launching in February 2020 – including scholarships, bursaries, training, vouchers, cash and more.
- **Members of the platform also become involved in the Voices Unite Insight Community** through targeted, topic-specific focus groups, discussion forums, quick-polls etc.



VOICES UNITE MEMBERSHIP

SUMMARY STATS



+6,000

Members across South Africa (growing daily)



18-34

Year olds, most of whom are South African



85%

Africans, followed by 5% Coloured and 4% White



20%

Speak Zulu as their home language



All 9

Provinces of South Africa covered across the membership



15%

Grew up in a country other than South Africa, 30 countries



10%

Are the head of the household where they live



55%

Live in an urban area, 45% peri-urban or rural



65%

Are students at public or private institutions



+100

Universities and colleges are represented



20%

Are employed (only around half are employed full-time)



17%

Are entrepreneurs who own/run their own business



98%

Have a bank account



66%

Use mobile money, mostly for transfers and buying airtime



58%

Of medical aid members chose their provider because of hospital cover



33%

Use some form of medication, mostly from Dis-Chem or Clicks



53%

Order food online, with most using either MrD or UberEats



33%

Of those who use streaming services subscribe to Netflix



50%

Listen to the radio



77%

Spend less than R4,000 per year on travel



46%

Use buses when travelling for leisure

HOW YOUTH AND PARTNERS BENEFIT



Youth Benefits

(platform members, ambassadors, foundation beneficiaries)



1. **Rewards for participating** on the platform and in panel research studies, ranging from cash and vouchers to scholarships and bursaries.
2. **Employment, education and skills development** opportunities in a range of sectors through Voices Unite and our partners.
3. **Opportunities to purposefully share their views** and perspectives with decision-makers, with the knowledge that their 'voices' will be heard.
4. **Direct engagement with decision-makers** at multiple levels, through the completion of surveys, involvement in focus groups and forums, and attendance of Voices Unite events.

Partner Benefits

(organisations, institutions, governments and corporates)



1. HEAR from the Voices

- Early access to freely released research and insights
- Exclusive Voices Unite partner content
- Youth Development Report
- Youth Finance Report
- Youth Media & Technology Report
- Youth Healthcare & Lifestyle Report
- Youth Social Issues Report
- Customised analytics and reporting

2. SPEAK to the Voices

- Marketing exposure to Voices Unite members via:
 - Voices Unite website
 - Voices Unite social media posts
 - Voices Unite blog
 - Voices Unite events
- Event collaboration opportunities

3. ENGAGE with the Voices

- Quick Polls (QPs) for quick insights
- Topic-specific online focus groups (FGs)
- Customised, targeted consumer panels (CPs)
- In-depth interviews (IDIs)
- Market Research Online Communities (MROCs)
- Insight Missions (IMs)

Off-the-shelf insights

Impactful marketing

Customised research



HEAR

from the Voices
(Off-the-shelf insights)



ONGOING INSIGHTS

Voices Unite produces a range of research content, some of which is exclusive for Voices Unite partners, and some is publicly released.

This content offers Voices Unite partners with key insights into the current views and perceptions of South African youth. These insights and data are drawn from ongoing discussion forums, focus groups, polls and surveys with the growing Voices Unite membership-base, covering a wide range of topics of interest to our partners.



RESEARCH REPORTS

Voices Unite also develops a range of in-depth research reports which are exclusively available to our partners. In 2021/22, these reports include:

1. Youth Development Report
2. Youth Finance Report
3. Youth Media & Technology Report
4. Youth Healthcare & Lifestyle Report
5. Youth Social Issues Report

Each of these Voices Unite reports provide wide-ranging research data and in-depth analysis.



CUSTOM ANALYTICS

Voices Unite provides Plus and Premium partners with custom analytics on research data that has been collected through the platform.

With this custom offering, partners are able to dig deeper into the Voices Unite research, comparing results across different member categories such as age, race, location, gender etc., as well as more targeted statistical analysis such as assessing significant differences and correlations within and across variables.



Download the
Youth Development
Summary Report





SPEAK

to the Voices

(Impactful marketing)

1.



TARGETED MARKETING

Voices Unite provides our partners with a variety of marketing options through which they can directly promote their work, products and services to South African youth.

This includes, for example, partner-specific social media and blog posts, features in our member newsletters, and prominent positioning on the Voices Unite website and marketing materials.

2.



EVENT COLLABORATION

Voices Unite regularly holds promotional, thought-leadership and skills development events with the Voices Unite membership-base and our student ambassador network.

