



AMPS 2014 JAN14-DEC14

WEG!/GO!

311 000
TOTAL READERSHIP
AMPS 2014 [JAN14-DEC14]

66 564
PAID CIRCULATION
ABC 1Q 2015 [JAN-MAR 2015]

LANGUAGE

62%
AFRIKAANS/
BILINGUAL

18%
ENGLISH

13%
ZULU/XHOSA/
SWAZI/NDEBELE

7%
SOTHO/TSWANA/
TSONGA/VENDA

EDUCATION STATUS



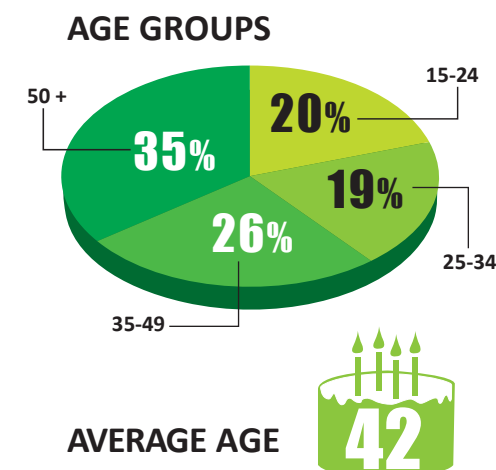
35% MATRIC

16% UNIVERSITY
DEGREE

13% TECHNIKON
DIP/DEGREE

9% OTHER POST
MATRIC

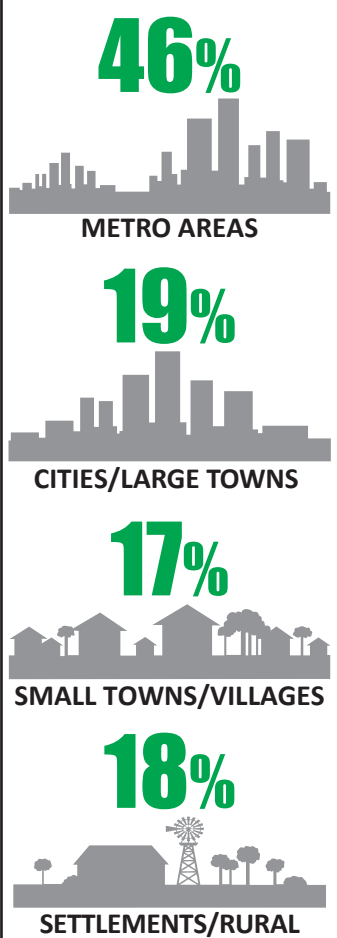
READERSHIP AGE



GENDER



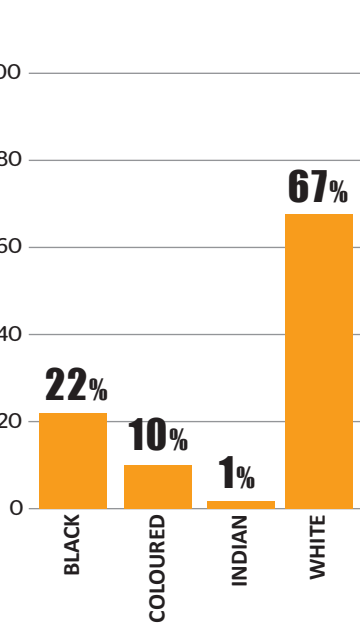
REGIONAL BREAKDOWN



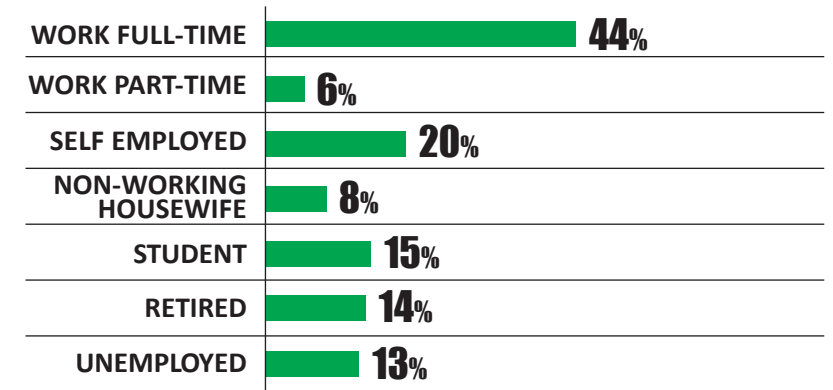
READERSHIP LOYALTY



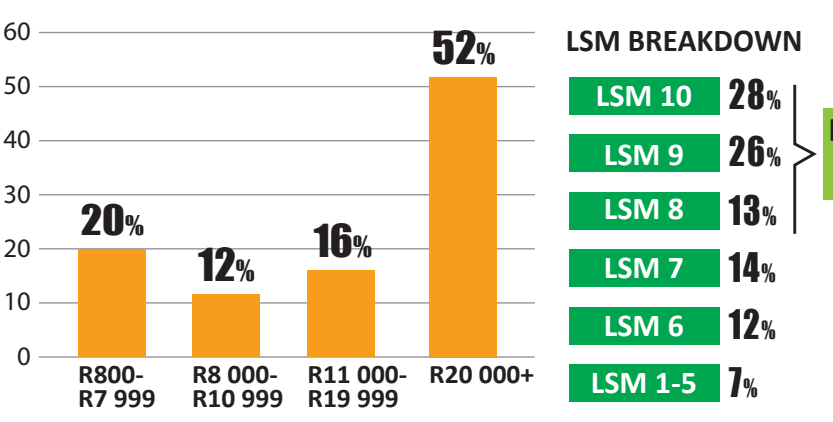
READERSHIP RACE



EMPLOYMENT STATUS



HOUSEHOLD INCOME



LSM BREAKDOWN

LSM 10 28%

LSM 9 26%

LSM 8 13%

LSM 7 14%

LSM 6 12%

LSM 1-5 7%

LSM 8-10 67%

AVERAGE HOUSEHOLD INCOME R26 200

AVERAGE PERSONAL INCOME R15 556