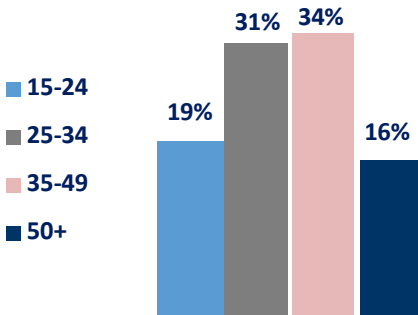
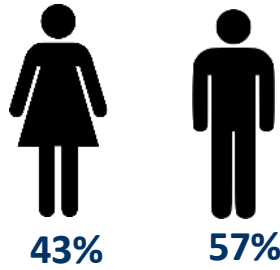


Isolezwe ngoMgqibelo is a modern Zulu language newspaper that champions the reading needs of its audience. It is created by a team that understands and delivers on the interests and aspirations of its readers.

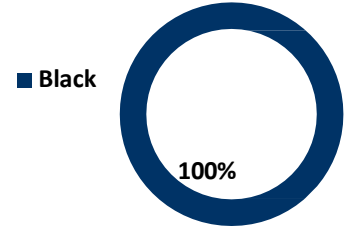
### AGE



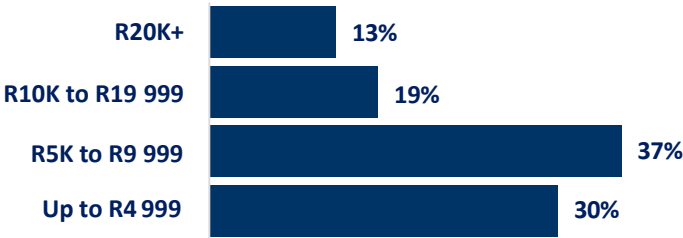
### GENDER



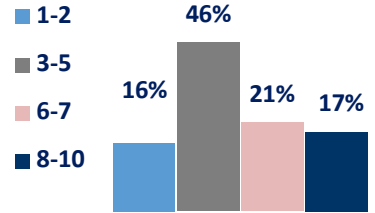
### RACE



### HOUSEHOLD INCOME



### SEM



**MATRIC: 42%**  
**TERTIARY : 16%**



**WORKING: 49%**  
**SELF EMPLOYED: 5%**

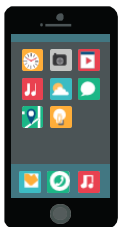


**BOUGHT NEW: 9%**  
**HAVE 2 VEHICLES IN HH: 12%**



**BANKED: 72%**

**73%**



**HAVE SMARTPHONES**  
**73% USE IT TO ACCESS WWW**

**71%**



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

**85%**



**READERSHIP IN KZN**

**76%**



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