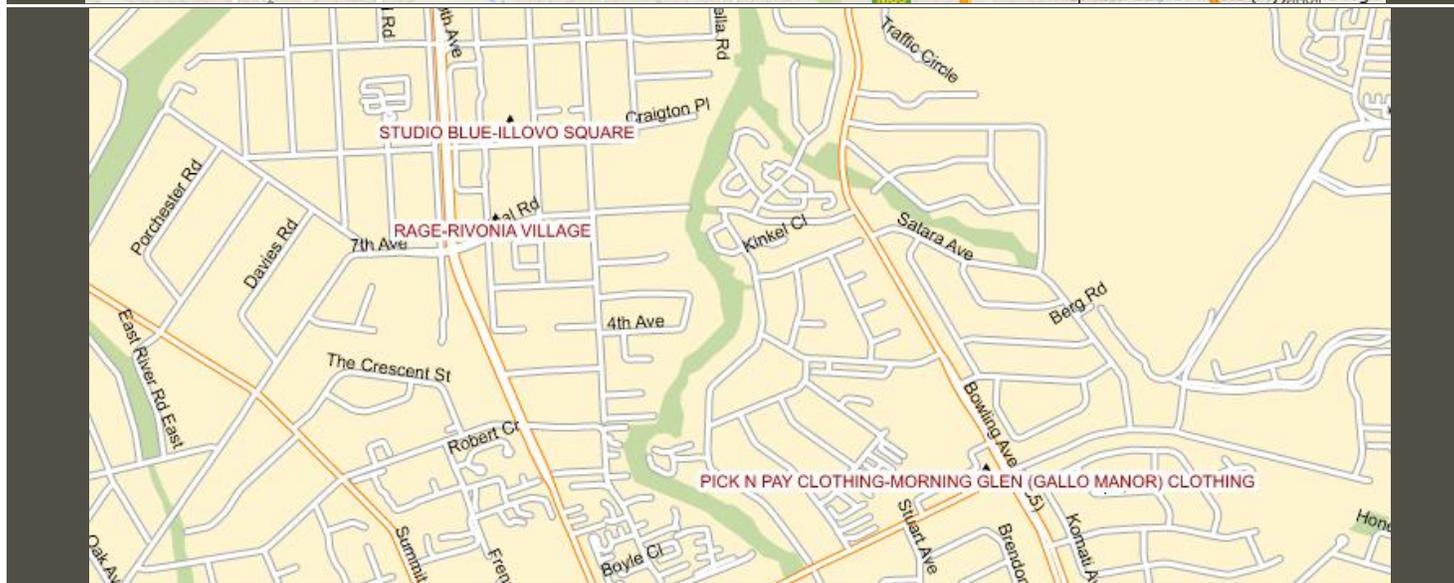
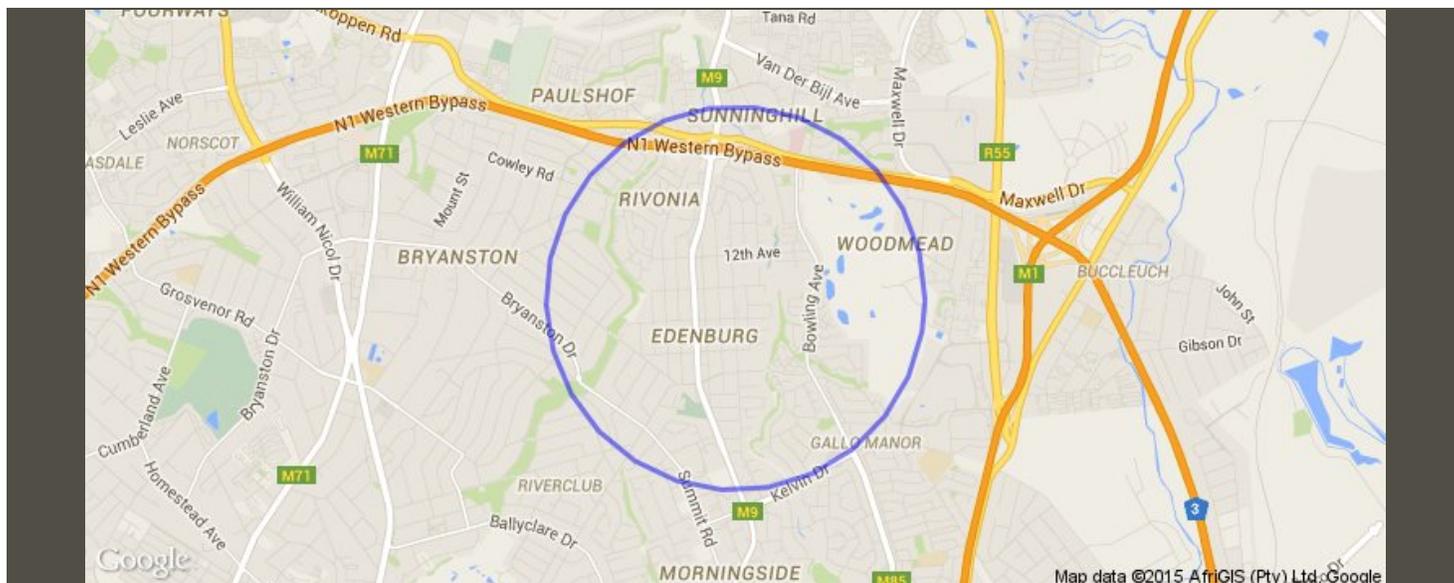


