



**EastCoastRadio**  
**KZN'S NO.1**  
**HIT MUSIC STATION**



**Media**mark



## Women Shopping Survey

This survey was conducted to uncover East Coast Radio female listeners' buying patterns and sentiments on women's clothing.

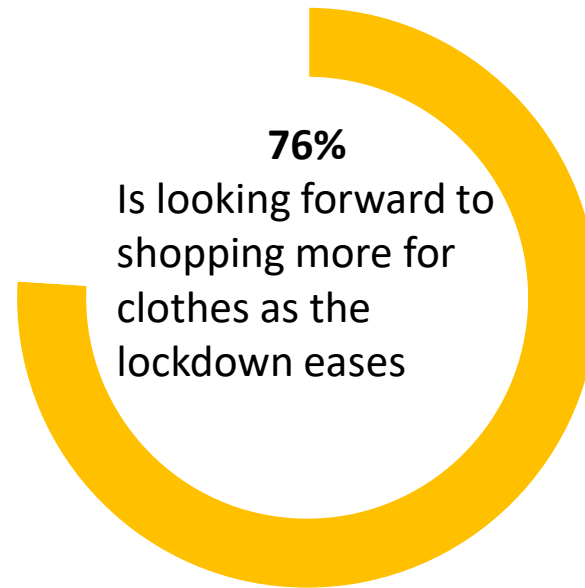
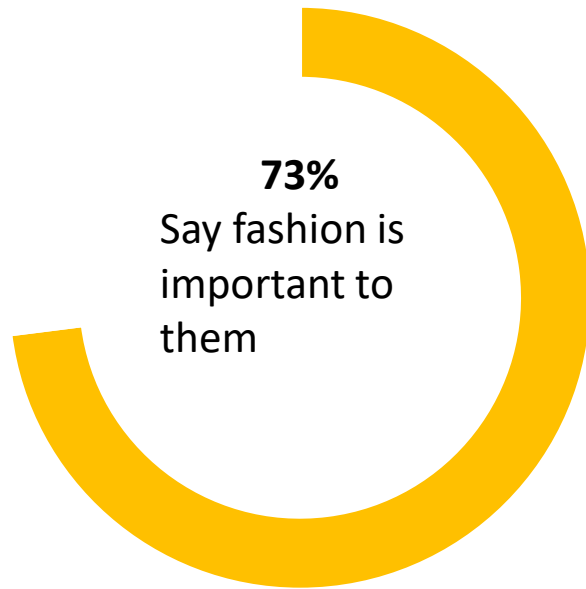
### Methodology

- The survey was created using the Colony survey tool.
- The questionnaire was sent to the East Coast Radio database on Colony Live, targeting **Women Aged 24-49.**
- The survey link was also shared on the East Coast Radio Facebook page, targeting women only in order to boost participation.
- All responses are saved in a dashboard on Colony.
- The user's profile is also updated to show all surveys, competitions, messages, etc they have sent to East Coast Radio.

