

# Weekend Argus

SATURDAY EDITION

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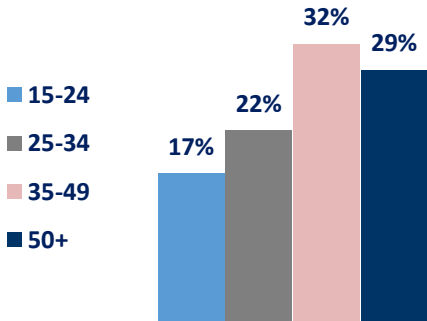
SUNDAY EDITION

**READERSHIP**  
**TOTAL: 255K**  
**PRINT: 230K**

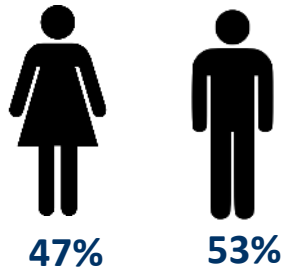
**CIRCULATION**  
**49 681**

**DIGITAL**  
**27 827**

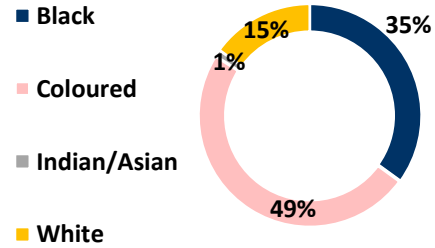
## AGE



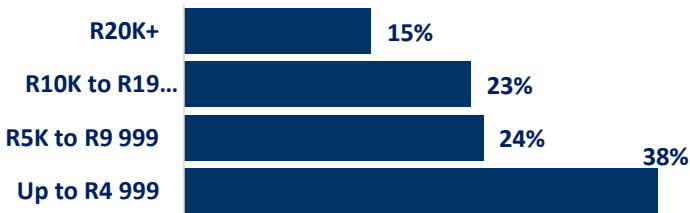
## GENDER



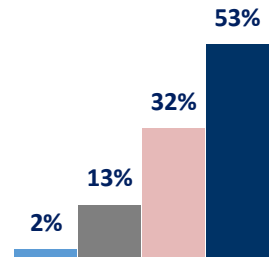
## RACE



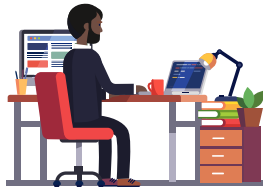
## HOUSEHOLD INCOME



## SEM



**MATRIC: 34%**  
**TERTIARY : 15%**



**WORKING: 55%**  
**SELF EMPLOYED: 6%**

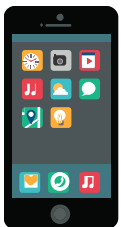


**87K OWNERS**  
**BOUGHT NEW: 40%**  
**HAVE 2 VEHICLES IN HH: 17%**



**BANKED: 87%**

**62%**



**HAVE SMARTPHONES**  
**86% USE IT TO ACCESS WWW**

**71%**



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

**100%**



**READERSHIP IN WESTERN CAPE**

**60%**



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