Our partners have various opportunities to work with Voices Unite on workshops, training and webinars, and thereby help to promote their contributions and commitment to the youth of South Africa.

VISIT OUR
WEBSITE



LIKE US
ON FACEBOOK



FOLLOW US
ON INSTAGRAM





ENGAGE

with the Voices
(Customised research)

1.



QUICK POLLS (QPs)

Ideal for quick turnaround research, surveying a relatively small sample size among a target demographic group on one or a handful of quick questions to quickly guide decisions.

2.



FOCUS GROUPS (FGs)

Deep-dive into the views, perspectives and behaviours of specific youth sub-segments or explore specific research questions with focus groups of Voices Unite members.

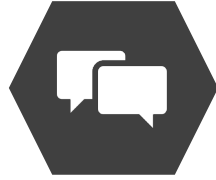
3.



CONSUMER PANELS (CPs)

Customised quantitative web surveys covering topic-specific research, concept testing, reputation assessments etc. Sample sizes and demographics determined by research needs.

4.



IN-DEPTH INTERVIEWS (IDIs)

Interviews with specific youth categories for deep qualitative insights to feed into broader research and/or to help guide decisions on current youth-related planning and priorities.

5.



MARKET RESEARCH ONLINE COMMUNITIES (MROCs)

Online group discussions with target respondents (usually 10-20) on specific topics, products etc., held either with a once-off group or as a discussion forum over an extended period.

6.



INSIGHT MISSIONS (IMs)

Selected respondents participate in a variety of 'insight missions' e.g. shop-alongs or in-home experiences to capture information, reactions, and decisions as they happen.

PARTNER PACKAGES



Hear from the Voices (Off-the-shelf insights)



Speak to the Voices (Impactful marketing)



Engage with the Voices (Customised research)

	BASIC No cost (barter)*	STANDARD R50k – R120k**	PLUS R100k – R200k**	PREMIUM R150k – R350k**	DEEP-DIVE Project-specific**
Early access to freely released research and insights <small>(summary reports, infographics, public webinars)</small>	✓	✓	✓	✓	
Exclusive Voices Unite partner content <small>(exclusive partner webinars and workshops, partner newsletter)</small>	✓	✓	✓	✓	
Voices Unite Youth Development Report <small>(covers education, skills development, employment and entrepreneurship)</small>		✓	✓	✓	
Voices Unite Youth Finance Report <small>(covers income, expenses, banking, insurance and investments)</small>		✓	✓	✓	
Voices Unite Media & Technology Report <small>(covers social media, traditional media, device usage, mobile networks and technology)</small>		✓	✓	✓	
Voices Unite Healthcare & Lifestyle Report <small>(covers healthcare, fitness, eating habits, travel, shopping and lifestyle habits)</small>		✓	✓	✓	
Voices Unite Social Issues Report <small>(covers racism, xenophobia, disability, gender-based violence and infrastructure)</small>		✓	✓	✓	
Customised analytics and reporting <small>(tailored analysis and reports on research from the Voices Unite platform)</small>			✓	✓	
Marketing exposure to Voices Unite members <small>(partner-specific social media and blog posts, positioning on Voices Unite website)</small>	✓	✓	✓	✓	
Event collaboration opportunities <small>(opportunities to work with Voices Unite on workshops, training and webinars)</small>	✓	✓	✓	✓	
Quick Polls (QPs) for quick insights <small>(quick-turnaround survey - max 48 hours - to quickly guide decisions-making)</small>			✓	✓	✓
Topic-specific online focus groups (FGs) <small>(focus groups with Voices Unite members that meet specific research criteria)</small>				✓	✓
Customised, targeted consumer panels (CPs) <small>(web surveys for high-level and in-depth quantitative youth research)</small>				✓	✓
In-depth interviews (IDIs) <small>(interviews with youth who meet specific criteria for deep qualitative insight)</small>					✓
Market Research Online Communities (MROCs) <small>(online group discussions with target respondents over a period of 3-10 days)</small>					✓
Insight Missions (IMs) <small>('insight missions' such as real-time shop-alongs and digital diaries)</small>					✓

*The 'Basic' partner option requires a barter between the partner and Voices Unite – more details can be found through the sign-up process

**Costs are per year and depend on preferred research and analytics options

SIGN-UP

REQUEST A QUOTE

REQUEST A QUOTE

REQUEST A QUOTE

REQUEST A QUOTE



RESEARCH TOPICS COVERED

DEMOGRAPHICS

- Gender
- Age
- Race
- Residential environment
- Province of residence
- Province of origin
- Country of origin
- Home language
- Additional languages
- Household income
- Student status
- Institution of study
- Student number
- Employment status

