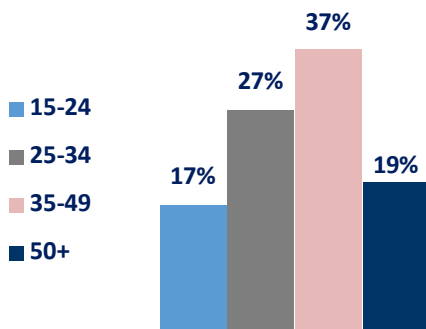


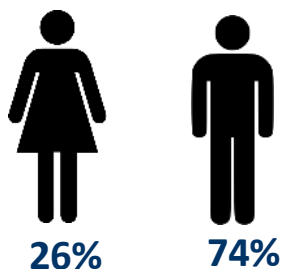
DRIVE 360

All you need to know about cars in this supplement that appears in these dailies: Cape Times - Drive Times (Thur), Daily News - Motoring (Thur), Pretoria News - Motoring (Thur), The Mercury - Motoring (Fri) and The Star - Motoring (Thur).

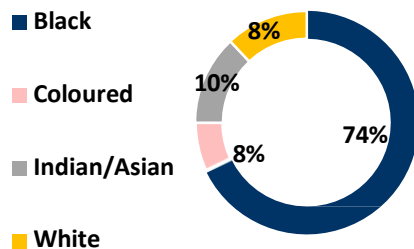
AGE



GENDER



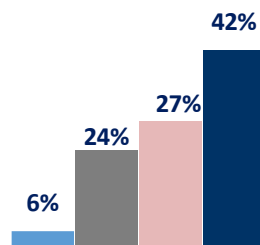
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 42%
TERTIARY : 23%



WORKING: 58%
SELF EMPLOYED: 8%

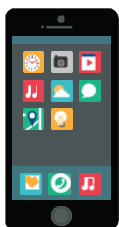


BOUGHT NEW: 47%
HAVE 2 VEHICLES IN HH: 35%



BANKED: 87%

68%



HAVE SMARTPHONES
90% USE IT TO ACCESS WWW

67%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

48% GAUTENG



30% KZN
14% WESTERN CAPE

66%



LOOKED AT/BOUGHT CLOTHING (P 6 MONTHS)