

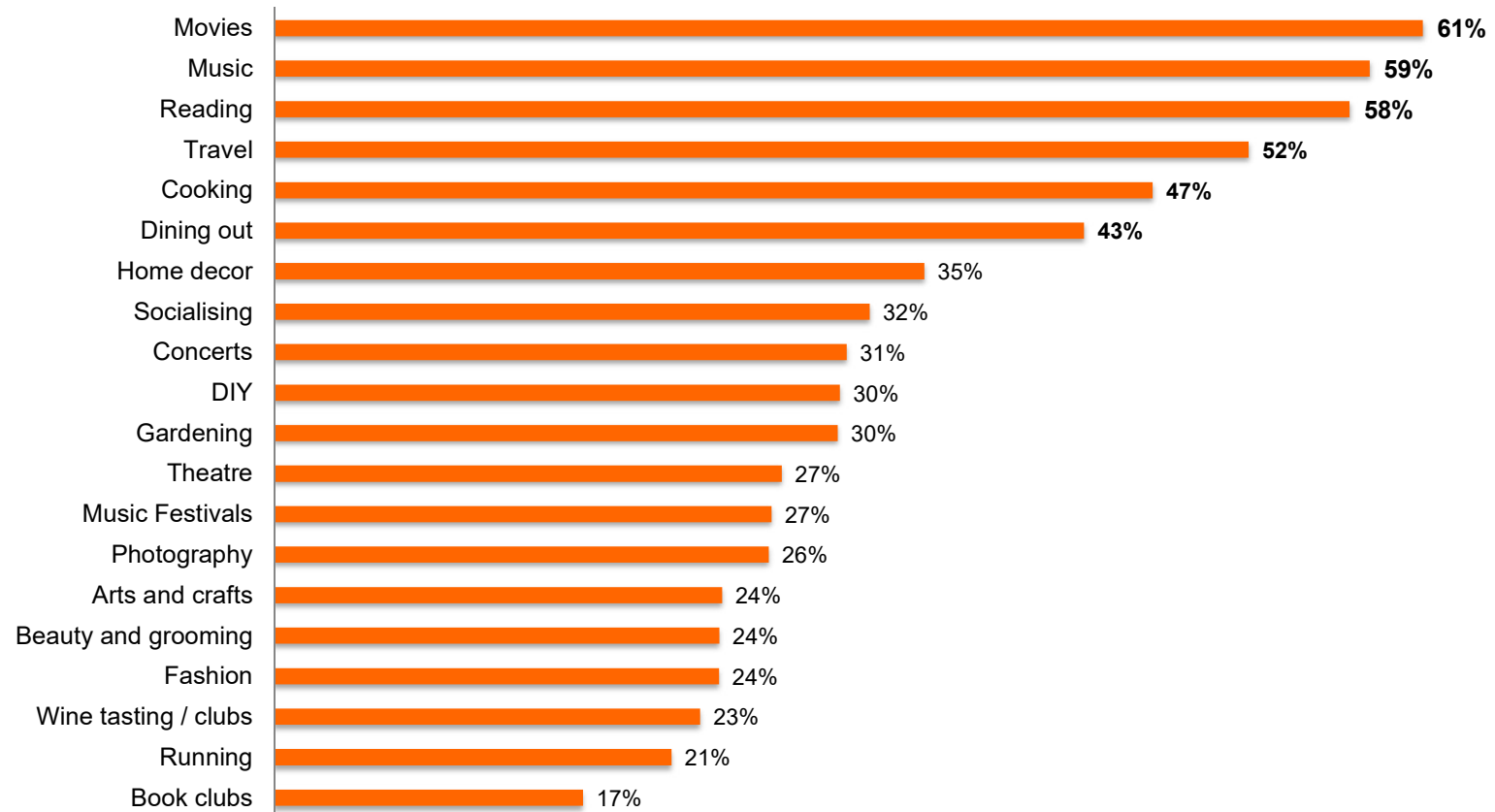
# Insights into Wealthy South African's Reading



