DETAILED RESULTS PER SEX, AGE AND OCCUPATION

1. MUSIC

Fally Ipupa and **Athom's Mbuma** are making their best score towards young people of <u>18 to 24 years old</u> (with respectively 16% and 11%) while **Mike Kalambay** is more appreciated by <u>35 – 49 years old</u>. Generally speaking, <u>women mostly appreciate Christian musicians</u> (*Congolese Singer Mike Kalambay, Athom's Mbuma and L'Or Mbongo, and from Tanzania Bahati Bukuku and Christina Shusho).* On the other hand <u>men</u>, especially of <u>25 – 34 years old</u> and active people, mostly make their choice on Congolese stars **Koffi Olomidé and Werrason**. Let's notice the good score of Mr. Gim's, RJ Kanyera and P-Square towards young people (12 – 17 years old) contrary to Frère Patrice, Papa Wemba and Lutumba Simaro that especially interest adult of 50 years old and above.

	Sex		Age					Occupation		
	Male	Women	12 - 17 y.o	18 - 24 y.o	25 - 34 y.o	35 – 49 y.o	50 y.o and more	Jobless	Pupils/Students	Workers
Fally Ipupa	12%	11%	14%	**16%**	10%	10%	9%	12%	13%	11%
Mike Kalambay	5%	**12%**	6%	8%	10%	**13%**	7%	**12%**	6%	9%
Athom's Mbuma	6%	**11%**	7%	**11%**	9%	8%	8%	9%	9%	8%
Frère Patrice	6%	5%	2%	5%	6%	**9%**	9%	8%	2%	7%
Koffi Olomidé	**8%**	3%	2%	3%	**9%**	6%	7%	3%	4%	**8%**
Werrason	**6%**	3%	4%	3%	**7%**	6%	2%	3%	3%	**6%**
L'or Mbongo	1%	**7%**	5%	4%	4%	3%	4%	**6%**	3%	3%
Ferré Gola	4%	2%	2%	**5%**	1%	2%	4%	3%	3%	3%
Moise Mbiye	2%	3%	4%	3%	2%	2%	2%	2%	3%	2%
Oxygène	3%	2%	6%	3%	1%	1%	0%	2%	5%	1%
Bahati Bukuku	1%	**4%**	2%	1%	3%	4%	2%	4%	1%	2%
Lifoko du ciel	**4%**	1%	1%	2%	4%	3%	2%	3%	2%	3%
JB Mpiana	3%	1%	0%	0%	**5%**	**5%**	1%	2%	0%	4%
Maître Gim's	3%	1%	**7%**	2%	0%	0%	0%	1%	**5%**	0%
La Fouine	3%	1%	5%	3%	1%	1%	0%	0%	5%	0%
RJ Kanyera	3%	1%	**4%**	**4%**	0%	1%	0%	1%	4%	1%
José Nzita	1%	2%	1%	2%	2%	2%	2%	3%	1%	2%
Christina Shusho	0%	**3%**	1%	1%	1%	1%	**4%**	3%	1%	1%
Papa Wemba	2%	1%	0%	0%	1%	1%	**5%**	0%	0%	3%
P-Square	1%	1%	**4%**	0%	0%	1%	0%	1%	2%	1%
Chris Brown	1%	0%	1%	2%	0%	1%	0%	0%	2%	1%
Marie Misamu	0%	1%	1%	1%	1%	1%	0%	2%	1%	1%
Franck Mulaja	0%	1%	0%	0%	1%	1%	2%	2%	0%	1%
Lutumba Simaro	1%	1%	0%	0%	0%	1%	**4%**	0%	0%	2%
Autres	17%	16%	18%	16%	18%	13%	16%	14%	21%	16%
NSP	3%	2%	1%	1%	1%	2%	10%	2%	1%	4%

2. DRAMA/MOVIES

Serge Manseba and **Mufwankolo** are interesting both group <u>none-active persons and women</u> but is distinguished in terms of public: pupils of 12 to 17 years old for Manseba and those of 50 years old and above for Mufwankolo. The joker **Karibiona** is enjoying a good reputation amongst <u>young men of 12 to 17 years old</u>.

