

## Shopper PROFILE

**78% OF SHOPPERS**  
ORIGINATE FROM PRIMARY TRADE AREA  
PRIMARY TRADE AREA POPULATION:

**282618 | 85366 HOUSEHOLDS**

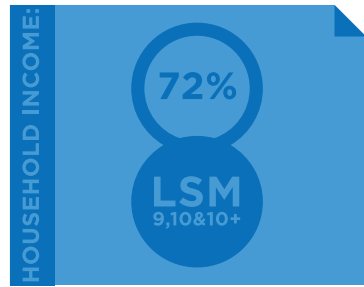
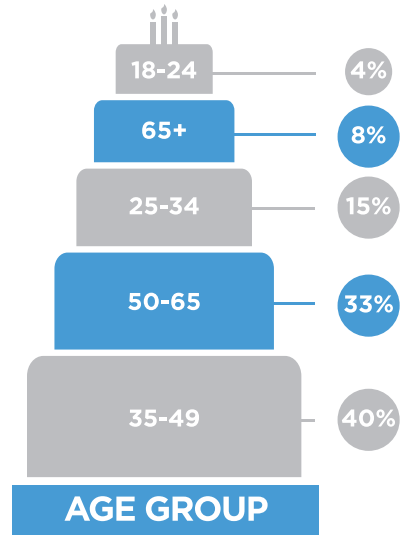
**ANNUAL FOOT TRAFFIC\***

**6,3 MILLION SHOPPERS**

\*(JAN-DEC 2015)

**PRIMARY TRADE AREA**  
AVOCA/AVOCA HILLS  
BLACKBURN  
DURBAN NORTH  
GLEN ANIL  
GLEN ASHLEY  
GLEN HILLS/RED HILL  
LA LUCIA  
MOUNT EDGECOMBE  
PHOENIX  
SOMERSET PARK  
SUNNINGDALE  
UMHLANGA

**SUBURBS**



### AVERAGE TIME SPENT



AVERAGE



WEEKDAY



WEEKEND

**AT LA LUCIA MALL**

71% FEMALE | 29% MALE



### MODE OF TRANSPORT



95%



2%



2%



1%

TRAVEL TIME:

PTA\* - 6 MIN

STA\* - 12 MIN

\*PTA - PRIMARY TRADE AREA    \*STA - SECONDARY TRADE AREA

70% WEEKLY SUPPORT

70% CONVERSION RATIO

### REASON FOR VISITING:

65%

GROCERIES

51%

CLOTHING & SHOES

41%

HEALTH & BEAUTY

25%

RESTAURANTS

16%

SPECIALITY STORES

### MARKET SHARE

TOTAL AVAILABLE SPEND  
PER PERSON: R 6 773  
SPENT AT LLM: R 3003

**45%** OF AVAILABLE SPEND

### STRENGTHS

- ESTABLISHED PRIMARY TRADE AREA
- AFFLUENT MARKET
- LOYAL SHOPPERS
- GOOD SUPPORT FOR ALL CATEGORIES

#### SHOPPER 1



13% OF MARKET  
AGE:42  
88% ZULU  
63% FULL NEST  
100% BLACK

AVERAGE INCOME\* : R29 500  
ORIGIN: 50% PTA\* 50% STA\*  
REASON FOR VISIT:  
56% GROCERIES  
31% HEALTH & BEAUTY

#### SHOPPER 2



38% OF MARKET  
AGE:39  
97% ENGLISH  
56% FULL NEST  
59% ASIAN  
40% WHITE

AVERAGE INCOME\* : R34 500  
ORIGIN: 72% PTA\*  
REASON FOR VISIT:  
62% CLOTHES  
61% GROCERIES

#### SHOPPER 3



28% OF MARKET  
AGE:60  
90% ENGLISH  
96% EMPTY NEST  
59% WHITE  
39% ASIAN

AVERAGE INCOME\* : R27 500  
ORIGIN: 83% PTA\*  
REASON FOR VISIT:  
69% GROCERIES  
53% HEALTH & BEAUTY  
51% CLOTHES

#### SHOPPER 4



21% OF MARKET  
AGE:45  
94% ENGLISH  
100% FULL NEST  
98% WHITE

AVERAGE INCOME\* : R72 000  
ORIGIN: 98% PTA\*  
REASON FOR VISIT:  
72% GROCERIES  
46% CLOTHES