EDUCATION & SKILLS DEVELOPMENT

- Type of school attended (primary & secondary)
- School locations
- Person responsible for paying fees
- Primary and secondary school experiences
- Class sizes
- School nutrition programmes
- Matric subjects
- Subjects passed
- Subjects passed with distinction
- Academic and career guidance
- Online career guidance
- Perceptions on the state of education
- Factors influencing quality of education
- Bridging courses (from high school to post-school institution)
- Applying to post-school education
- Reasons for institutional choice
- Motivations for studying
- Chosen field of study
- Length of degree
- Academic year of study for degree
- Changing degrees and institutions
- Family education background
- Funding post-school education
- Awareness of funding avenues
- Applying for funding
- Unsuccessful funding applications
- Sources of funding
- Future funding applications
- Funding support
- Transition from secondary to post-school education
- Preparation for post-school education
- Skills development
- Readiness for the workplace

EMPLOYMENT, ENTREPRENEURSHIP & WORK EXPERIENCE

- Work readiness
- Institutional support
- Job expectations
- Sectoral and occupational interests
- Expected remuneration
- Awareness of employment agencies
- Use of employment agencies / platforms
- Sentiments towards employment agencies / platforms
- Employment history
- Employment status
- Current employment profile
- Reasons for unemployment
- Impact of unemployment
- Corporate and government responsibility
- Entry-level employment
- Defining entrepreneurship
- Entrepreneurial skills
- Sentiments towards entrepreneurship
- Entrepreneurship status
- Awareness of business incubators
- Experience with business incubators
- Expectation of business incubators

INFRASTRUCTURE

- Academic facilities
- Lecture venues
- Academic infrastructure condition
- Equipment on campus
- Online platforms at campus
- Overcrowding on campus
- Libraries
- Computer labs
- Sports facilities
- Toilets
- Access
- Gender neutrality
- On-campus internet
- Student support services
- Campus security
- Sentiments towards safety
- Type of safety procedures
- Food security
- Food bank status
- Residences
- Type of accommodation

HEALTHCARE & LIFESTYLE

- Health status
- Types and frequency of exercise
- Fitness center preference
- Drivers of choice for fitness centers
- Sports brand preference and drivers of choice
- Types of mental exercise
- Physical and mental illness
- Awareness of medical history
- Frequency of visits to medical practitioner
- Healthcare facilities and services utilised
- Medical practitioners utilised
- Expenditure on healthcare facilities
- Payment methods for healthcare
- Medical aid status
- Type of medical aid coverage
- Drivers of choice for medical aid
- Medication and supplements
- Expenditure on medication
- Pharmacy preferred and drivers of choice
- Type of supplements used
- Expenditure on supplements
- Hygiene practices
- Importance of skincare
- Use of skincare products and drivers of choice
- Sources of product information
- Eating habits, diet and nutrition
- Number of meals per day
- Food groups preferred
- Dietary requirements
- Expenditure on groceries
- In-store food retailers
- Online food retailers and drivers of choice
- Expenditure on online shopping
- Drivers of choice for online shopping
- Online food delivery
- Drivers of choice for food delivery
- Travel frequency
- Modes of transport
- Expenditure on travel
- Preferred travel booking service provider
- Preferred clothing stores and drivers of choice
- Online clothes shopping
- Preferred clothing brands and drivers of choice
- Alcohol consumption and age when started
- Reasons for alcohol use preferred type
- Expenditure on alcohol
- Preferred alcohol brands and drivers of choice
- Smoking status and reasons for smoking
- Preferred cigarette brands and drivers of choice
- Expenditure on cigarettes
- Sexuality status
- Safe sex practice and contraception use

FINANCE & FINANCIAL SERVICES

- Income status
- Source of income
- Income bracket
- Expenses income covers
- Financial dependents
- Type of support income provides
- Perceptions of black tax
- Financial support to family
- Financial support from family
- Financial exclusion
- Institutional support
- Impact of financial exclusion
- Financial education
- Financial literacy
- Student loans
- Debt status
- Type of debt acquired
- Reasons for debt accumulation
- Debt management
- Banking status
- Type of bank used
- Drivers of bank choice
- Likelihood to recommend bank
- Use of products and services
- Channels used to interact with bank
- Likelihood of changing banks
- Use of mobile banking
- Frequency of bank use
- Reasons for bank use
- Use of internet banking
- Frequency of internet banking use
- Reasons for internet banking use
- Use of mobile money service
- Reasons for mobile money use
- Mobile money service provider of choice
- Likelihood to recommend mobile money service
- Likelihood to change mobile money service
- Consumer spending
- Use of transport
- Monthly transport expenditure
- Accommodation
- Person(s) responsible for accommodation payment
- Rent expenses
- Utilities
- Water expenses
- Electricity expenses
- Security expenses

