





Woolworths, Pick n Pay and KFC are seen as giving back most to the community.

Feel social issues are everyone's responsibility and they give back to the community by donating goods or their time and expertise

Poverty and education are close to their hearts.

Social Issues





Friends describe them as: DIRECT HARD WORKING **INDEPENDENT** 

Interests & leisure



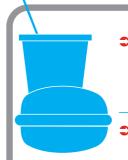
0 feel they are in control of their debt

They purchase insurance mostly from Outsurance, Discovery Life and Liberty Life.

Financial

Credit card debt, mostly Visa (43%) and Mastercard (34%)

Popular loyalty cards: Pick n Pay Smartshopper card, Clicks Clubcard, Edgars and Woolworths feature high



- **⇒** KFC are most frequented at 49%, followed by Nandos (44%), and Oceanbasket
- They enjoy Castle Lite, Jamesons, Merlot, Gordons Gin

NIKE, ADIDAS, PUMA, LEVIS

are the most popular clothing and footwear brands

Bulk grocery shopping is done at Pick n Pay and Checkers with top ups done at Pick 'n Pay, Spar or Woolworths

Food

43% They spend most time online looking at the travel options and sport scores Technology



Media

OVER A THIRD buy fewer magazines than a year ago.

**BEST READS** Financial Mail & Getaway

76% subscribe to DSTV.

They buy toiletries from Dischem rather than Clicks

Buy their clothes at Edgars and Woolworths and kids clothes at Mr Price or Edgars

Possessions

Source: 2014 BrandMapp. Includes findings from 20,000 economically active individuals, earning R10k - R25k per month. www.primediabroadcasting.co.za

WHO'S LISTENING?

