

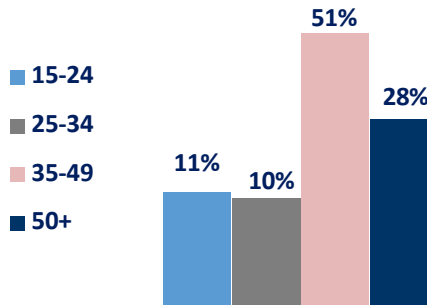


READERSHIP
PRINT: 81K

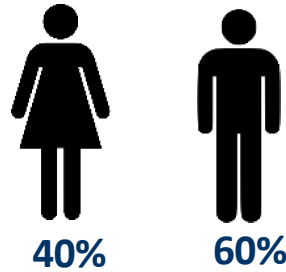
CIRCULATION
25 592

Cape Times is Cape Town's dominant and definitive morning daily publication servicing the needs of the upmarket reader, with an emphasis on corporate news and providing in-depth coverage of current issues
Cape Times covers the Cape with its core areas being the City of Cape Town and the suburbs surrounding the Mother City.

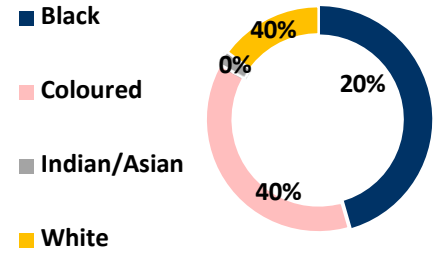
AGE



GENDER



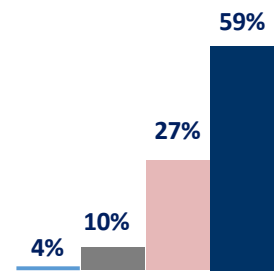
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 43%
TERTIARY : 18%



WORKING: 63%
SELF EMPLOYED: 4%

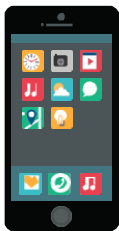


BOUGHT NEW: 32%
HAVE 2 VEHICLES IN HH: 33%



BANKED: 85%

76%



HAVE SMARTPHONES
92% USE IT TO ACCESS WWW

64%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN WESTERN CAPE

71%



LOOKED AT/BOUGHT CLOTHING (P 6 MONTHS)