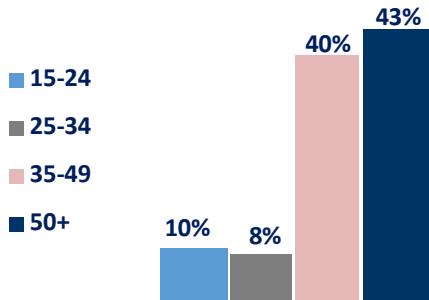




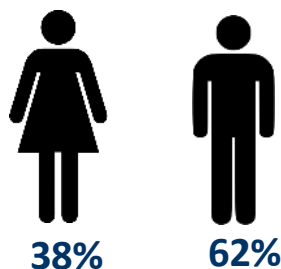
Weekend Argus

ON SUNDAY

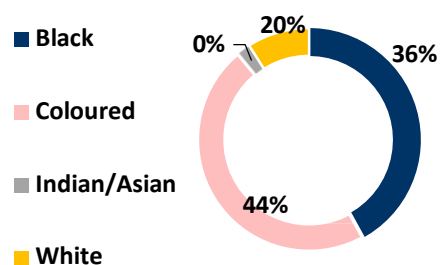
AGE



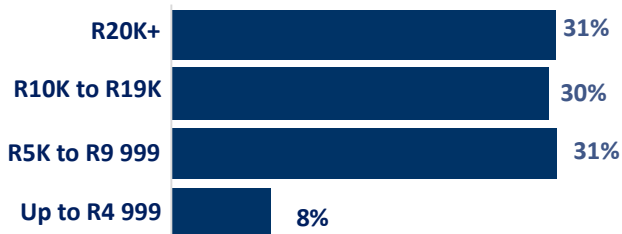
GENDER



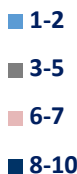
RACE



HOUSEHOLD INCOME



HH Monthly Average
R18 510



SEM



MATRIC: 29%
TERTIARY : 41%



WORKING: 83%
SELF EMPLOYED: 12%

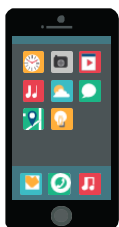


BOUGHT NEW: 22%
HAVE 2 VEHICLES IN HH: 40%



BANKED: 97%

86%



HAVE SMARTPHONES
78% USE IT TO ACCESS WWW

72%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN WESTERN CAPE

62%



LOOKED AT/BOUGHT CLOTHING (P 6 MONTHS)