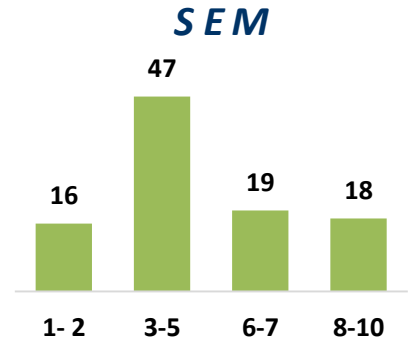
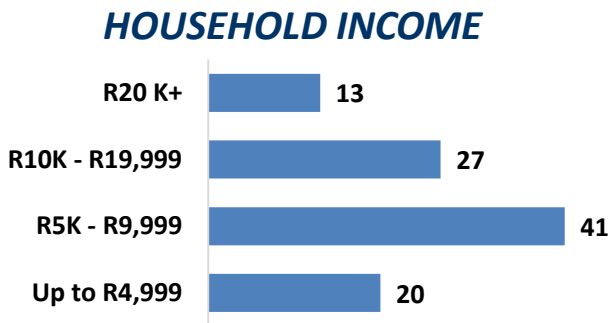
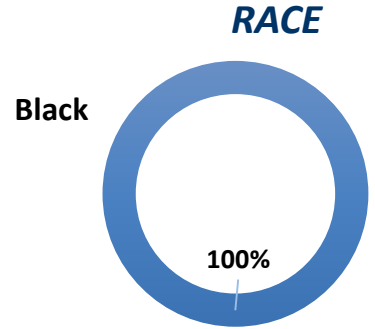
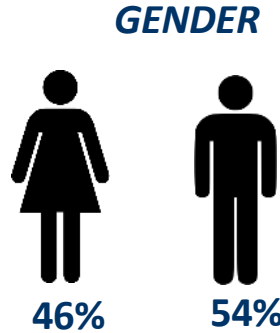
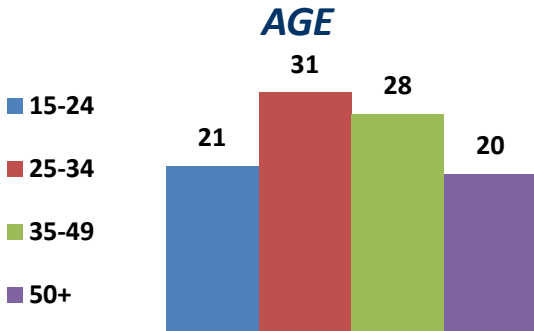


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MATRIC: 43%
TERTIARY : 16%



WORKING: 48%
SELF EMPLOYED: 5%

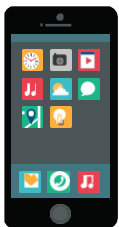


BOUGHT NEW: 8%
HAVE 2 VEHICLES IN HH: 6%



BANKED: 75%

71%



HAVE SMARTPHONES
72% USE IT TO ACCESS WWW

78%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

84%



READERSHIP IN KZN

85%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)