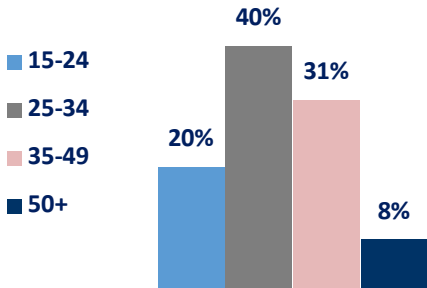


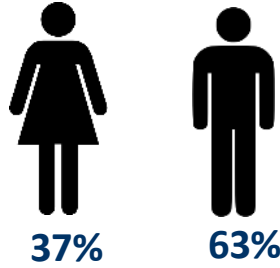


The online version of all Independents' publications is on IOL.co.za

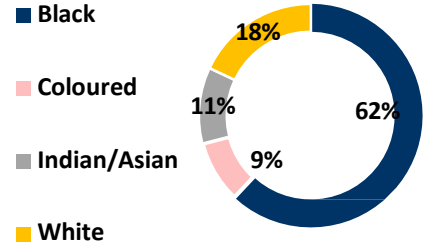
### AGE



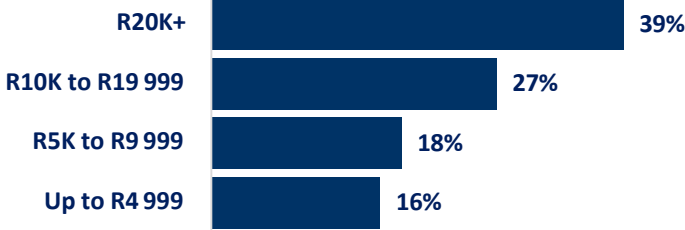
### GENDER



### RACE

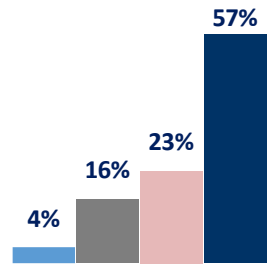


### HOUSEHOLD INCOME



HH Monthly Average  
**R22,008**

### SEM



**MATRIC: 34%**  
**TERTIARY : 43%**



**WORKING: 61%**  
**SELF EMPLOYED: 7%**

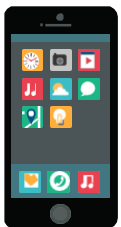


**BOUGHT NEW: 63%**  
**HAVE 2 VEHICLES IN HH: 46%**



**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)**