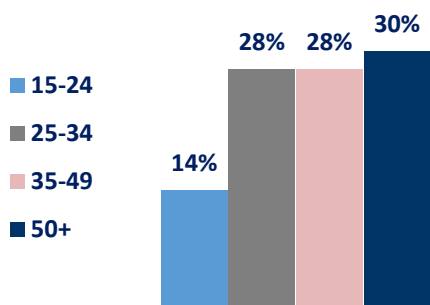
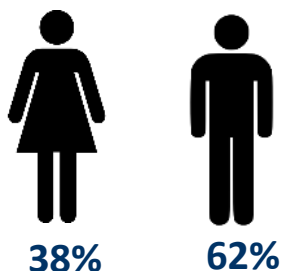


The Mercury is positioned to appeal to upmarket and successful people across the KZN province who recognise the value of being kept informed. It is a vehicle for the upwardly mobile and critical individual who is discerning and a main decision maker their life.

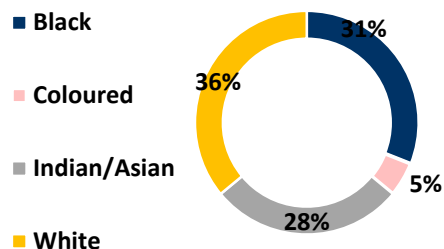
## AGE



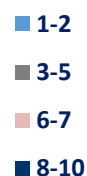
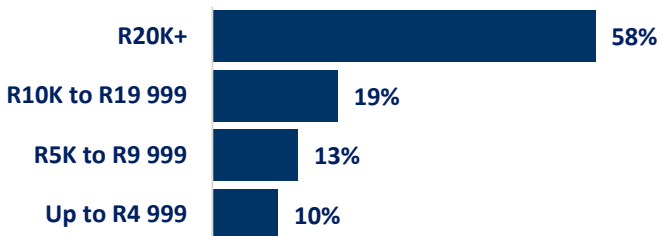
## GENDER



## RACE



## HOUSEHOLD INCOME



## SEM



**MATRIC: 38%**  
**TERTIARY : 38%**



**WORKING: 61%**  
**SELF EMPLOYED: 11%**

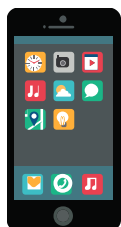


**153K OWNERS**  
**BOUGHT NEW: 75%**  
**HAVE 2 VEHICLES IN HH: 53%**



**BANKED: 96%**

**87%**



**HAVE SMARTPHONES**  
**76% USE IT TO ACCESS WWW**

**81%**



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

**100%**



**READERSHIP IN KZN**

**81%**



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