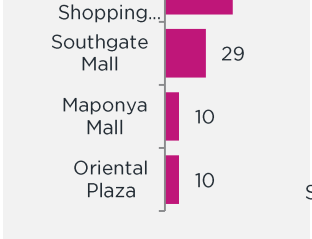
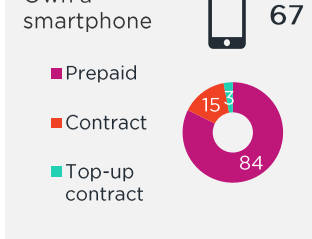
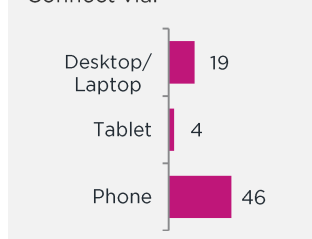
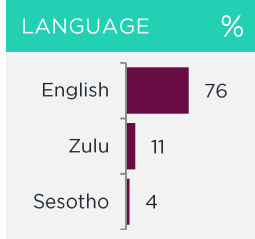
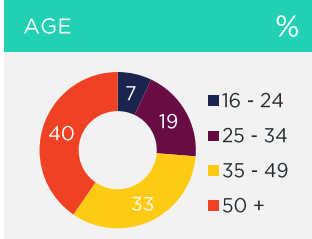
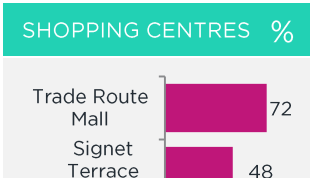
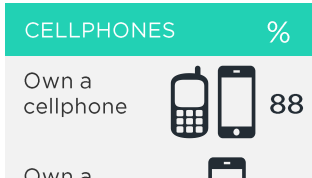
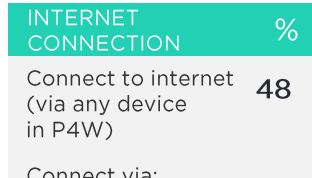
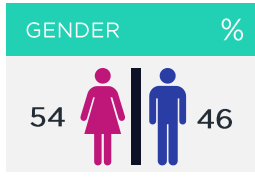
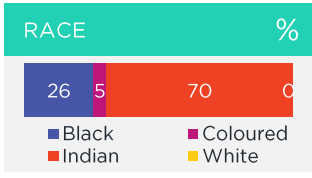
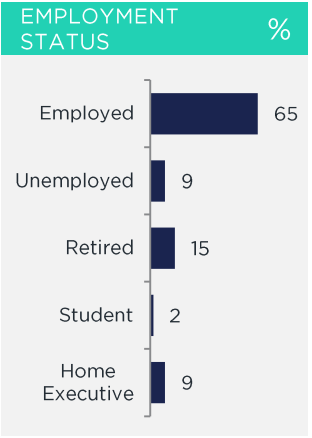
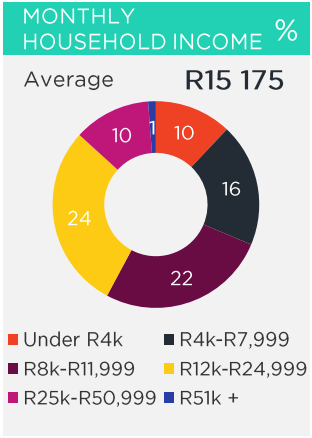
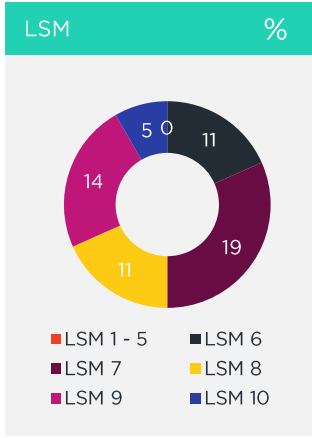
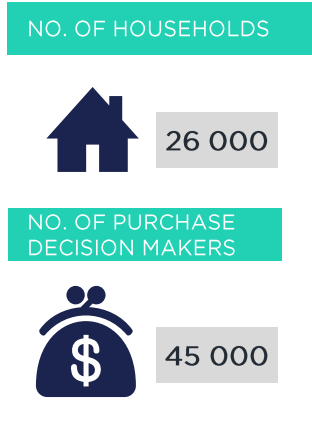
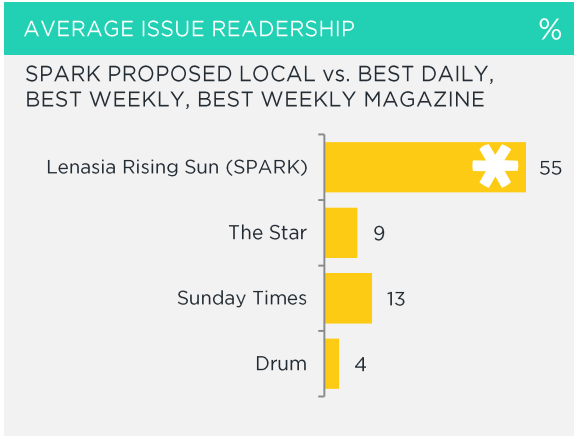


# Lenasia - JHB

insights that ignite™





## PAST MONTH OR MORE OFTEN

%

Do Grocery Shopping	97	Shoprite	81	Pick n Pay	55	Pick n Pay Hyper	34
Go to a Garage Shop	40	BP Express Shop	57	Engen Quick Shop	26	Shell Select	20
Buy Take-Aways	80	KFC	50	Nandos	45	Chicken Licken	43



## BOUGHT OR LOOKED FOR IN P6M

%

Shoes & Clothing	92	Edgars	46	Jet	28	Woolworths	25
------------------	----	--------	----	-----	----	------------	----



## BOUGHT OR LOOKED FOR IN P12M

%

Audio Visual Appliances	20	Game	51	Hi-Fi Corporation	22	Electric Express	16
Large Appliances	24	Game	32	Fair Price	15	Joshua Doore	15
Small Electrical Appliances	41	Game	35	Shoprite	21	Pick n Pay Hypermarket	17
Furniture	18	Fair Price	25	Game	18	Joshua Doore	16
Computers*	8	Game	70	Hi-Fi Corporation	41	Incredible Connection	22
Soft Furnishings/Home Accessories	25	Mr Price Home	30	Pick n Pay	17	Sheet Street	14
DIY/Paint	21	Cashbuild	40	Jacks Paint & Hardware	19	Specialist Hardware	16



## FINANCE

%

Banked	58	ABSA	26	FNB	25	Nedbank	22
Car Insurance	21	Outsurance	25	Budget	14	Miway	10
Life Insurance	20	Liberty/Stanlib	16	DiscoveryLife	14	Old Mutual	12
Medical Aid	18	Discovery Health	39	Bonitas	27	MedScheme	13

# Lenasia - JHB

## Readership Comparison (A.I.R.)