April 2017

# Wealthy South Africans are more interested in reading than traveling, gardening, eating out and socializing!

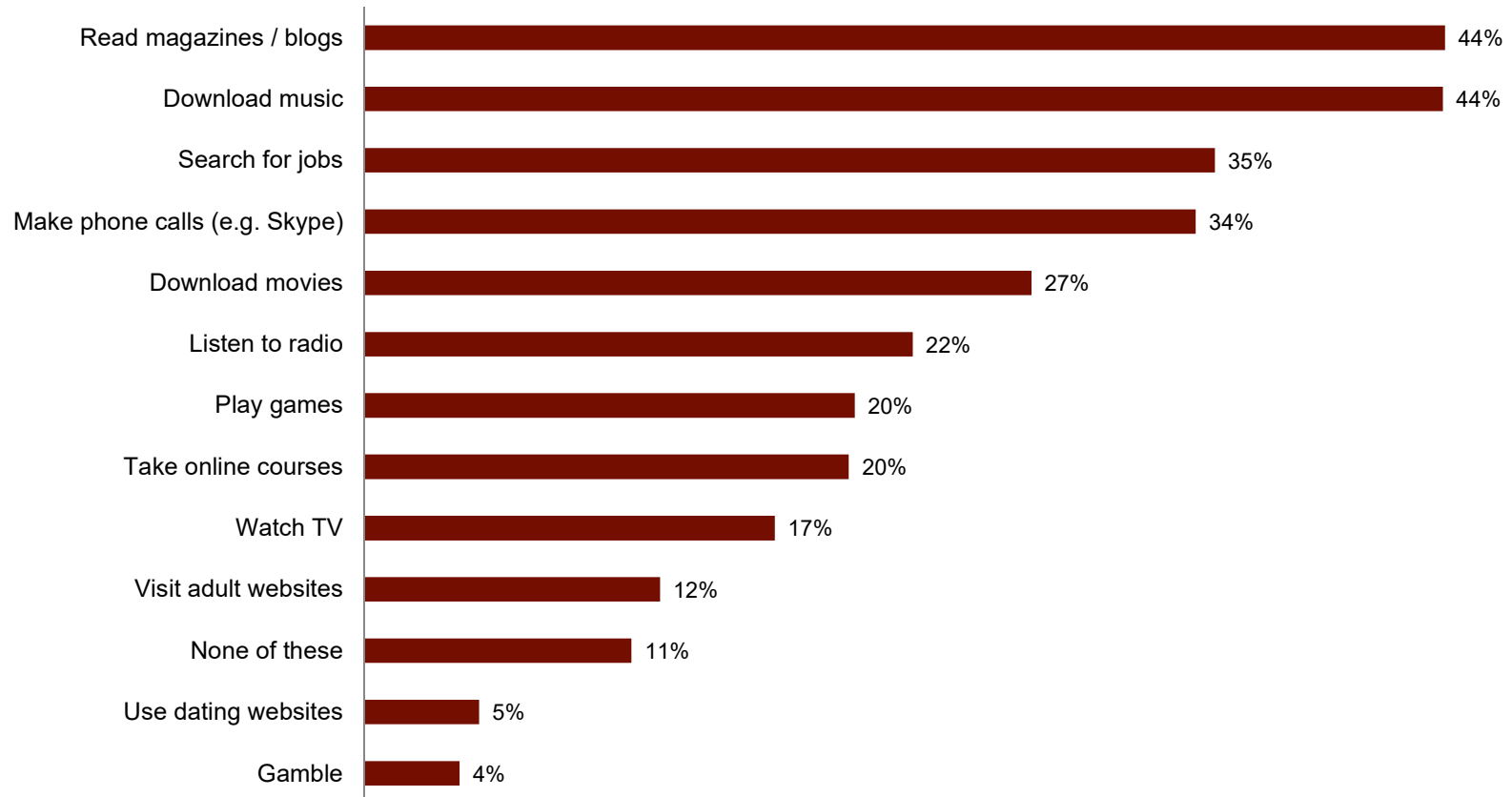
01



Q: WHICH OF THE FOLLOWING ACTIVITIES AND PASTIMES ARE YOU INTERESTED IN? (Top 20 only)

Wealthy South Africans recognise reading, both online and in general, as one of their top three activities in life, after (or on par with) watching movies and listening to music.

02



Q: Q: WHICH OF THE FOLLOWING DO YOU DO ONLINE?