Area Review

Province:	Gauteng	Suburbs	Edenburg
Municipality:	City Of Johannesburg		Woodmead
Centroid Coordinates:	-26.052431, 28.063117		Rivonia
Radius	2 km		Morningside Country Club

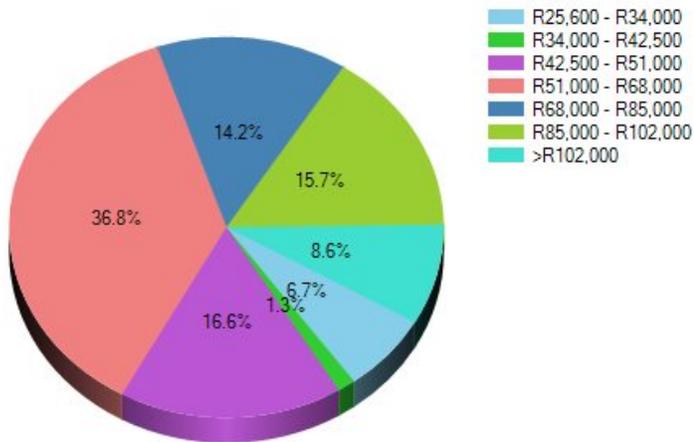


Area Review

Province:	Gauteng	Suburbs	Edenburg
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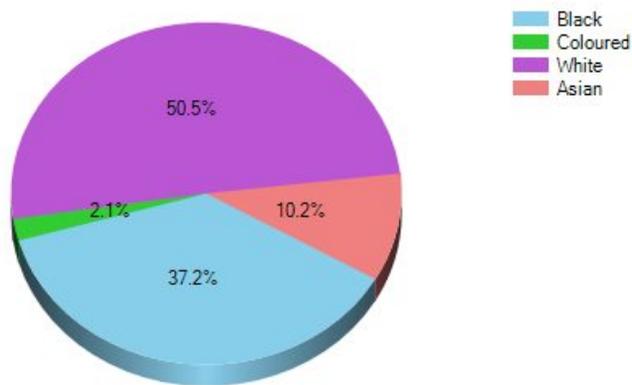
Area Demographic Review

Household Income Range



Income Category	Income Range	Households(No.)	Households(%)
III A	R25,600 - R34,000	445	6.7%
III B	R34,000 - R42,500	90	1.3%
III C	R42,500 - R51,000	1111	16.6%
IIII A	R51,000 - R68,000	2458	36.8%
IIII B	R68,000 - R85,000	951	14.2%
IIII C	R85,000 - R102,000	1050	15.7%
IIII	>R102,000	571	8.6%
Totals		6 676	100%

Racial Profiles of Adults

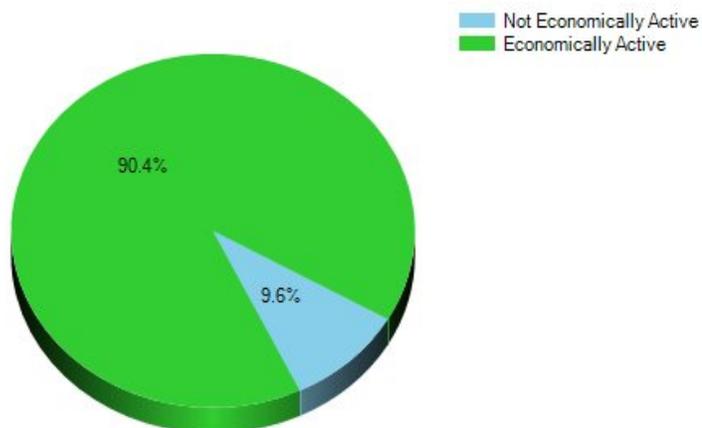


Race	Adults (no.)	Adults (%)
Black	4716	37.2%
Coloured	261	2.1%
White	6398	50.5%
Asian	1293	10.2%
Totals	12 668	100%

