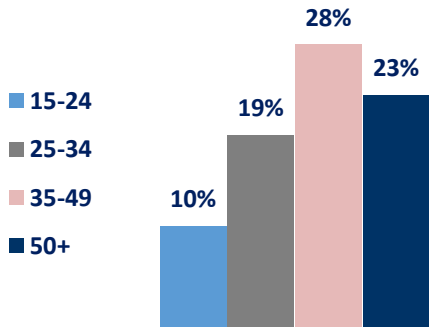
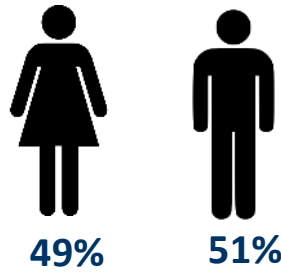


"The Sunday Tribune is Durban's most popular read. It does not just inform, educate and entertain; it helps make sense of the world we live in." says the editor of Sunday Tribune. It aims to intelligently filter the information explosion and provides a spread of opinion to help readers make up their own minds. The paper sets out to keep readers entertained and informed. It's packaged to cater to a reader with a wide range of interests and from different backgrounds.

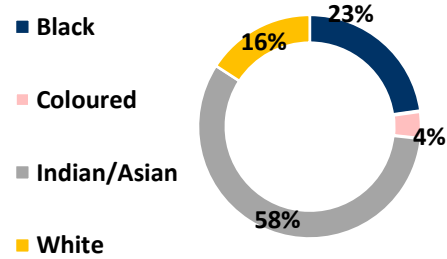
## AGE



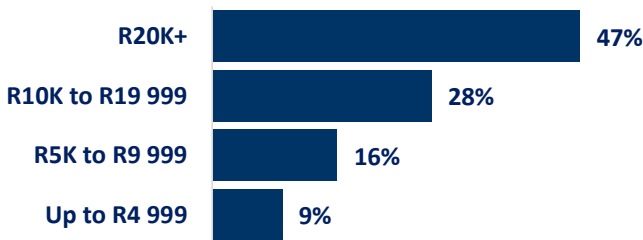
## GENDER



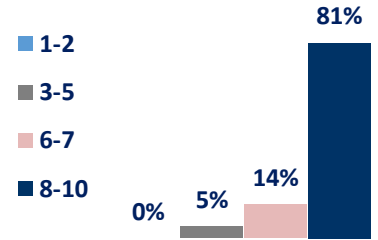
## RACE



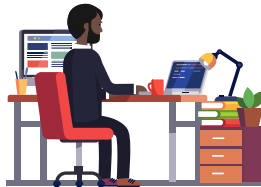
## HOUSEHOLD INCOME



## SEM



**MATRIC: 41%**  
**TERTIARY : 25%**



**WORKING: 52%**  
**SELF EMPLOYED: 11%**

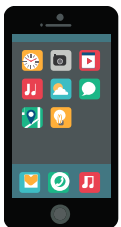


**192K OWNERS**  
**BOUGHT NEW: 65%**  
**HAVE 2 VEHICLES IN HH: 39%**



**BANKED: 87%**

**69%**



**HAVE SMARTPHONES**  
**86% USE IT TO ACCESS WWW**

**82%**



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

**94%**



**READERSHIP IN KZN**

**83%**



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