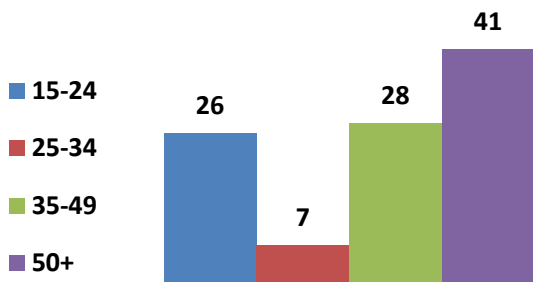


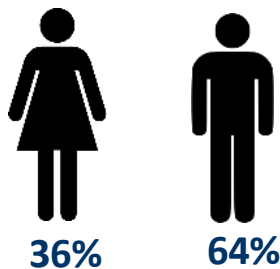
# Cape Argus

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.

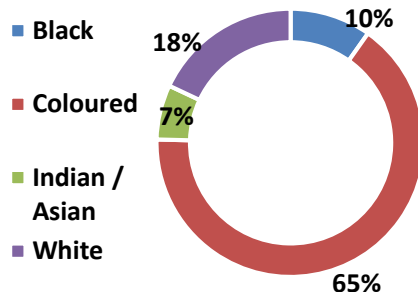
## AGE (%)



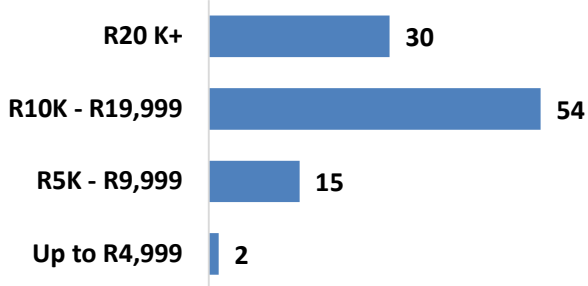
## GENDER



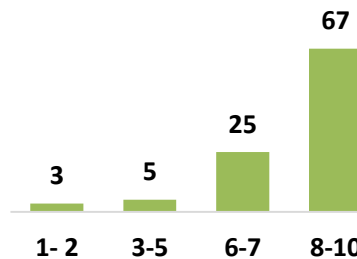
## RACE (%)



## HOUSEHOLD INCOME (%)



## SEM (%)



**MATRIC: 34%**  
**TERTIARY : 37%**



**WORKING: 79%**  
**SELF EMPLOYED: 12%**

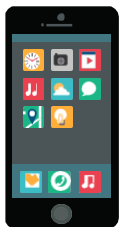


**BOUGHT NEW: 24%**  
**HAVE 2 VEHICLES IN HH: 34%**



**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)**