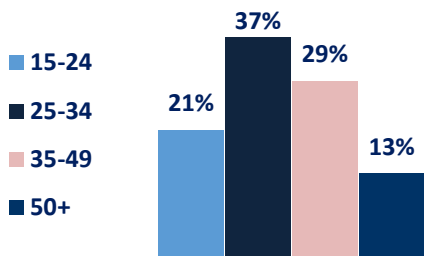


# BR

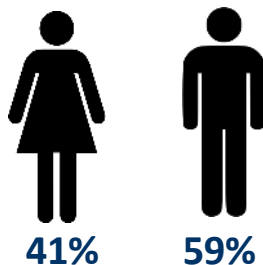
BUSINESSREPORT

Appearing each day in our daily titles- The Star, Cape Times and The Mercury it has an unrivalled national footprint. Readers are drawn from the business communities in 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; they all read the Business Report - South Africa's widely read financial newspaper.

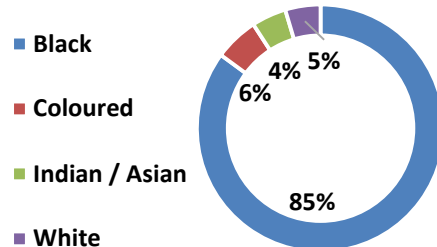
## AGE



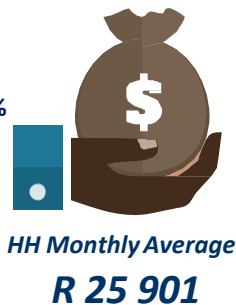
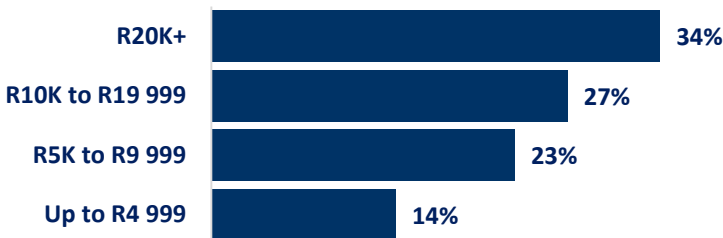
## GENDER



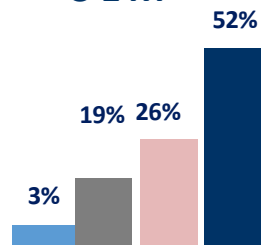
## RACE



## HOUSEHOLD INCOME



## SEM



**MATRIC: 32%**  
**TERTIARY : 53%**



**WORKING: 69%**

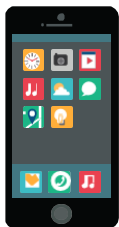


**61% OWN/USE/MANTAIN**  
**BOUGHT NEW: 76%**  
**HAVE 2 VEHICLES IN HH: 41%**



**BANKED: 83%**

**84%**



**HAVE**  
**SMARTPHONES**  
**83% USE IT TO**  
**ACCESS WWW**

**92%**



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



**31%**



**ARE DECISION**  
**MAKERS AT WORK**