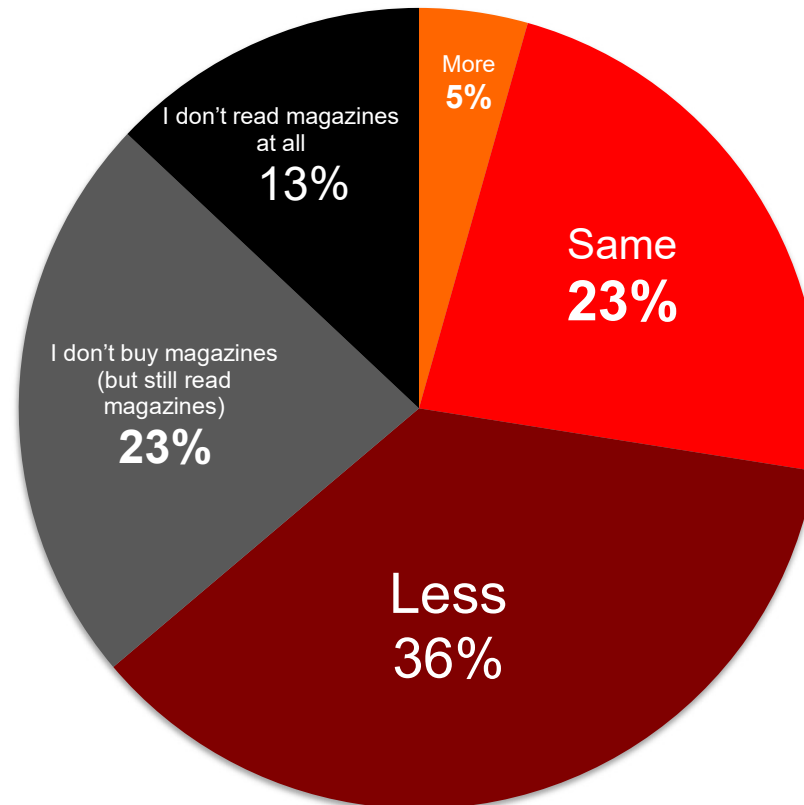
The percentage of wealthy South Africans who buy and who read magazines has not changed noticeably for the past three years

06

| Table 2: % of BrandMapp sample who <b>DO READ</b> magazines |      |      |      |
|---|------|------|------|
| Segment   | 2014 | 2015 | 2016 |
| Total   | 80%  | 77%  | 80%  |
| YB males  | 70%  | 71%  | 75%  |
| YW males  | 71%  | 69%  | 62%  |
| OB males  | 80%  | 81%  | 80%  |
| OW males  | 86%  | 80%  | 81%  |
| YB females  | 87%  | 84%  | 87%  |
| YW females  | 70%  | 73%  | 74%  |
| OB females  | 87%  | 85%  | 90%  |
| OW females  | 80%  | 79%  | 92%  |
| Buyers  | 66%  | 64%  | 66%  |

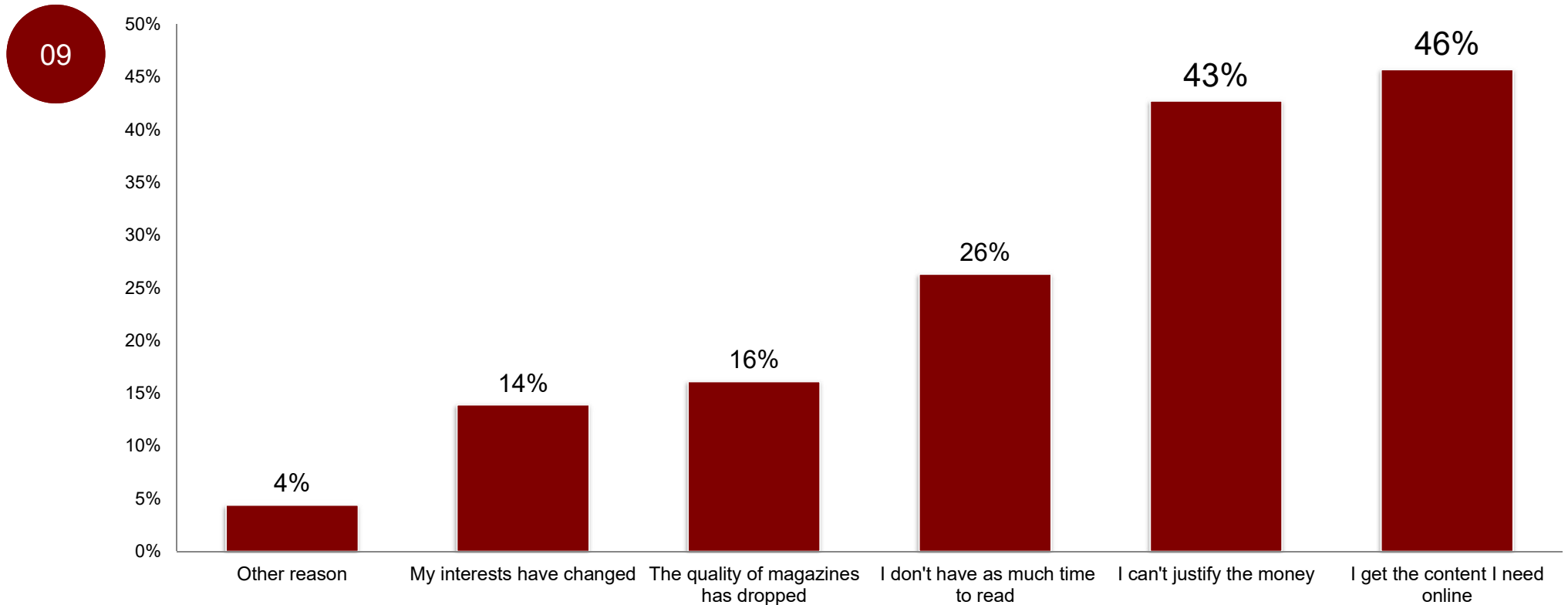
# 87% of wealthy South Africans read magazines and 64% still buy magazines

