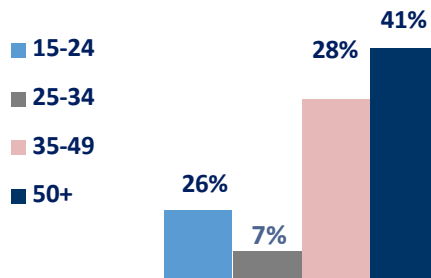


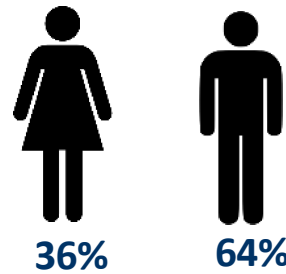


Cape Argus is a dynamic and family-orientated daily newspaper with a strong community identity, aimed at the needs of readers in Cape Town. The Cape Argus is perfectly positioned to play an important role as a bridge that attempts to connect the diverse communities of Cape Town as they set about finding common ground from Khayelitsha to Constantia. It is a meeting place where readers, regardless of their race, sex colour or creed can feel comfortable and deal with their fellow-citizens on an equal footing.

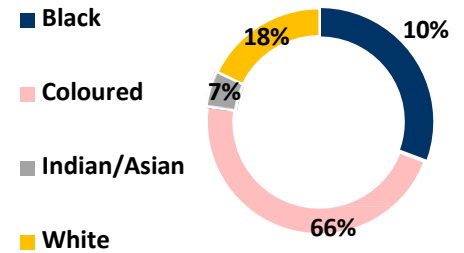
AGE



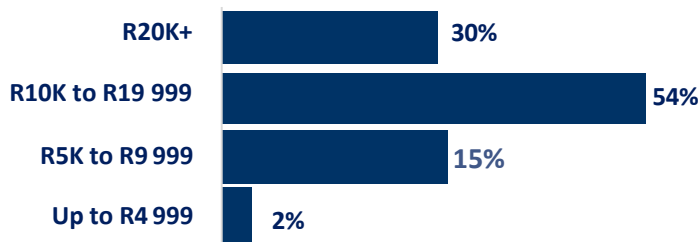
GENDER



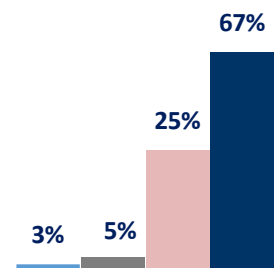
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 34%
TERTIARY : 37%



WORKING: 79%
SELF EMPLOYED: 12%

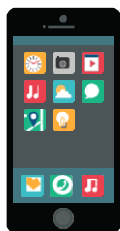


BOUGHT NEW: 24%
HAVE 2 VEHICLES IN HH: 34%



BANKED: 95%

87%



HAVE SMARTPHONES
90% USE IT TO ACCESS WWW

70%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN WESTERN CAPE

84%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)