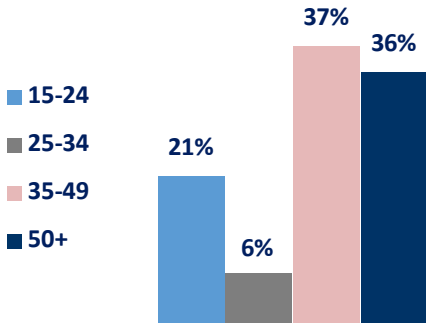


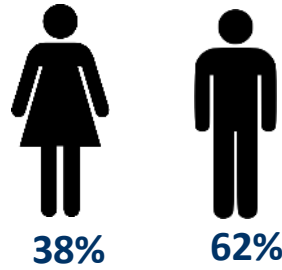
Weekend Argus

ON SATURDAY

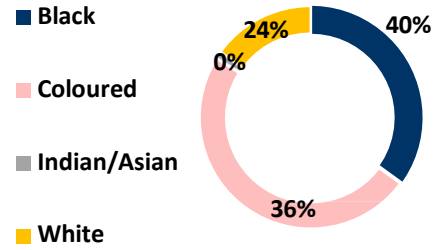
AGE



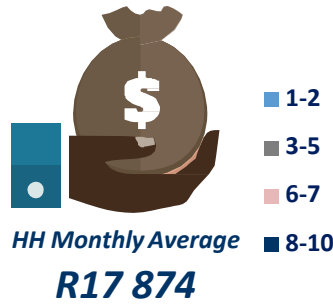
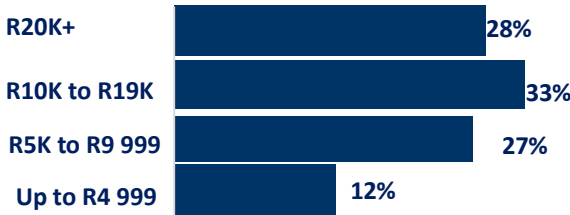
GENDER



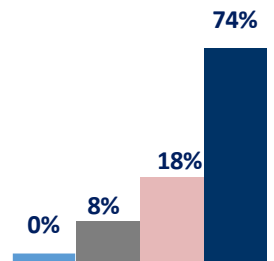
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 31%
TERTIARY : 45%



WORKING: 64%
SELF EMPLOYED: 7%

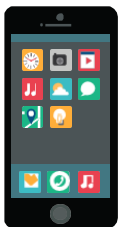


BOUGHT NEW: 24%
HAVE 2 VEHICLES IN HH: 25%



BANKED: 92%

88%



HAVE SMARTPHONES
80% USE IT TO ACCESS WWW

73%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN WESTERN CAPE

77%



LOOKED AT/BOUGHT CLOTHING (P 6 MONTHS)