07



Q. ARE YOU BUYING MAGAZINES MORE, SAME OR LESS THAN YOU WERE A YEAR AGO?

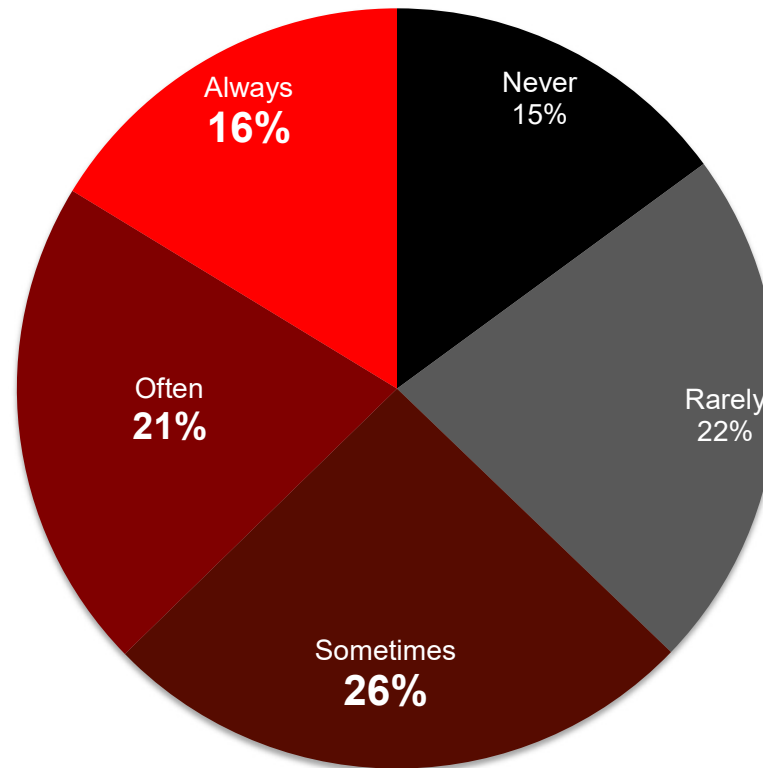
# Tough economic times and the influence of free web content are equally responsible for fewer magazine sales



Q: WHY ARE YOU BUYING FEWER MAGAZINES?

