

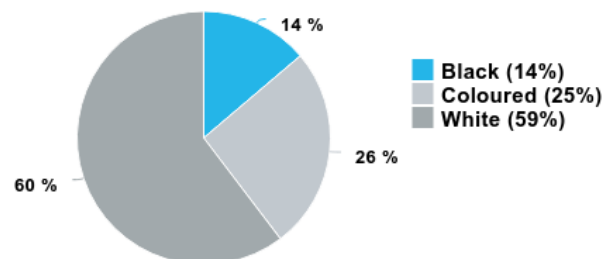
## DISTRIBUTION

22 082

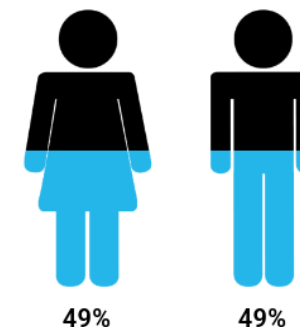
## ESTIMATED READERSHIP

96 400

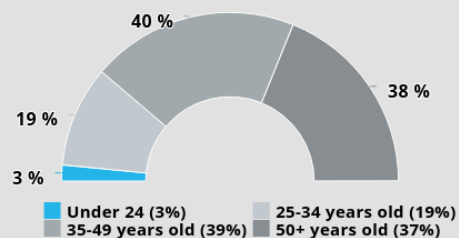
## RACE



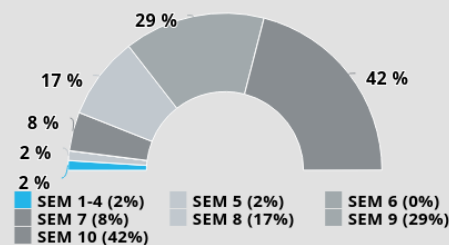
## GENDER



## AGE



## SEM



## SHOPPING RESPONSIBILITY



98%

## AVERAGE HH INCOME



R30,185.00

## AVERAGE PERSONAL INCOME



R24,400.00

## EDUCATION

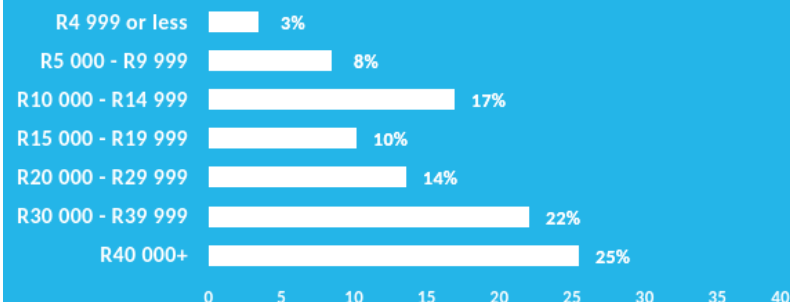
**15%**  
Matric

**0%**  
Certificate

**32%**  
Degree

**27%**  
Other

## HH INCOME



## EMPLOYMENT

