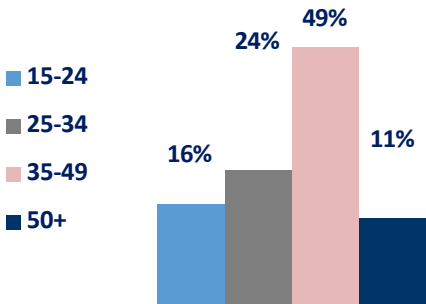


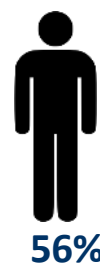


Pretoria News and Pretoria News Weekend are newspapers appearing in the city of Pretoria - Monday to Saturday. They offer a comprehensive coverage of local, national and international news with supplements focusing on a variety of topics including careers, motoring, entertainment, finance and travelling to mention some.

AGE

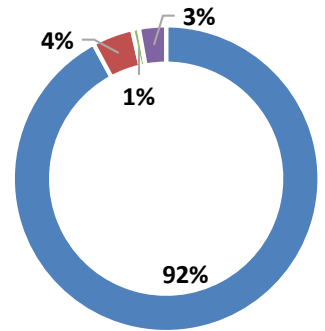


GENDER



- Black
- Coloured
- Indian / Asian
- White

RACE



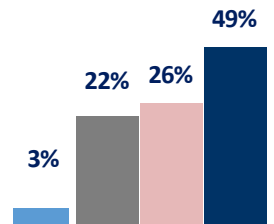
HOUSEHOLD INCOME



HH Monthly Average
R 17 224

- 1-2
- 3-5
- 6-7
- 8-10

SEM



MATRIC: 34%
TERTIARY : 50%



WORKING: 63%



64% OWN/USE/MANTAIN
BOUGHT NEW: 74%
HAVE 2 VEHICLES IN HH: 46%



BANKED: 83%

88%



HAVE SMARTPHONES
87% USE IT TO ACCESS WWW

90%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

67%



READERSHIP IN GAUTENG

71%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)