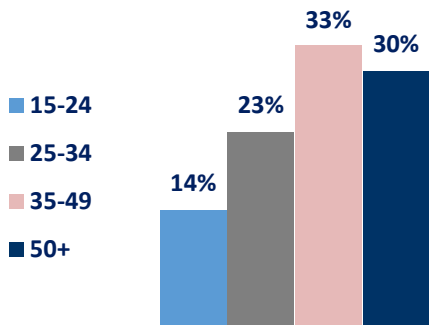


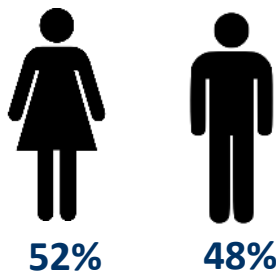
“The Daily Voice is a loud and proudly Cape tabloid newspaper that captures the life of working class communities. We speak the people’s language, tell the people’s stories, champion the people’s issues and give a voice to the voiceless.” – Taariq Halim, Editor

The Daily Voice covers the Cape with its core areas being the City of Cape Town and the suburbs surrounding the Mother City.

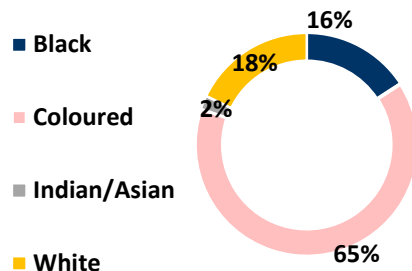
AGE



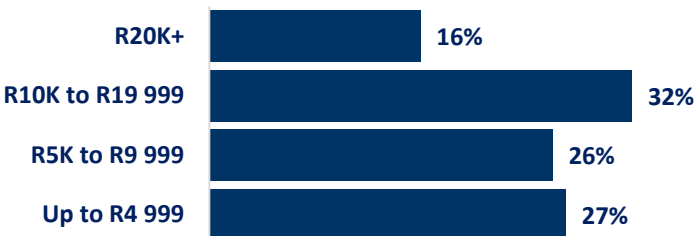
GENDER



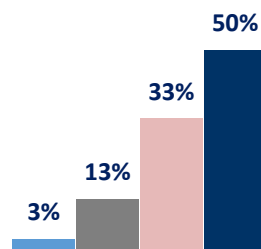
RACE



HOUSEHOLD INCOME



SEM



MATRIC: 35%
TERTIARY : 7%



WORKING: 53%
SELF EMPLOYED: 5%

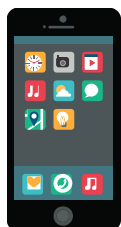


98K OWNERS
BOUGHT NEW: 21%
HAVE 2 VEHICLES IN HH: 26%



BANKED: 79%

63%



HAVE SMARTPHONES
88% USE IT TO ACCESS WWW

63%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN WESTERN CAPE

78%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)