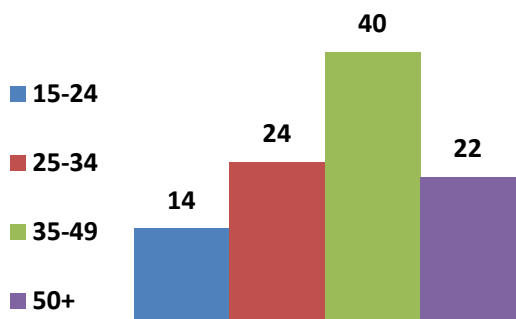


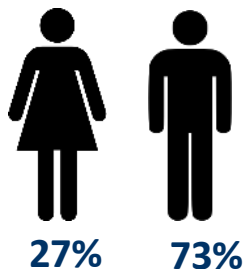


Pretoria News (M-F) is a newspapers appearing in the city of Pretoria - Monday to Friday. They offer a comprehensive coverage of local, national and international news with supplements focusing on a variety of topics including careers, motoring entertainment and finance to mention a few.

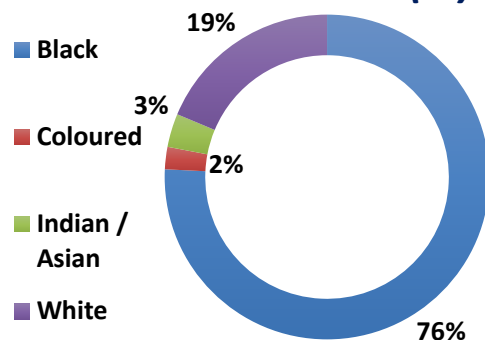
### AGE (%)



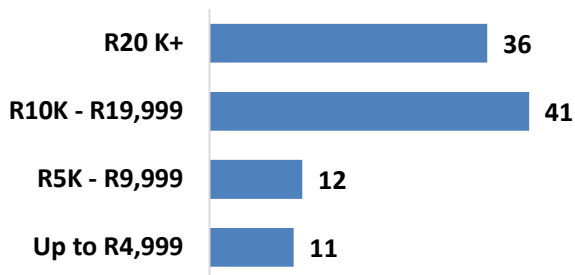
### GENDER



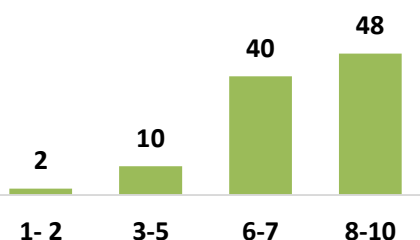
### RACE (%)



### HOUSEHOLD INCOME (%)



### SEM (%)



**MATRIC: 44%**  
**TERTIARY : 44%**



**WORKING: 51%**  
**SELF EMPLOYED: 9%**

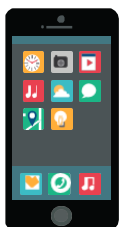


**BOUGHT NEW: 26%**  
**HAVE 2 VEHICLES IN HH: 22%**



**BANKED: 88%**

**84%**



**HAVE SMARTPHONES**  
**90% USE IT TO ACCESS WWW**

**59%**



**RESPONSIBLE FOR DAY-TO-DAY PURCHASES**

**72%**



**READERSHIP IN GAUTENG**

**76%**



**LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)**