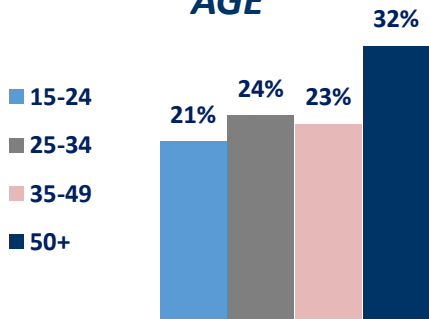
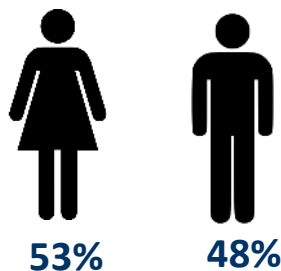


For more than a century Weekend Argus has been the weekend paper for the Western Cape and especially the Cape Town metropole. Weekend Argus on Saturday and Sunday offers its diverse readers world class reporting of lifestyle, entertainment, property, business, local, national and international news and, of course, sport. It is read from the beaches of the Garden Route to the Boland winelands and the arid west Coast

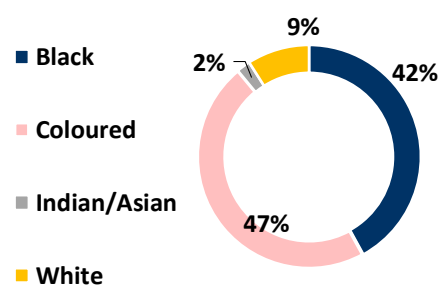
## AGE



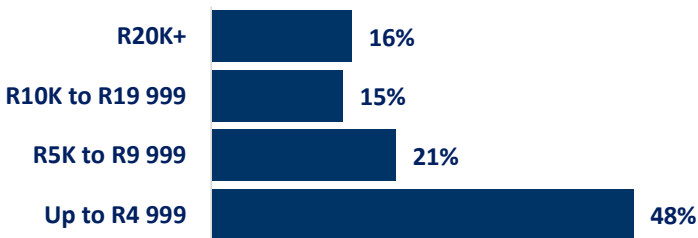
## GENDER



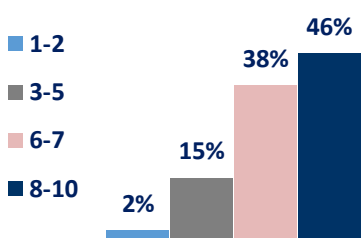
## RACE



## HOUSEHOLD INCOME



## SEM



**MATRIC: 36%**  
**TERTIARY : 13%**



**WORKING: 48%**  
**SELF EMPLOYED: 7%**

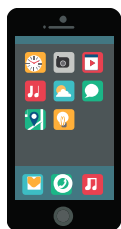


**37K OWNERS**  
**BOUGHT NEW: 38%**  
**HAVE 2 VEHICLES IN HH: 11%**



**BANKED: 83%**

**60%**



**HAVE SMARTPHONES**  
**92% USE IT TO ACCESS WWW**

**69%**



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

**100%**



**READERSHIP IN WESTERN CAPE**

**61%**



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