# 85% of magazine readers pass their mags on to family and friends

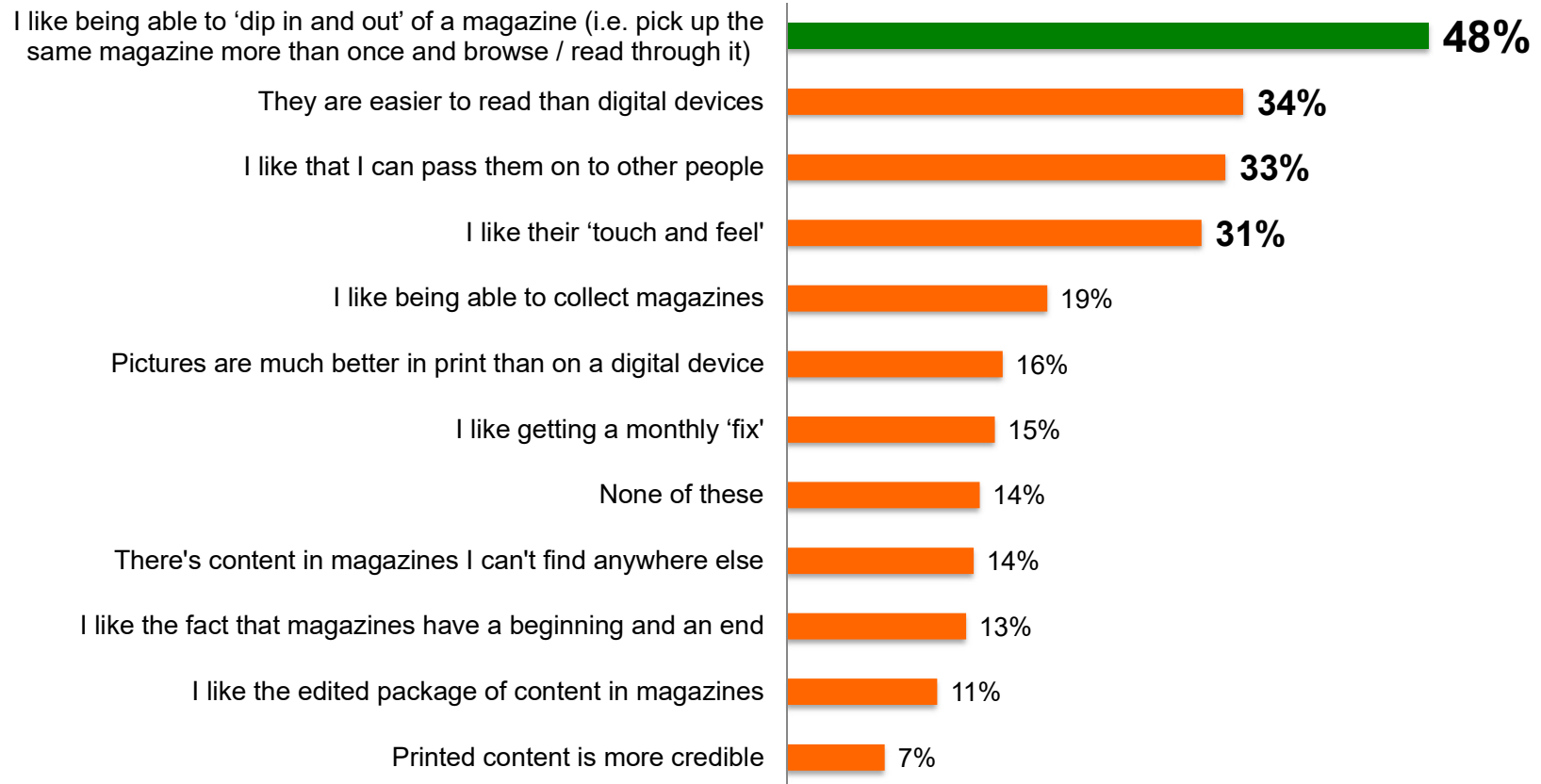
10



Q: HOW OFTEN DO YOU PASS ON OR SHARE YOUR MAGAZINES WITH FRIENDS OR FAMILY?

# Nearly half (48%) of all readers recognize being able to pick up and dip in multiple times as the attribute they most associate with magazines

13

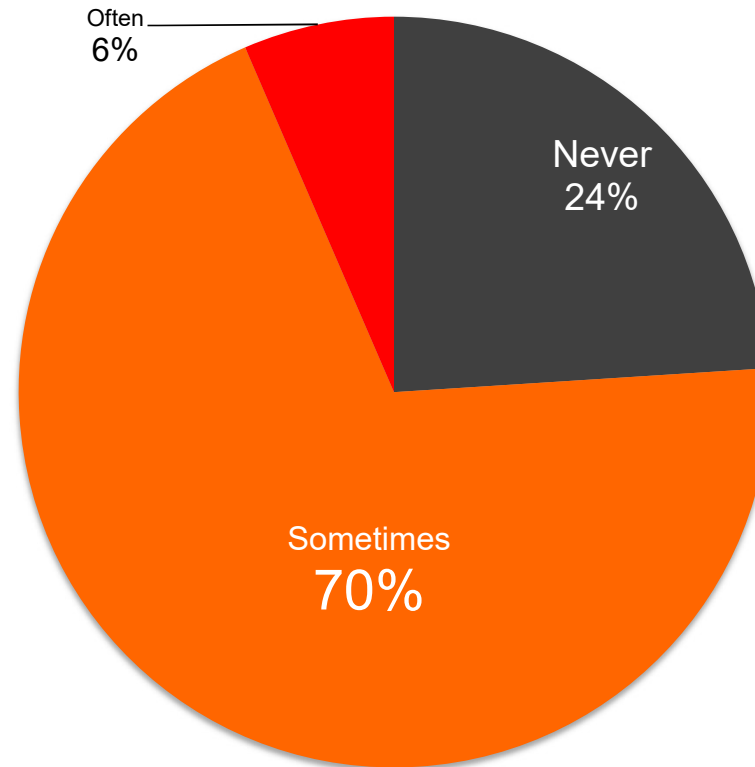


Q: WHICH OF THE FOLLOWING STATEMENTS DO YOU AGREE WITH WHEN IT COMES TO PRINTED MAGAZINES?



76% of magazine readers associate magazine adverts as being a direct trigger to purchase!

