



INDEPENDENT

Home

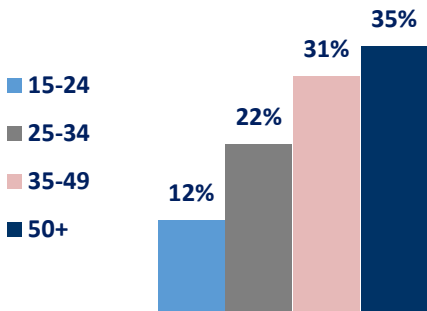
SATURDAYStar

HOME

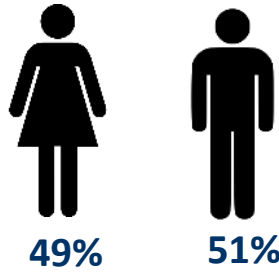
PUBLICATION PROFILES

All to do with properties in this supplement which is carried by Pretoria News - Home (Fri) and in weeklies Pretoria News Weekend – Home (Sat), Saturday Star - Home (Sat), Sunday Tribune - Independent Home (Sun) and Weekend Argus: Saturday - Home (Sat).

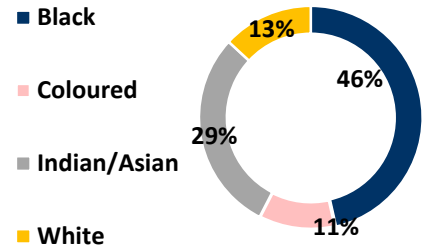
AGE



GENDER



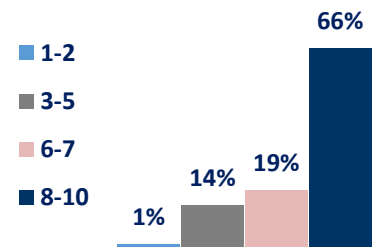
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 44%
TERTIARY : 20%



WORKING: 53%
SELF EMPLOYED: 8%

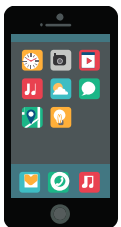


259K OWNERS
BOUGHT NEW: 52%
HAVE 2 VEHICLES IN HH: 39%



BANKED: 86%

71%



HAVE SMARTPHONES
90% USE IT TO ACCESS WWW

77%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

39% GAUTENG



37% KZN
14% WESTERN CAPE

69%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)