MEDIA & TECHNOLOGY

- Social media usage and types of platforms used
- Drivers of preference for social media
- Importance of social media
- Frequency and times of access
- Frequency of social media posts
- Reasons for using social media
- Devices used to access social media
- Impact and influences of social media
- Other media use
- Hours spent per day
- Online streaming services used and frequency
- Drivers of preference for streaming services
- Monthly subscription paid for streaming
- Internet access
- Methods of accessing the internet
- Devices used to access the internet
- Reasons for using the internet
- Quality of internet
- Access to a computer
- Possession of computer skills
- Types of computer skills
- Devices used for academic work
- Drivers of preference for computers
- Smartphone brand
- Drivers of preference for smartphones
- Preferred network provider
- Drivers of preference for network
- Likelihood to change networks
- Familiarity with emerging technologies
- Preparing for the 4IR

SOCIAL ISSUES

- Racism
 - Personal experience
 - Form of racism
 - Racial segregation
 - Perceptions towards policies
- Xenophobia
 - Awareness of xenophobia
 - Personal experience
 - Impact of xenophobia
 - Personal efforts taken
- Gender-based violence (GBV)
 - Familiarity with GBV
 - Exposure to GBV
 - Reporting of GBV
- Disability
 - Disability status
 - Type of disability
 - Institutional adjustments
 - Employment



OUR CORE TEAM



Jonathan Mundell | Founder and CEO
(MA Research Psychology)

Jonathan is the founder of Voices Unite and the CEO of In On Africa (IOA). He has 17 years of professional experience in research and has been passionate about research and data analytics since the time of his Masters in 2005. Since then, his life has largely revolved around providing quality research and analysis to guide decision-making, overseeing large-scale research projects for clients such as the African Union, Ernst & Young, the GIZ, GroupM, Motorola, Nedbank, PwC, and various governments.



Nobuhle Hlangoti | Chief Research Officer
(MA Industrial Sociology)

Nobuhle is the CRO at Voices Unite and is passionate about youth development, research and education. Outside of Voices Unite, Nobuhle has headed up various research studies as a Senior Research Analyst for IOA. More recently, she has overseen the implementation of the Voices Unite Phase 1 research and her role going into 2021 is leading the data analysis and report development for the initial reports for the Voices Unite partnership network. She is also involved in the planning for the Voices Unite Foundation.



Michel Katuta | Technology Specialist
(B-Tech Software Engineering & Computer Science)

Michel is responsible for all survey development and management through the Voices Unite platform and works closely with the Voices Unite technology partner, SovTech. Michel is a digital transformation expert in the market research industry, and conceptualised the plans for the Voices Unite research panel with Jonathan (CEO), drawing from his experience working as Head of Technology and Research Technology Specialist with some of Africa's leading research panel companies.



Belchior Muteca | Business Development Manager
(Bcom Economics & Business System Analysis)

Belchior steers business development for Voices Unite, engaging with corporate heads, heads of HR and other business leaders. As a business analyst by profession, Belchior also offers a diverse array of strategic capabilities and a flair for relationship-building that will prove increasingly important as Voices Unite grows.



Saiyuri Chetty | Marketing Manager
(MSc in Biological Sciences)

Saiyuri started with Voices Unite as a research assistant and quickly showed great interest and abilities in digital marketing. Over the past year, Saiyuri has become increasingly involved in the various digital marketing strategies for Voices Unite under Nobuhle's management, and as of January 2021, she has taken over the marketing management.



Nthathi Tsotetsi | Human Resources Manager
(Honours Psychology)

Nthathi is passionate about the development of African youth and has nurtured the Voices Unite Student Ambassadors over the past year in her role as HR Manager. The Student Ambassador programme has proven to be a particularly impactful marketing strategy to attract new youth members and Nthathi has exciting ideas on how to grow the programme.



OUR PARTNERSHIP NETWORK



CONTACT US TO BECOME A VOICES UNITE PARTNER



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