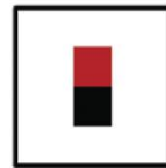




INDEPENDENT



IOL



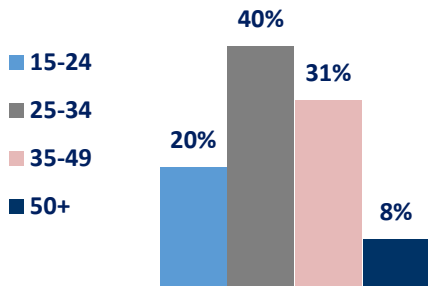
IOL

PUBLICATION PROFILES

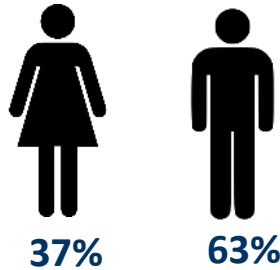


The online version of all Independents' publications is on IOL.co.za

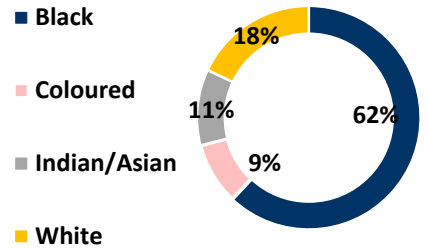
AGE



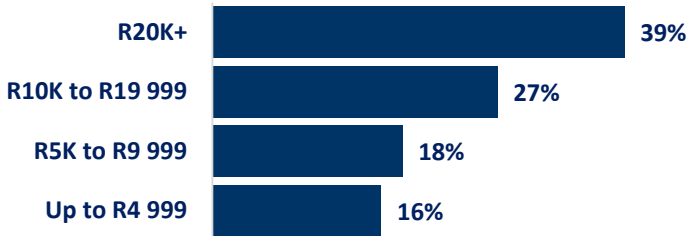
GENDER



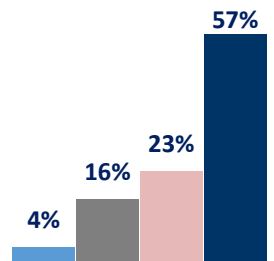
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 34%
TERTIARY : 43%



WORKING: 61%
SELF EMPLOYED: 7%

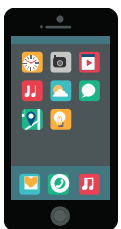


401K OWNERS
BOUGHT NEW: 63%
HAVE 2 VEHICLES IN HH: 46%



BANKED: 90%

94%



HAVE SMARTPHONES
91% USE IT TO ACCESS WWW

70%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

40% GAUTENG



27% KZN
16% WESTERN CAPE

82%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)