Area Review

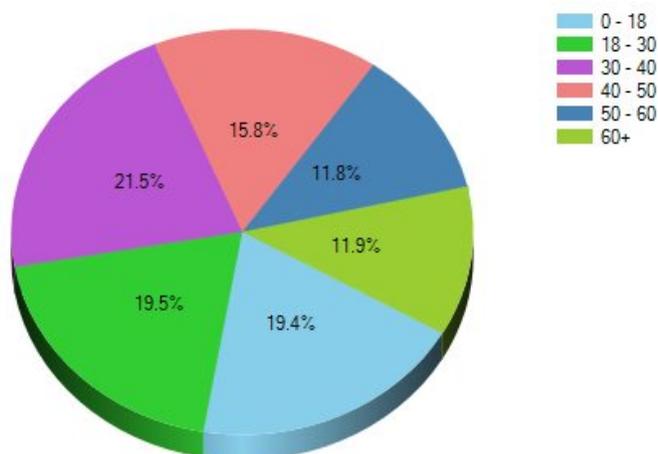
Province:	Gauteng	Suburbs	Edenburg
Municipality:	City Of Johannesburg		Woodmead
Centroid Coordinates:	-26.052431, 28.063117		Rivonia
Radius	2 km		Morningside Country Club

Employment Status



Employment Status	Individuals(no.)	Individuals(%)
Not Economically Active	1221	9.6%
Economically Active	11522	90.4%
Totals	12 743	100%

Age Profiles of Population



Age Category	Population (no.)	Population (%)
0 - 18	3061	19.4%
18 - 30	3086	19.5%
30 - 40	3405	21.5%
40 - 50	2504	15.8%
50 - 60	1861	11.8%
60+	1887	11.9%
Totals	15 804	100%

Area Review

Province:	Gauteng	Suburbs	Edenburg
Municipality:	City Of Johannesburg		Woodmead
Centroid Coordinates:	-26.052431, 28.063117		Rivonia
Radius	2 km		Morningside Country Club

Area Demographic Review

Income Class	Household Income Subranges	Households	Adults	Econ. Active Adults	Age 0-18	Age 18-30	Age 30-40	Age 40-50	Age 50-60	Age 60+	Total Population	Area Revenue Potential
III A	R25,600 - R34,000	445	741	673	18.3%	30.7%	30.3%	8.4%	5.7%	6.6%	907	2 670
III B	R34,000 - R42,500	90	156	133	11.4%	14.2%	23.3%	8%	13.1%	30.1%	176	630
III C	R42,500 - R51,000	1 111	2 174	1 791	15.4%	21.5%	28.1%	14.8%	8.8%	11.4%	2 569	8 888
IIII A	R51,000 - R68,000	2 458	4 623	4 282	18.8%	21.2%	22.4%	14%	12.2%	11.5%	5 691	22 122
IIII B	R68,000 - R85,000	951	1 879	1 733	22.2%	17.9%	14.1%	19.4%	14.1%	12.4%	2 414	9 510
IIII C	R85,000 - R102,000	1 050	2 080	1 911	21.2%	14.3%	19.1%	17.9%	13.6%	13.9%	2 640	11 550
IIII	>R102,000	571	1 090	999	22.5%	15.3%	17.7%	21.2%	11.9%	11.4%	1 407	6 852
Totals		6 676	12 743	11 522	19.4%	19.5%	21.5%	15.8%	11.8%	11.9%	15 804	62 222

Local Shopping Centre Review

Shopping Centre	Distance	Shopping Centre	Distance
Rivonia Centre	0.4km	Rivonia Crossing	1.7km
Atrium Mews	0.5km	Riverside Shopping Centre Bryanston	1.8km
Rivonia Square	0.5km	Morning Glen Shopping Centre	2km
Rivonia Village	0.8km	90 Degrees On Rivonia	2.1km
Rivonia Junction	1km	Cambridge Crossing	2.2km
Rivonia Corner	1km		

Local Retail Review

Brand	Sector	Name	Distance
Rage	Clothing - General	Rivonia Village	0.84km
Mr Price	Clothing - General	Gallor Manor	1.99km
Pick N Pay Clothing	Clothing - General	Morning Glen (Gallo Manor) Clothing	1.99km
Studio Blue	Clothing - General	Illovo Square	0.53km