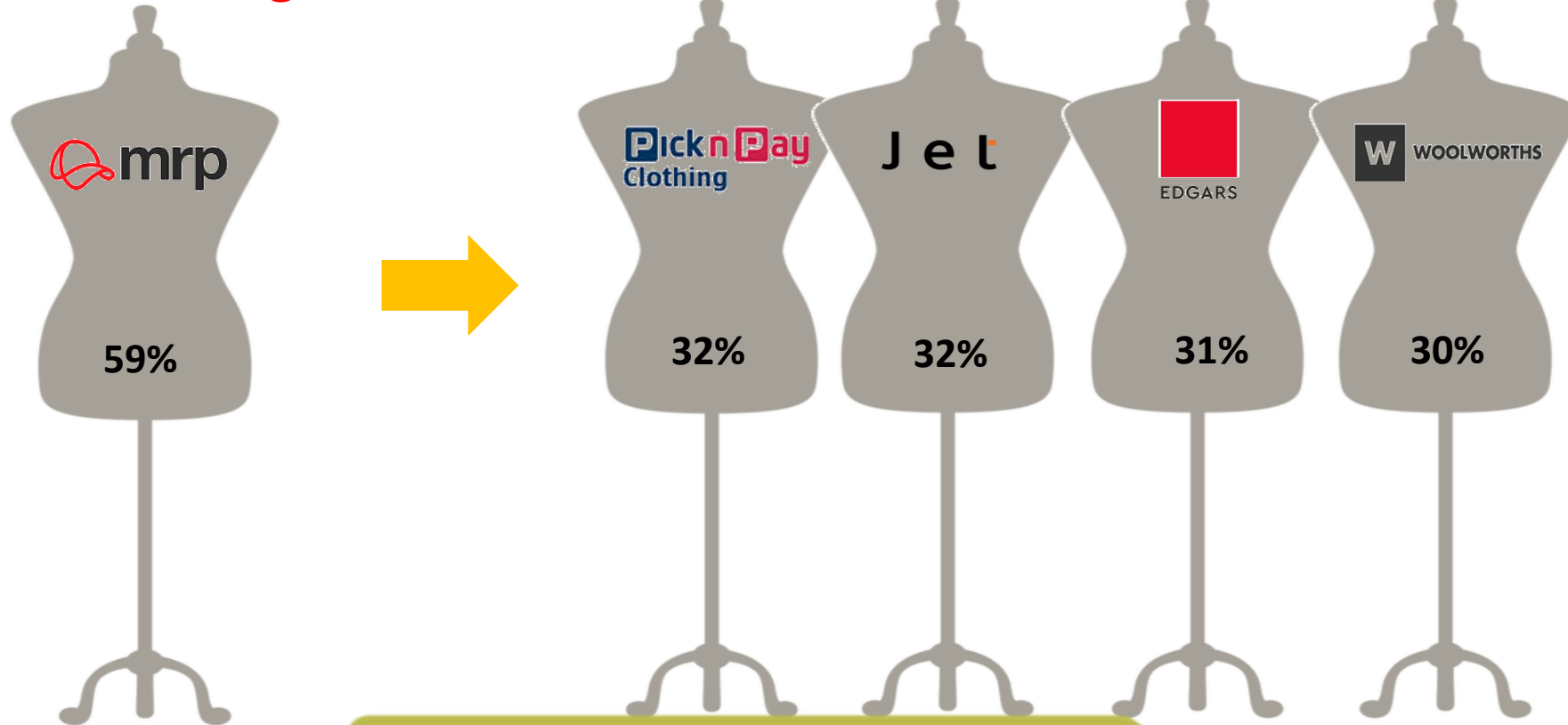
### Sample Size

- 357 respondents

**East Coast Radio female listeners enjoy shopping, 52% shop once or twice a month for clothes. One third spends up to R500 on clothes, shoes and beauty items per month, while 51% spends between R500 – R1 500.**

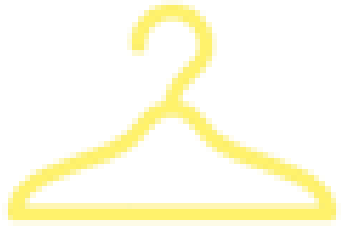


## Most Preferred Clothing Outlets

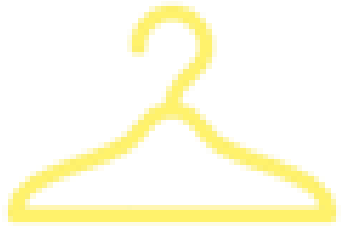


- They mostly shop for clothes and accessories at **Mr Price**.
- **51%** buy **accessories** at the same time when shopping for new clothes.

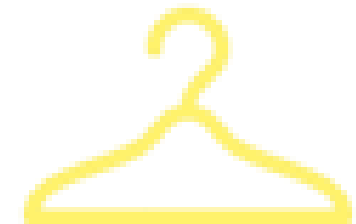
## Shopping Platform and Social Media Influence



They (55%) prefer to shop **in-store** for clothes, while 40% **shop in-store and online**.



**60%** intend shopping online more over the next six months than they did in the past.



**48%** make clothing purchasing decisions based on **social media adverts**.





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**THANK YOU!**

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