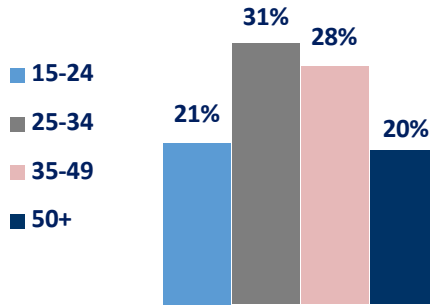
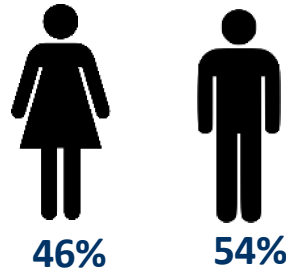


Isolezwe is a modern Zulu language newspaper that champions the reading needs of it's audience. It covers gripping and exciting subjects of reader interest e.g. local, regional, national and international news and sport while always reflecting the spirit of the Zulu nation.

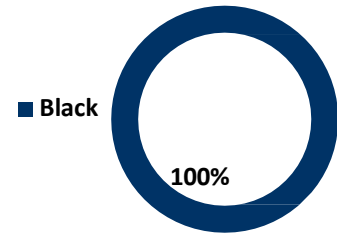
**AGE**



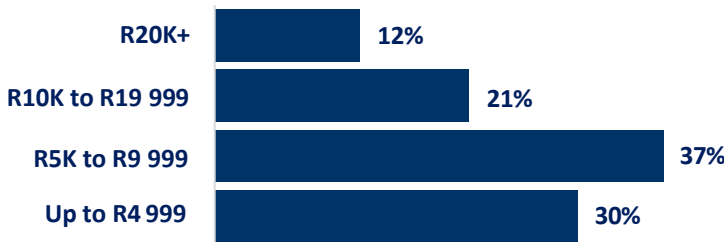
**GENDER**



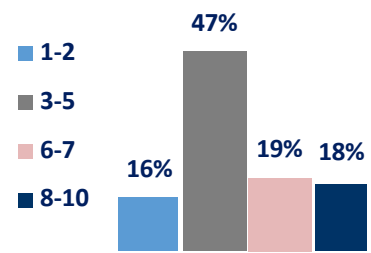
**RACE**



**HOUSEHOLD INCOME**



**SEM**



**MATRIC: 43%**  
**TERTIARY : 16%**



**WORKING: 48%**  
**SELF EMPLOYED: 5%**

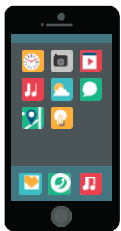


**BOUGHT NEW: 8%**  
**HAVE 2 VEHICLES IN HH: 6%**



**BANKED: 75%**

**71%**



**HAVE SMARTPHONES**  
**72% USE IT TO ACCESS WWW**

**78%**



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

**84%**



**READERSHIP IN KZN**

**85%**



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