Live with a partner/ spouse


Woolworths, Pick n Pay and KFC are seen as giving back most to the community.
70 Feel social issues are everyone's responsibility Feel social issues are everyone's responsibility
and they give back to the community by donating and they give back to the commun
goods or their time and expertise

Living Arrangements
Poverty and education are close to their hearts.
Social Issues



## MOVIES, TRAVEL \& READING

feature high on the feature high on the
list of activities our listeners are interested in


Friends describe them a DIRECT HARD WORKING INDEPENDENT


OVER A THIRD buy fewer magazines than a year ago.
BEST READS Financial Mail \& Getaway
$76 \%$ subscribe to
Media

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

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?



