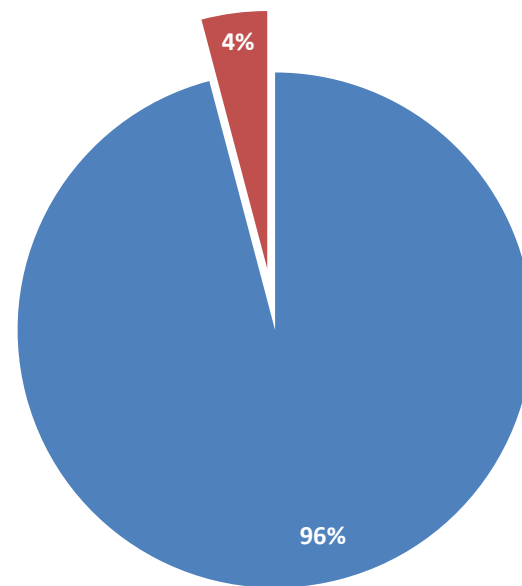


# 2011 at a glance

- A total of 2189 complaints (6% increase 2010)
  - 2099 = consumer complaints
  - 90 = competitor complaints

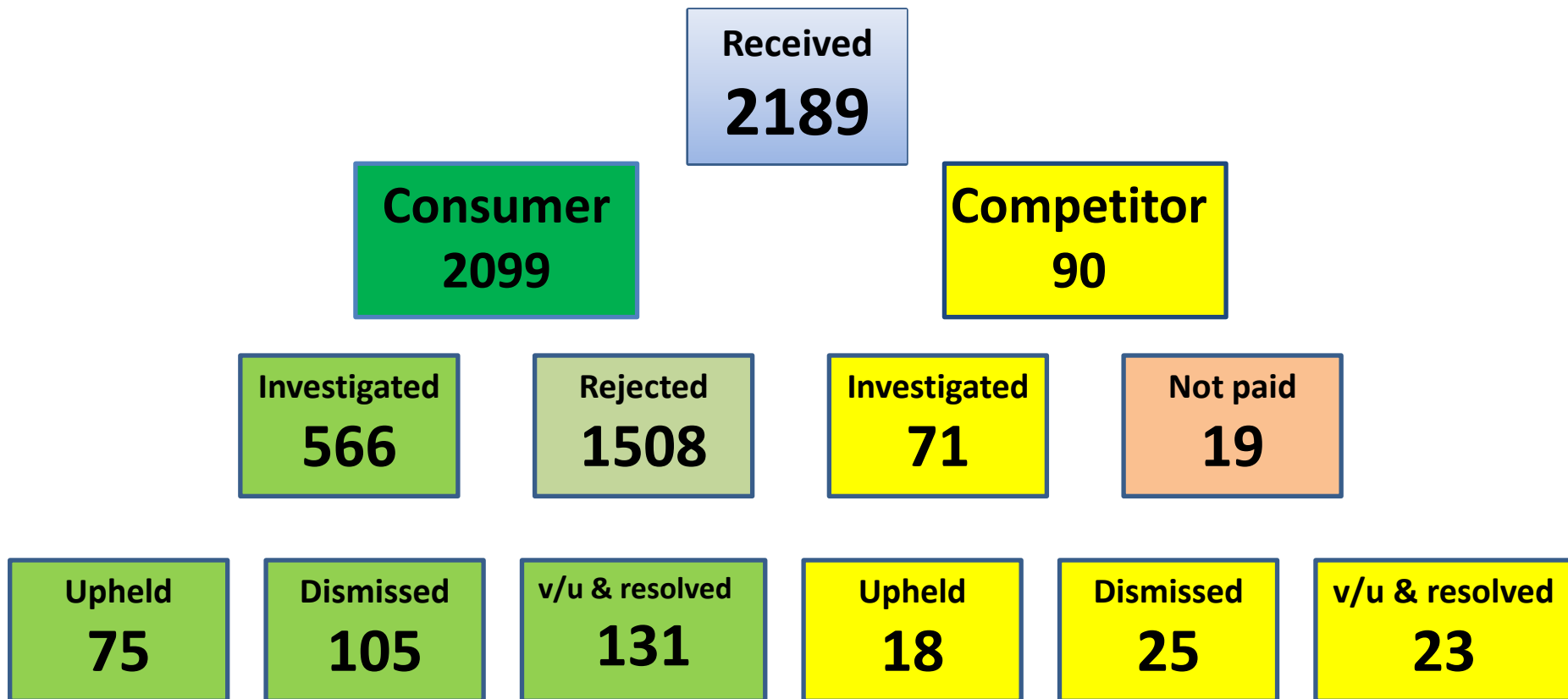


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# Monthly picture (Consumer)



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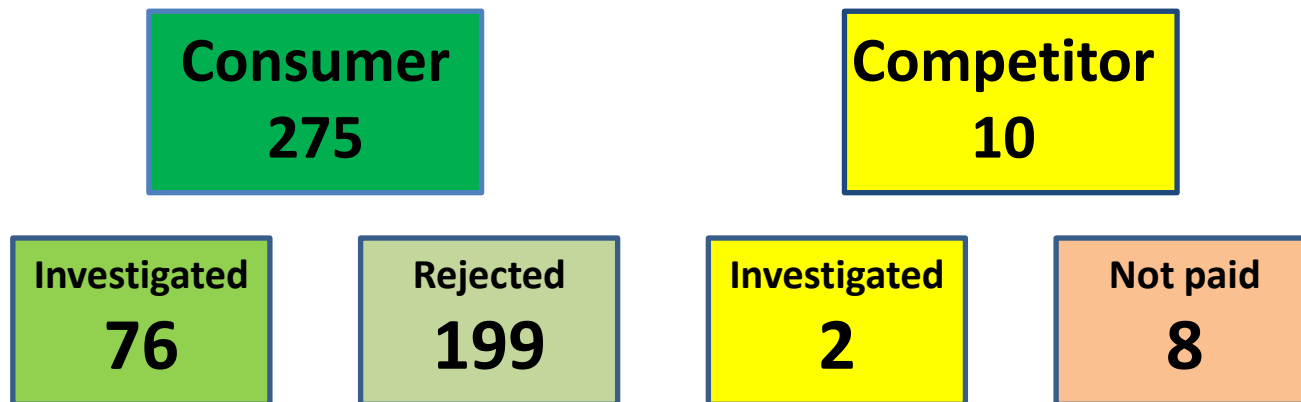


- Note: **55% INCREASE** of “valid” consumer complaints compared to 2010
- Note: **13% DECREASE** in competitor complaints paid for compared to 2010



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# January 2012:



The Advertising Standards Authority of South Africa