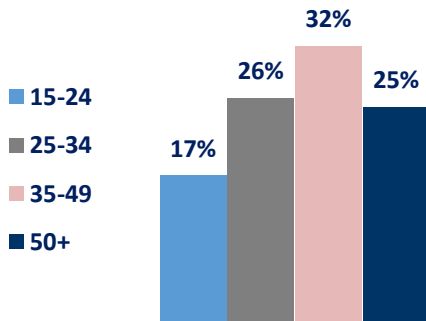
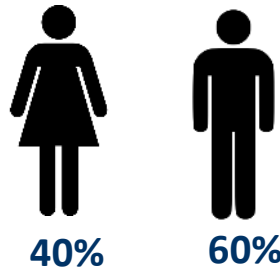


This business supplements is in dailies Cape Times - Business Report (Mon - Fri), The Mercury - Business Report (Mon - Fri), The Star - Business Report (Mon - Fri) and in the weeklies The Sunday Independent - Business Report (Sun) and Weekend Argus: Sunday - Business Report (Sun). Business Report also appears in Pretoria News Monday – Friday but is not measured in the PAMS figures but is in the circulation.

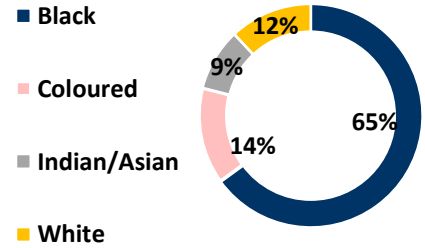
## AGE



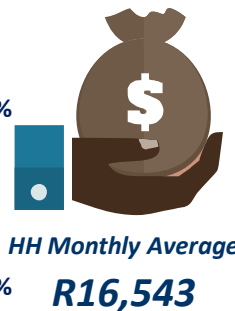
## GENDER



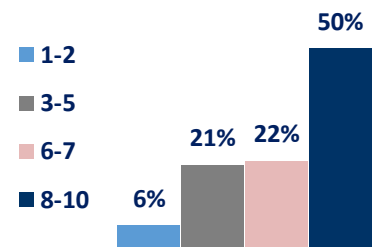
## RACE



## HOUSEHOLD INCOME



## SEM



**MATRIC: 40%**  
**TERTIARY : 25%**



**WORKING: 56%**  
**SELF EMPLOYED: 6%**

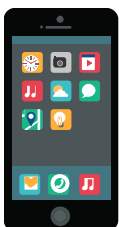


**578K OWNERS**  
**BOUGHT NEW: 51%**  
**HAVE 2 VEHICLES IN HH: 38%**



**BANKED: 89%**

**69%**



**HAVE SMARTPHONES**  
**85% USE IT TO ACCESS WWW**

**72%**



**RESPONSIBLE FOR DAY-TO-DAY PURCHASES**

**40% GAUTENG**



**27% KZN**  
**24% WESTERN CAPE**

**70%**



**LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)**