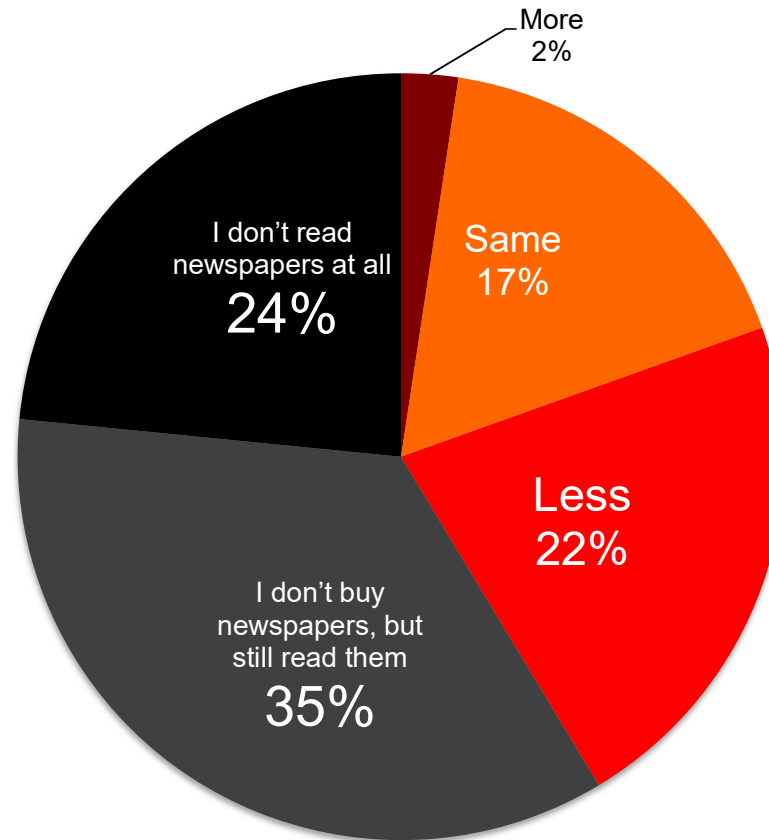
17



Q. HOW OFTEN HAVE YOU BOUGHT SOMETHING YOU SAW ADVERTISED IN A PRINTED MAGAZINE?

# 76% of wealthy South Africans still read printed newspapers

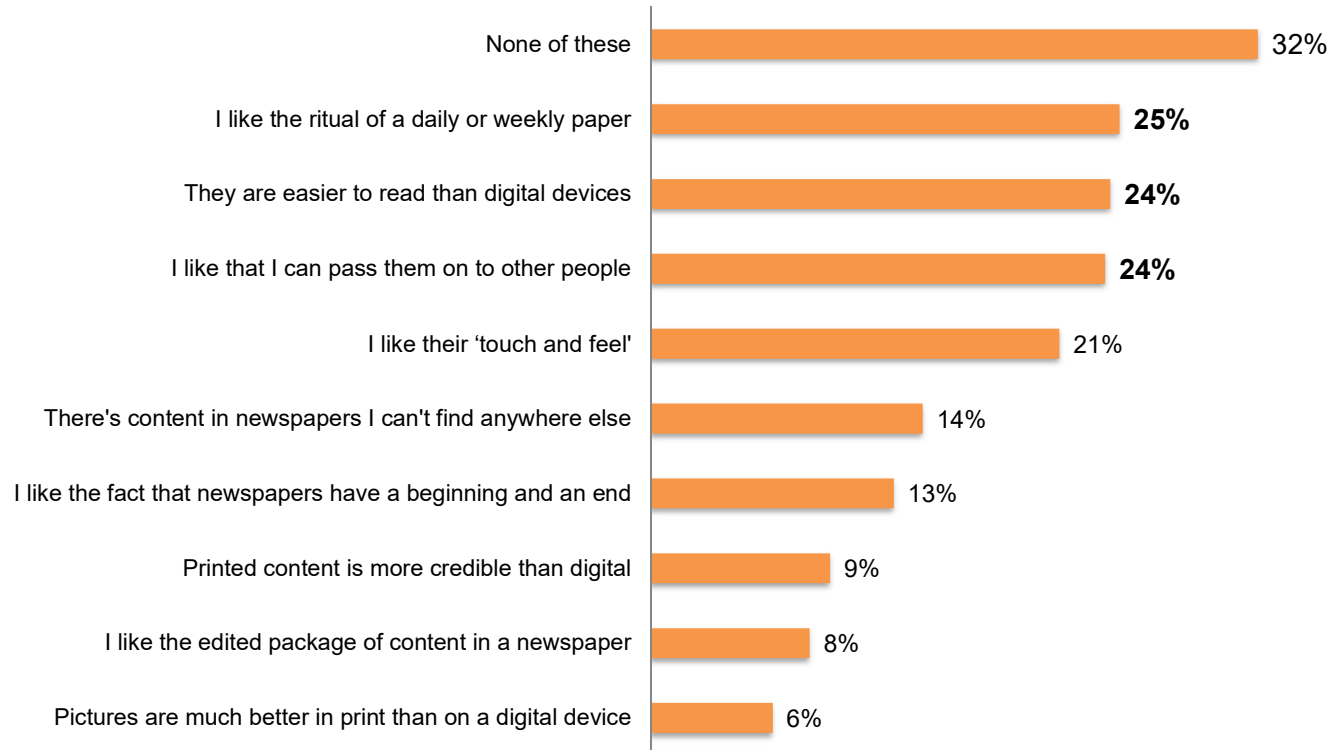
22



