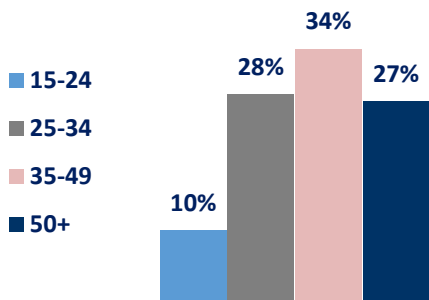
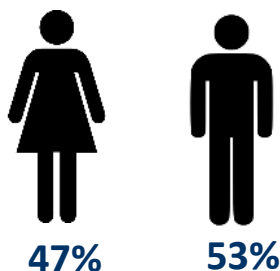


The best English read in KZN; Daily News publishes a strong mix of local, national and international news and features. It is fiercely independent, writes with authority and regards sports and entertainment as two key focus areas. In the words of the editor; "It's warm, dependable, familiar and credible, enjoys a strong readership loyalty as a result and provides a vibrant platform for interactivity with readers."

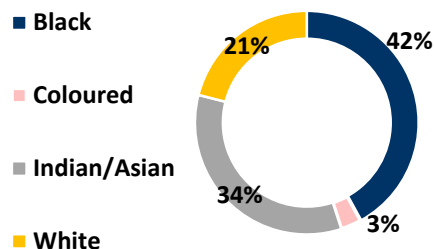
## AGE



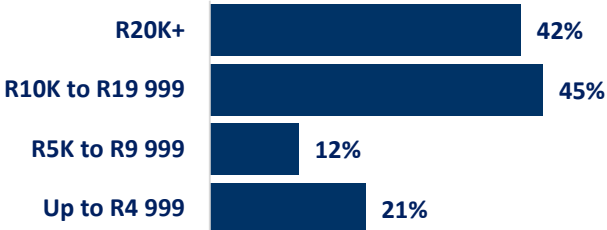
## GENDER



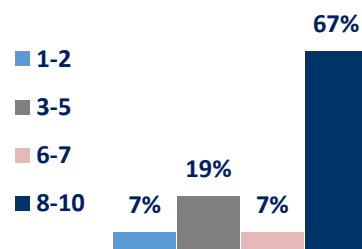
## RACE



## HOUSEHOLD INCOME



## SEM



**MATRIC: 40%**  
**TERTIARY : 25%**



**WORKING: 49%**  
**SELF EMPLOYED: 8%**

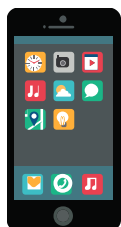


**124K OWNERS**  
**BOUGHT NEW: 61%**  
**HAVE 2 VEHICLES IN HH: 48%**



**BANKED: 88%**

**73%**



**HAVE SMARTPHONES**  
**85% USE IT TO ACCESS WWW**

**80%**



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

**100%**



**READERSHIP IN KZN**

**81%**



**LOOKED AT/BOUGHT CLOTHING (P 6 MONTHS)**