	Sex		Age					Occupation		
	Male	Women	12 - 17 y.o	18 - 24 y.o	25 - 34 y.o	35 – 49 y.o	50 y.o and more	Jobless	Pupils/Students	Workers
Serge Manseba	32%	**39%**	**41%**	39%	35%	33%	32%	**40%**	**39%**	31%
Mufwankolo	11%	**21%**	14%	10%	16%	18%	**27%**	**25%**	8%	16%
Kiefer Sutherland	5%	3%	3%	5%	5%	3%	4%	3%	4%	5%
Karibiona	**4%**	1%	**6%**	3%	2%	1%	0%	2%	4%	3%
Michel Gohou	3%	2%	1%	3%	3%	3%	3%	1%	2%	4%
Vue de loin	3%	2%	2%	3%	3%	4%	0%	4%	2%	2%
Mpaka Lowi	2%	3%	2%	1%	3%	3%	4%	3%	1%	3%
Fiston Sai Sai	3%	2%	2%	4%	3%	1%	2%	1%	3%	3%
Jean Claude Van Damme	3%	1%	2%	0%	2%	2%	2%	1%	1%	3%
Bodo	1%	2%	0%	1%	3%	2%	1%	3%	1%	1%
Nzembela	1%	1%	1%	1%	1%	1%	3%	1%	1%	2%
Jamel Debbouze	2%	1%	2%	2%	0%	1%	2%	1%	2%	1%
Kadiombo	1%	1%	0%	0%	1%	3%	2%	3%	0%	1%
Jet Li	2%	0%	1%	3%	1%	1%	0%	0%	2%	1%
Maman Kalunga	0%	1%	2%	0%	2%	1%	0%	0%	2%	0%
Will Smith	1%	1%	2%	1%	1%	1%	0%	2%	1%	0%
Caleb	0%	1%	1%	1%	0%	1%	0%	0%	1%	1%
Collin Morgan (Merlin)	1%	0%	0%	3%	0%	0%	0%	0%	2%	0%
Autres	19%	13%	17%	16%	16%	18%	13%	11%	21%	17%
NSP	6%	3%	5%	4%	4%	4%	6%	2%	4%	6%

: : PREFERRED CELEBRITIES AT LUBUMBASHI: : December 2014 : :

3. SPORTS

Trésor Mputu seems to be more popular towards women (36%) and none-active persons (37%) while **Cristiano Ronaldo** and **Lionel Messi** have more success towards <u>men</u> (*active persons for Ronaldo and 12 – 17 years old for Messi*). The Goalkeeper of T.P. Mazembe, **Robert Kidiaba**, is mainly appreciated by active persons (14%) and women (7%).

	Sex		Age					Occupation		
	Male	Women	12 - 17 y.o	18 - 24 y.o	25 - 34 y.o	35 – 49 y.o	50 y.o and more	Jobless	Pupils/Students	Workers
Trésor Mputu	19%	**36%**	22%	24%	28%	34%	32%	**37%**	24%	29%
Cristiano Ronaldo	**21%**	6%	19%	16%	15%	9%	4%	7%	16%	**29%**
Lionel Messi	**16%**	7%	**17%**	12%	13%	8%	7%	8%	**13%**	0%
Robert Kidiaba	3%	**7%**	8%	2%	5%	6%	8%	7%	5%	**14%**
John Cena	2%	4%	1%	4%	2%	3%	8%	4%	3%	0%
Samuel Eto'o	3%	2%	2%	1%	3%	3%	4%	3%	3%	0%
Samantha	3%	2%	3%	3%	2%	1%	4%	4%	2%	0%
Joel Kimwaki	3%	2%	1%	2%	3%	3%	5%	2%	3%	0%
Jean Kasusula	2%	2%	2%	3%	1%	3%	2%	3%	2%	0%
Neymar	2%	2%	4%	3%	1%	1%	1%	0%	2%	0%
Didier Drogba	1%	2%	1%	3%	2%	1%	0%	2%	1%	0%
Ronaldinho	2%	1%	2%	2%	1%	1%	0%	1%	1%	0%
Kaluyituka Dioko	1%	2%	1%	2%	1%	1%	2%	1%	1%	0%
Patou Kabangu	1%	1%	2%	2%	1%	1%	2%	2%	1%	0%
Arjen Robben	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%
Kalaba	1%	1%	1%	2%	0%	1%	1%	1%	1%	0%
Tony Parker	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%
Karim Benzema	1%	0%	2%	0%	0%	1%	0%	0%	1%	0%
Zlatan Ibrahimovic	1%	0%	1%	1%	0%	1%	0%	0%	1%	**14%**
Randy Orton	1%	0%	1%	1%	1%	1%	0%	0%	1%	0%
Autres	11%	9%	7%	11%	11%	11%	10%	10%	10%	14%
NSP	4%	10%	4%	6%	8%	10%	8%	11%	6%	0%

4. ADVERTISEMENT

Serge Manseba and **Mufwankolo** are interesting both group <u>none-active persons and women</u> but is distinguished in terms of public: pupils of 12 to 17 years old for Manseba and those of 50 years old and above for Mufwankolo. The joker **Karibiona** is enjoying a good reputation amongst <u>young men of 12 to 17 years old</u>.