Q. ARE YOU BUYING NEWSPAPERS MORE, SAME OR LESS THAN YOU WERE A YEAR AGO?

# 1 in 4 wealthy South Africans like the ritual of a printed newspaper

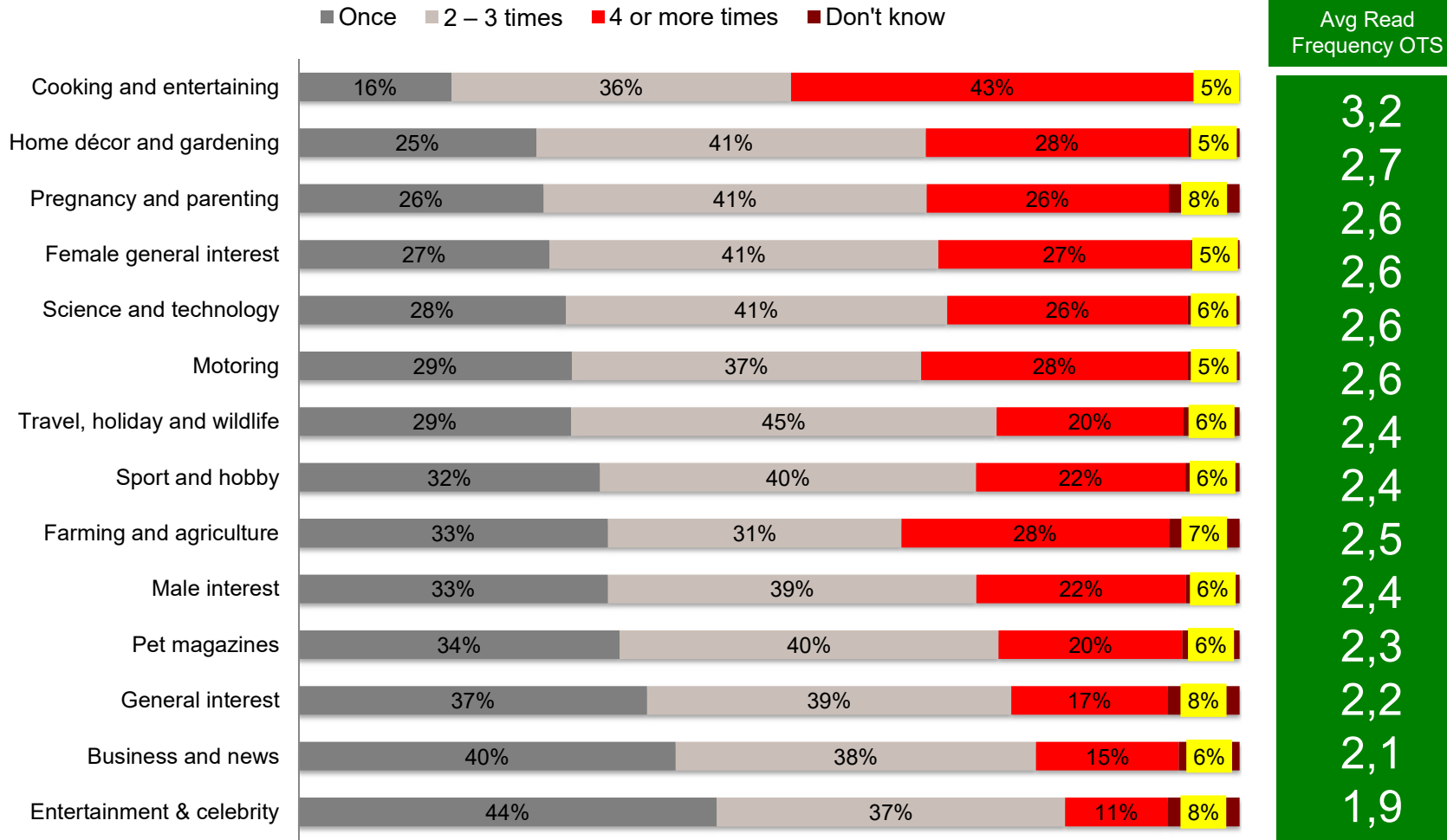
24



Q: WHICH OF THE FOLLOWING STATEMENTS DO YOU AGREE WITH WHEN IT COMES TO NEWSPAPERS?

