



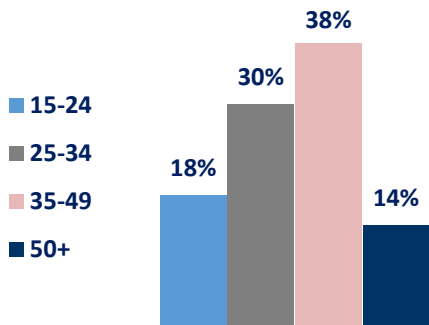
**READERSHIP**  
**TOTAL: 130K**  
**PRINT: 82K**

**PRINT ORDER**  
**21 205**

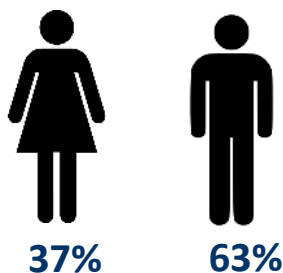
**DIGITAL (UB's)**  
**90 085**

Top-flight writing, investigations and photography have firmly established this quality paper as the newspaper of choice for decision makers and has won it widespread critical acclaim. The publication includes high quality news, opinion and debate, well-researched analysis, cutting-edge business and sport. Target: The Sunday Independent attracts opinion leaders and progressive thinkers.

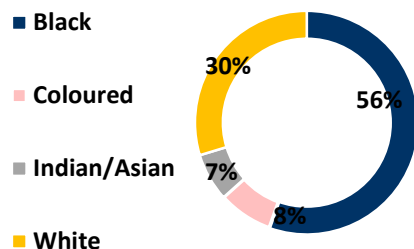
**AGE**



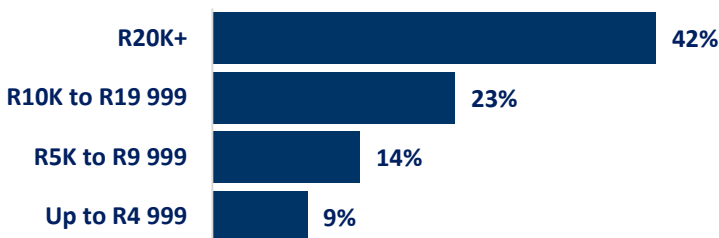
**GENDER**



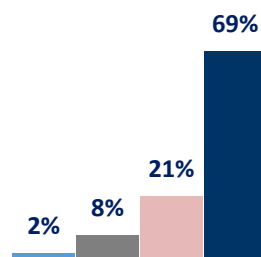
**RACE**



**HOUSEHOLD INCOME**



**SEM**



**MATRIC: 33%**  
**TERTIARY : 41%**



**WORKING: 61%**  
**SELF EMPLOYED: 6%**

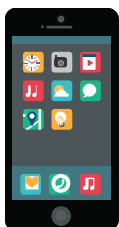


**56K OWNERS**  
**BOUGHT NEW: 73%**  
**HAVE 2 VEHICLES IN HH: 41%**



**BANKED: 89%**

**95%**



**HAVE SMARTPHONES**  
**89% USE IT TO ACCESS WWW**

**64%**



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

**47%**



**READERSHIP IN GAUTENG; THE REST NATIONAL**

**81%**



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