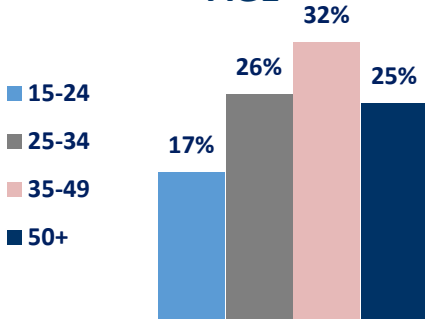


BR

BUSINESSREPORT

South Africa's widely read financial newspaper. Appearing in 4 of the Independent's daily titles (The Star, Pretoria News, Cape Times and The Mercury) & its weekend titles; an unrivalled national footprint. Readers are drawn from the business communities of all South Africa's four major economic hubs-Johannesburg, Pretoria, Cape Town and Durban. Private investors, entrepreneurs & managers from the shop floors of the smallest companies to the executive suites of the largest companies, to top government bureaucrats and cabinet ministers all read Business Report.

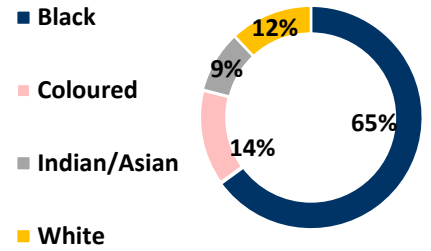
AGE



GENDER



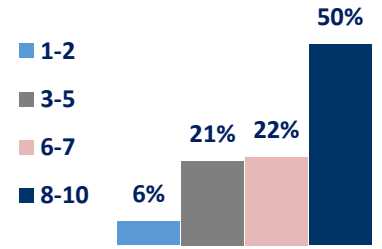
RACE



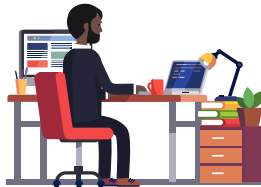
HOUSEHOLD INCOME



SEM



MATRIC: 40%
TERTIARY : 25%



WORKING: 56%
SELF EMPLOYED: 6%

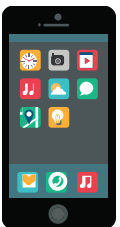


578K OWNERS
BOUGHT NEW: 51%
HAVE 2 VEHICLES IN HH: 38%



BANKED: 89%

69%



HAVE SMARTPHONES
85% USE IT TO ACCESS WWW

72%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

40% GAUTENG



27% KZN
24% WESTERN CAPE

70%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)