# Magazines - Buy 1 OTS , Get 1 to 2 Free!

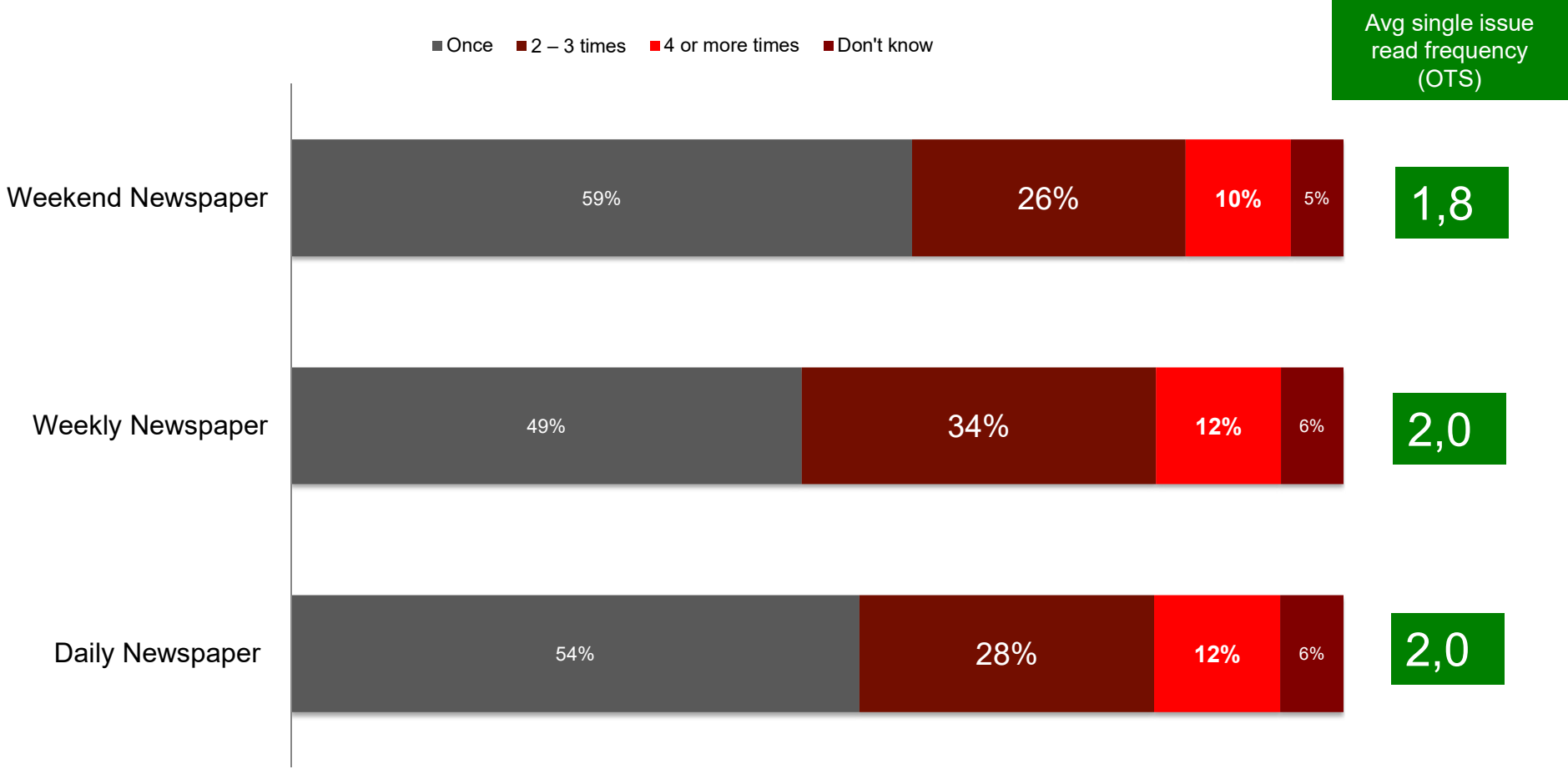
18



Q: WHEN IT COMES TO READING THE FOLLOWING TYPES OF MAGAZINES, ROUGHLY HOW MANY TIMES DO YOU PICK UP AND READ/PAGE THROUGH A SINGLE COPY?

# Newspapers Buy 1 OTS get 1 Free

19



Q: WHEN IT COMES TO READING THE FOLLOWING TYPES OF NEWSPAPERS, ROUGHLY HOW MANY TIMES DO YOU PICK UP AND READ/PAGE THROUGH A SINGLE COPY?



**PUBLISHER**

RESEARCH COUNCIL

READ TO REMEMBER