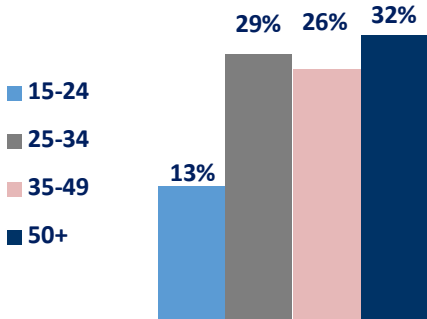


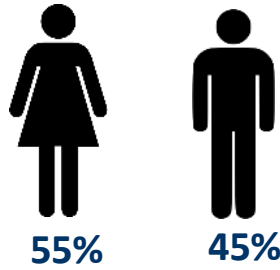
# Cape Argus

A dynamic, family-orientated newspaper with a strong community identity, aimed at the needs of readers in Cape Town. 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.

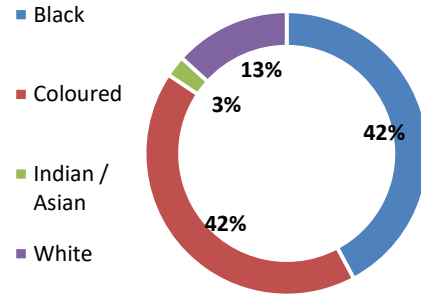
## AGE



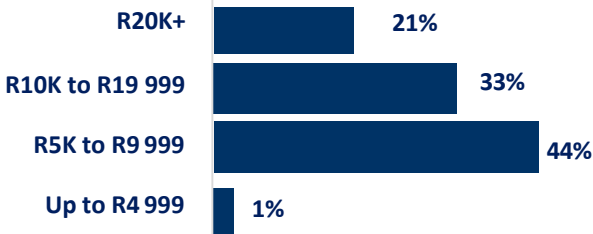
## GENDER



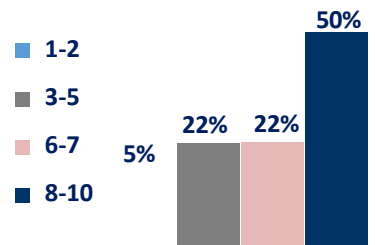
## RACE



## HOUSEHOLD INCOME



## SEM



**MATRIC: 45%**  
**TERTIARY : 49%**



**WORKING: 78%**



**63% OWN/USE/MANTAIN**  
**BOUGHT NEW: 72%**  
**HAVE 2 VEHICLES IN HH: 22%**



**BANKED: 94%**

**84%**



**HAVE SMARTPHONES**  
**77% USE IT TO ACCESS WWW**

**93%**



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

**100%**



**READERSHIP IN WESTERN CAPE**

**77%**



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