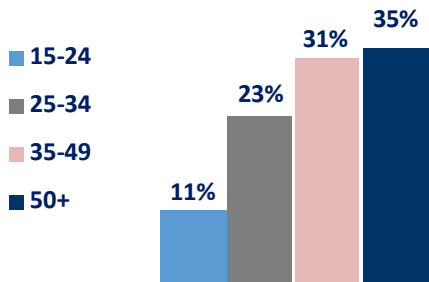


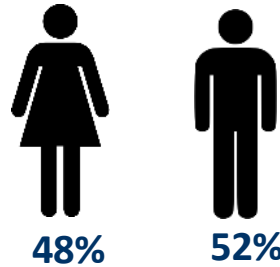
THE VOICE AND HEART OF THE COMMUNITY

POST records the heartbeat of the Indian community in KZN and growing in readership in Gauteng with over six decades of experience in proving this niched market with hard news, sport, politics & entertainment. POST has made no small contribution to cultural diversity and continues to be a torch bearer for a vibrant community that guides this newspaper which has become an integral part of their social fabric.

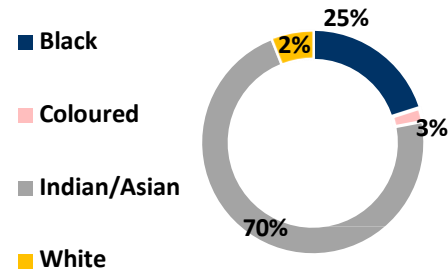
## AGE



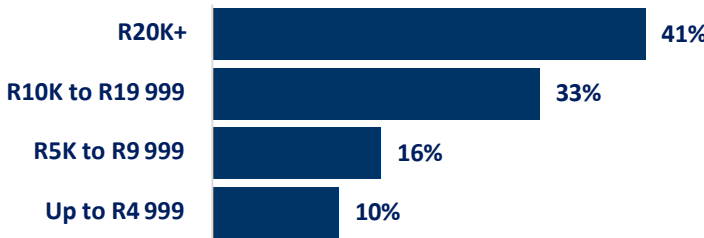
## GENDER



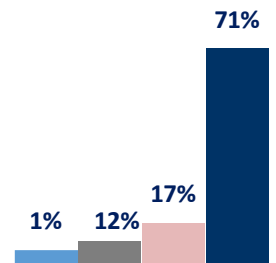
## RACE



## HOUSEHOLD INCOME



## SEM



**MATRIC: 42%**  
**TERTIARY : 28%**



**WORKING: 51%**  
**SELF EMPLOYED: 5%**

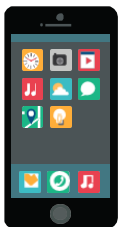


**BOUGHT NEW: 27%**  
**HAVE 2 VEHICLES IN HH: 41%**



**BANKED: 87%**

**80%**



**HAVE SMARTPHONES**  
**82% USE IT TO ACCESS WWW**

**75%**



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

**76%**



**READERSHIP IN KZN**

**69%**



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