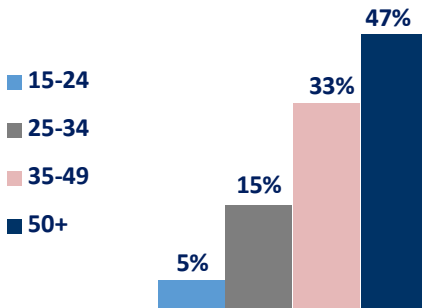


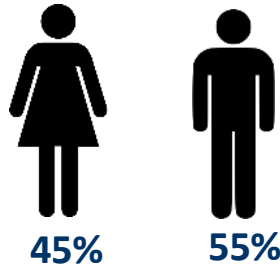


Independent On Saturday is an informative and leisure oriented newspaper with a strong focus on sports, personal finance and entertainment – catering to all in KZN and setting out to help readers decide how to enjoy weekend leisure time.

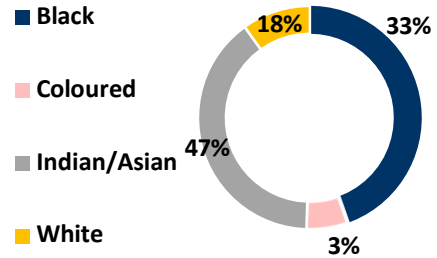
**AGE**



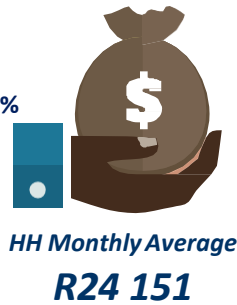
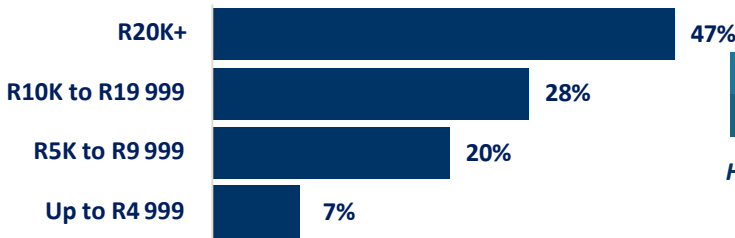
**GENDER**



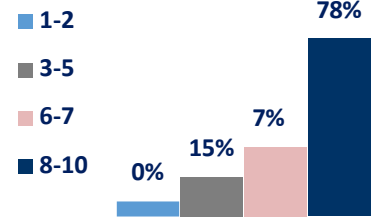
**RACE**



**HOUSEHOLD INCOME**



**SEM**



**MATRIC: 44%**  
**TERTIARY : 35%**



**WORKING: 59%**  
**SELF EMPLOYED: 5%**

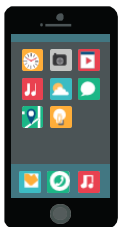


**BOUGHT NEW: 35%**  
**HAVE 2 VEHICLES IN HH: 42%**



**BANKED: 91%**

**84%**



**HAVE SMARTPHONES**  
**84% USE IT TO ACCESS WWW**

**91%**



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

**100%**



**READERSHIP IN KZN**

**72%**



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