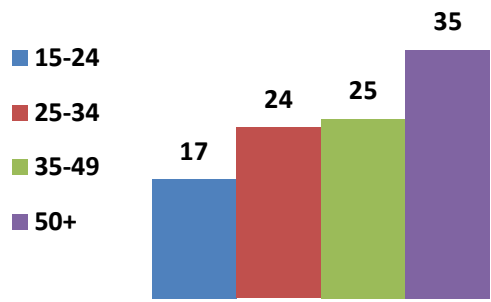


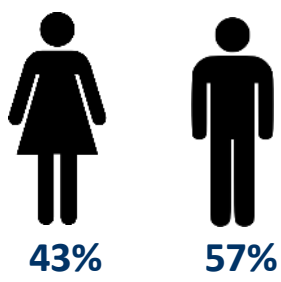
“The Daily Voice is a loud and proudly Cape tabloid newspaper that captures the life of working class communities. We speak the people’s language, tell the people’s stories, champion the people’s issues and give a voice to the voiceless.” – Taariq Halim, Editor

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

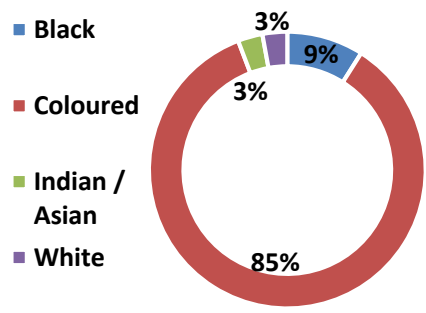
AGE (%)



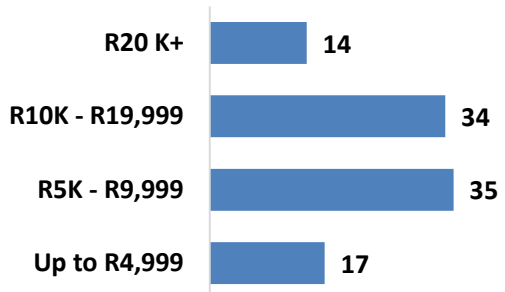
GENDER



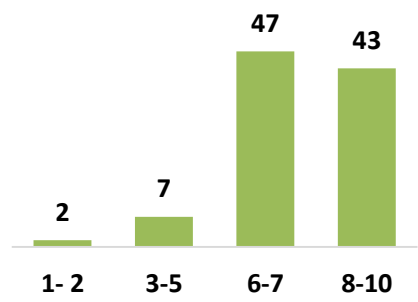
RACE (%)



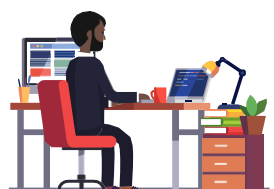
HOUSEHOLD INCOME (%)



SEM (%)



MATRIC: 22%
TERTIARY : 16%



WORKING: 52%
SELF EMPLOYED: 5%

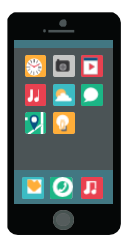


BOUGHT NEW: 6%
HAVE 2 VEHICLES IN HH: 20%



BANKED: 80%

74%



HAVE SMARTPHONES
72% USE IT TO ACCESS WWW

58%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN WESTERN CAPE

75%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)