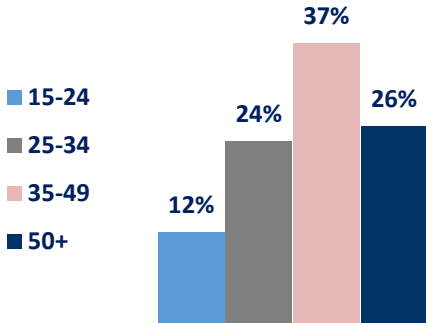
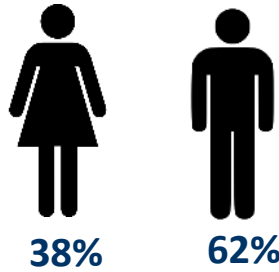


All the financial news and advice in this supplements which appears every Saturday in Pretoria News Weekend, Saturday Star, The Independent on Saturday and Weekend Argus: Saturday.

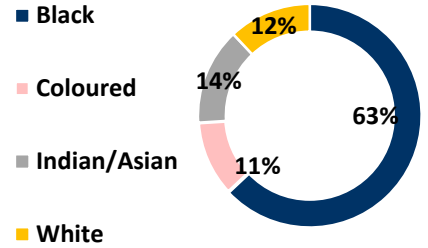
## AGE



## GENDER



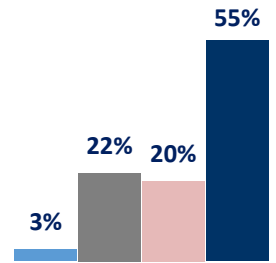
## RACE



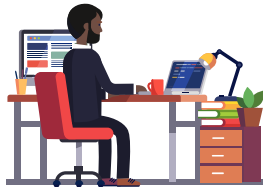
## HOUSEHOLD INCOME



## SEM



**MATRIC: 50%**  
**TERTIARY : 23%**



**WORKING: 66%**  
**SELF EMPLOYED: 9%**

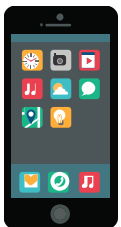


**198K OWNERS**  
**BOUGHT NEW: 55%**  
**HAVE 2 VEHICLES IN HH: 36%**



**BANKED: 93%**

**60%**



**HAVE SMARTPHONES**  
**91% USE IT TO ACCESS WWW**

**76%**



**RESPONSIBLE FOR DAY-TO-DAY PURCHASES**

**49% GAUTENG**



**23% KZN**  
**18% WESTERN CAPE**

**62%**



**LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)**