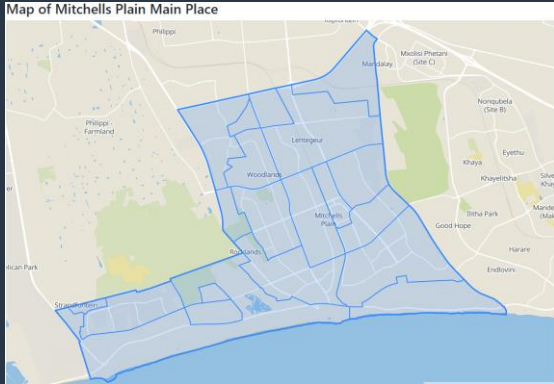


Mitchells Plain

Western Cape Province

Located 28 km from the city of Cape Town, in the Cape Flats on the False Bay coast between Muizenberg and Khayelitsha.

Population Size 225 091
 Total Annual Spend R 13bn
 Average Age 39
 Average Income R4 926



Key Insights

- Majority coloured population township.
- High population of elders 50 years and above.
- Much higher population of married people, twice the proportion of neighbouring townships
- Almost a fifth of the segment are young families, which is higher than neighbouring townships.
- Highest average income of Cape Town Townships
- More 'formal' grocery shopping behaviour

Prepared by



DEMOGRAPHICS



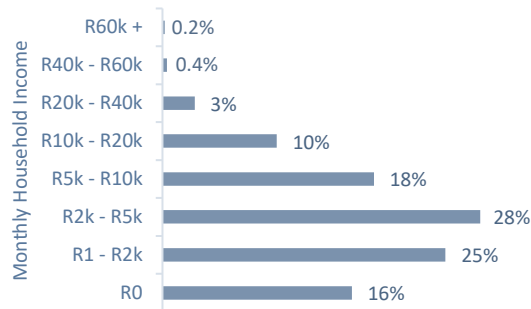
- Working full-time
- Unemployed
- Student
- Retired
- Home executive
- Working part-time
- Not looking for work



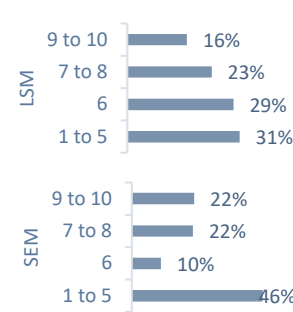
- Young Family
- Single Parent Family
- At-home singles
- Mature singles
- Young Independent Singles



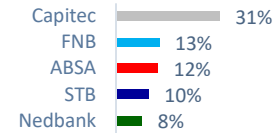
- 15-24 yrs
- 25-34 yrs
- 35-44 yrs
- 45-54 yrs
- 55+ yrs



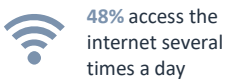
LSM & SEM



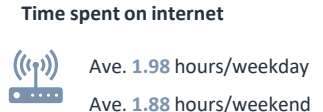
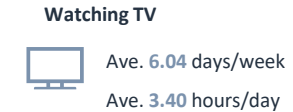
MAIN BANK



SOCIAL MEDIA ENGAGEMENT



MEDIA ENGAGEMENT



ONLINE ACTIVITIES (P4W)

- 51% Use WhatsApp or Instant messaging
- 38% Search for things
- 28% Read/Receive Email
- 24% Use or download apps
- 24% Banking
- 24% Download music
- 23% Play games

PUBLICATIONS (P7D)

- 13% News24
- 10% Soccer Laduma
- 10% KickOff
- 9% Daily Sun
- 8% Sunday Times
- 7% Bona
- 7% eNCA
- 7% Drum
- 6% You

TOP RADIO

- 12% Ukhozi FM
- 11% Metro FM
- 10% Umhlobo Wenene FM
- 8% Lesedi FM
- 7% Motsweding FM
- 6% Thobela FM
- 5% RSG
- 5% 5FM

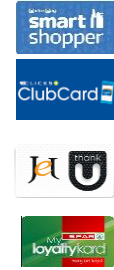
TOP TV

- 57% SABC 1
- 51% SABC 2
- 45% e.tv
- 39% DSTV
- 34% SABC 3
- 15% Did not watch ANY TV
- 3% M-Net
- 3% Total Community TV
- 2% Soweto TV

HOME LIFE

- 42% Married
- 1.2 Children in household
- 4.3 People in household
- 27% Grant recipient
- 25% Rent
- 69% Brick structure
- 7% Traditional hut
- 7% Informal dwelling

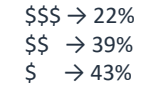
LOYALTY CARDS



GROCERIES (Spend Most)



BOUGHT CLOTHING (P6M)



BOUGHT FURNITURE (P12M)



BOUGHT GROCERIES (Spend Most)

