



LSMs & LIKELIHOOD OF CDs PURCHASED IN PAST YEAR ANALYSIS


BELLVILLE STORE

 Store Location

TARGET MARKET

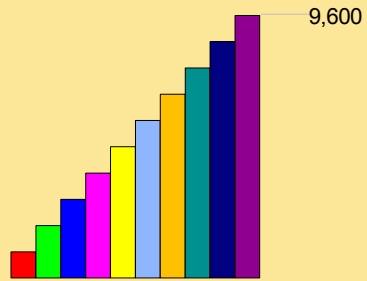
 MarketScan White & Asian C to B income and Black & Coloured C to A income

MARKETSCAN

 Other Distribution Suburbs

LSM ANALYSIS BY SUBURB







Likelihood according to AMPSPPlus 99B 00A survey



-  LSM8H
-  LSM8L
-  LSM7H
-  LSM7L
-  LSM6
-  LSM5
-  LSM4
-  LSM3
-  LSM2
-  LSM1

PURCHASED CD'S IN LAST YEAR

Likelihood according to AMPSPPlus 99B 00A survey

-  36% TO 39%
-  34% TO 36%
-  33% TO 34%
-  31% TO 33%
-  25% TO 31%
-  11% TO 25%

