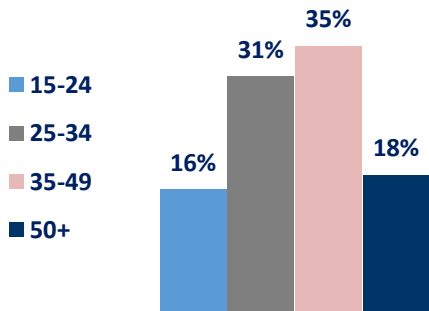
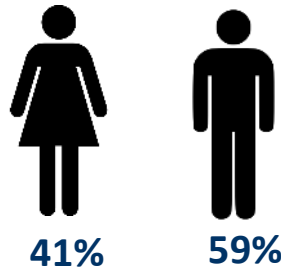


An all work and career related supplement in some of Independents dailies i.e. Daily News & The Star (Wednesdays) and weeklies, Weekend Argus: Saturday and Weekend Argus: Sunday also online @IOL.

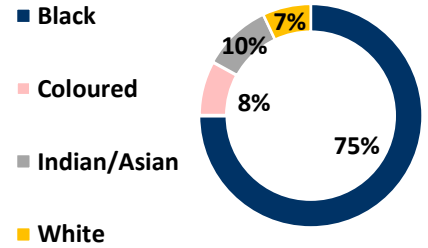
AGE



GENDER



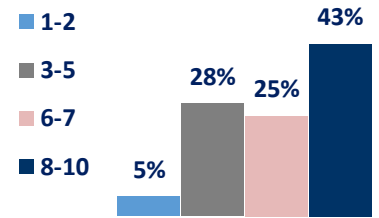
RACE



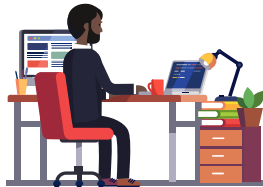
HOUSEHOLD INCOME



SEM



MATRIC: 45%
TERTIARY : 23%



WORKING: 52%
SELF EMPLOYED: 5%

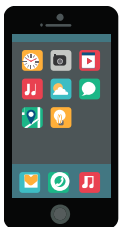


503K OWNERS
BOUGHT NEW: 45%
HAVE 2 VEHICLES IN HH: 33%



BANKED: 84%

68%



HAVE SMARTPHONES
90% USE IT TO ACCESS WWW

70%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

51% GAUTENG



28% KZN
8% WESTERN CAPE

69%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)