

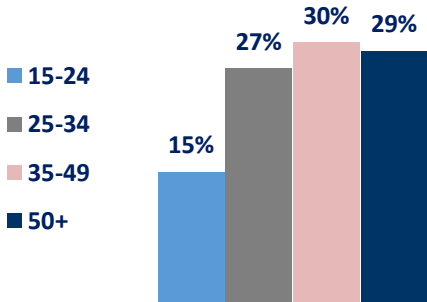


# INDEPENDENT W. CAPE:

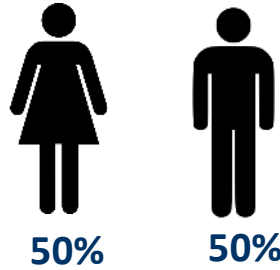
TOTAL READERSHIP: 764,000  
PRINT READERSHIP: 646,000  
CIRCULATION: 156,130

Independent has a variety of publications that editorially cater for every newspaper reader in Western Cape, keeping the readers engaged, informed and entertained. Publications have a mix of frequency; from dailies to weekend papers ensuring coverage throughout the week.

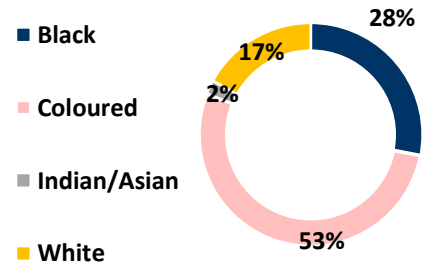
## AGE



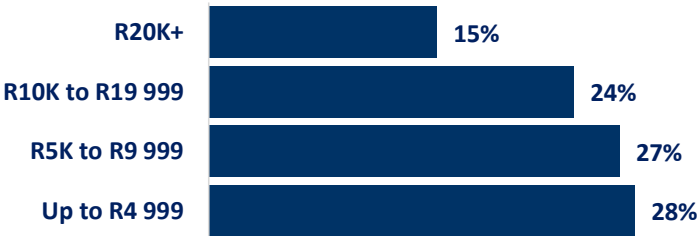
## GENDER



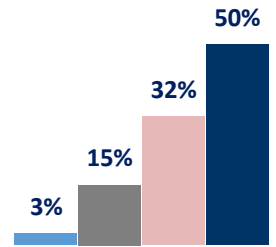
## RACE



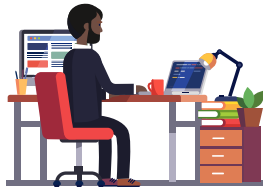
## HOUSEHOLD INCOME



## SEM



**MATRIC: 36%**  
**TERTIARY : 11%**



**WORKING: 54%**  
**SELF EMPLOYED: 5%**

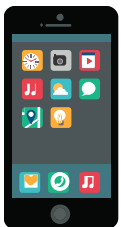


**BOUGHT NEW: 29%**  
**HAVE 2 VEHICLES IN HH: 26%**



**BANKED: 83%**

**71%**



**HAVE SMARTPHONES**  
**69% USE IT TO ACCESS WWW**

**65%**



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

**100%**



**READERSHIP IN WESTERN CAPE**

**64%**



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