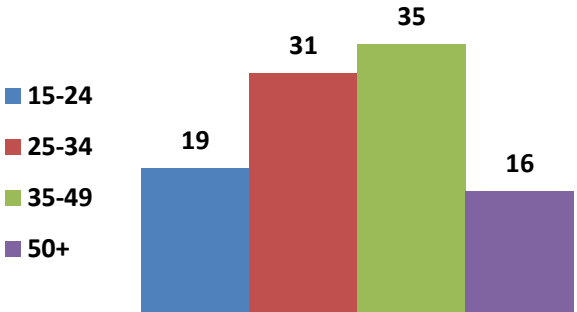
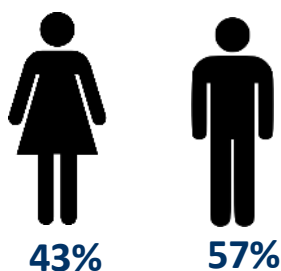


Isolezwe ngoMgqibelo is a modern Zulu language newspaper that champions the reading needs of its audience. It is created by a team that understands and delivers on the interests and aspirations of its readers.

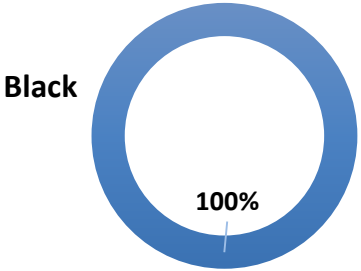
AGE



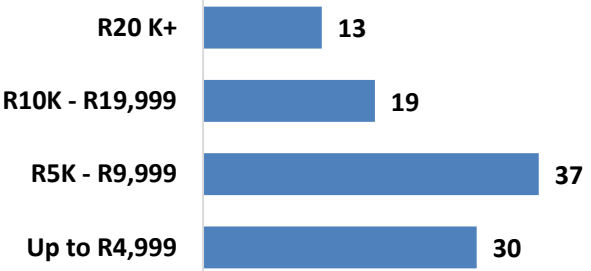
GENDER



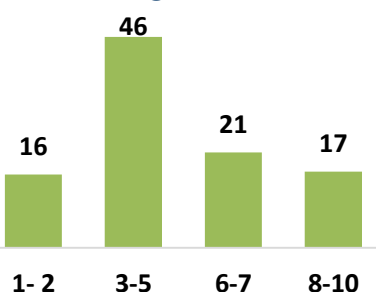
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 42%
TERTIARY : 16%



WORKING: 49%
SELF EMPLOYED: 5%

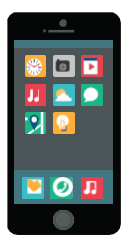


BOUGHT NEW: 9%
HAVE 2 VEHICLES IN HH: 12%



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)