	Sex		Age					Occupation		
	Male	Women	12 - 17 y.o	18 - 24 y.o	25 -34 y.o	35 – 49 y.o	50 y.o and more	Jobless	Pupils/Students	Workers
Fiston Sai Sai	31%	30%	29%	37%	33%	32%	18%	30%	35%	28%
Nzembela	22%	21%	20%	20%	22%	19%	**31%**	25%	19%	21%
Serge Manseba	15%	18%	18%	12%	14%	21%	18%	16%	14%	18%
Vital Sunzu	7%	**12%**	11%	8%	9%	10%	10%	11%	8%	10%
Karibiona	**5%**	2%	6%	5%	2%	2%	3%	3%	6%	2%
Oxygène	4%	3%	4%	4%	4%	1%	3%	3%	5%	3%
Kadiombo	2%	1%	1%	0%	4%	2%	2%	1%	1%	3%
Tito Pika	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%
Mofia	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
RJ Kanyera	1%	1%	1%	2%	0%	1%	0%	0%	2%	0%
Lionel Messi	1%	0%	2%	0%	1%	0%	0%	0%	2%	0%
Bodo	0%	1%	0%	1%	1%	0%	1%	0%	0%	1%
Bill Clinton	1%	0%	1%	0%	1%	0%	1%	1%	0%	1%
Fally Ipupa	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%
Autres	5%	4%	5%	4%	4%	7%	4%	2%	5%	6%
NSP	4%	4%	2%	3%	3%	4%	10%	3%	3%	5%

: : PREFERRED CELEBRITIES AT LUBUMBASHI: : December 2014 : :

5. MEDIAS

Vital Sunzu is No 1 towards all categories at Lubumbashi. Patrick Kapend and Rose Tshakwiza are mostly interesting women while Jean Luc Kapend and François Kabulo are mostly appreciated by men. **Georges Kabongo** is getting a very good score towards people of 50 years old and above (14%).

	Sex		Age					Occupation		
	Male	Women	12 - 17 y.o	18 - 24 y.o	25 -34 y.o	35 – 49 y.o	50 y.o and more	Jobless	Pupils/Students	Workers
Vital Sunzu	11%	15%	16%	13%	12%	12%	10%	16%	13%	11%
Patrick Kapend	7%	**12%**	10%	10%	18%	7%	14%	10%	10%	8%
Alain Mwamba "Saint Pierre"	8%	6%	4%	12%	6%	6%	14%	4%	**12%**	6%
Georges Kabongo	5%	6%	5%	5%	3%	6%	**14%**	5%	5%	6%
François Kabulo	**7%**	1%	2%	3%	9%	7%	14%	2%	3%	**7%**
Papy Séoul	5%	3%	5%	4%	3%	4%	0%	5%	4%	4%
Mimie Fayila	3%	5%	3%	5%	6%	3%	0%	3%	5%	3%
Linda Lukalu	2%	4%	2%	4%	0%	3%	0%	2%	4%	3%
Jean Luc Kapend	**5%**	0%	2%	4%	3%	2%	0%	2%	4%	2%
Rose Tshakwiza	1%	**4%**	2%	1%	3%	4%	0%	2%	1%	4%
3x Tshi	3%	1%	2%	3%	0%	2%	0%	2%	3%	2%
Prince Akim	3%	1%	2%	2%	3%	1%	0%	2%	2%	2%
Julien Lepers	2%	1%	0%	3%	3%	1%	0%	0%	3%	2%
Mamie Ilela	1%	1%	2%	0%	3%	1%	0%	2%	0%	1%
Jean Marie Kassamba	1%	1%	1%	0%	0%	2%	0%	1%	0%	2%
Alex Zangul	1%	1%	2%	0%	3%	0%	0%	2%	0%	1%
Junior Kulba	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%
Juan Gomez	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%
Clemence Ngoy wa Ngoy	1%	0%	0%	0%	3%	1%	0%	0%	0%	1%
Autres	30%	29%	33%	24%	19%	32%	34%	0%	0%	0%
NSP	5%	7%	7%	6%	3%	5%	0%	33%	24%	32%

: : PREFERRED CELEBRITIES AT LUBUMBASHI: : December 2014 : :