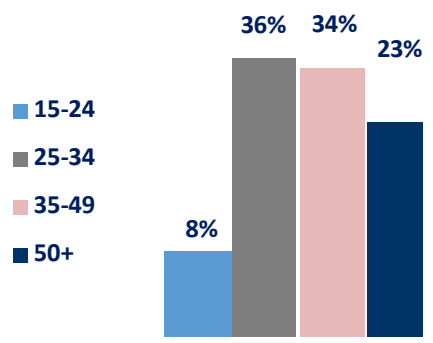


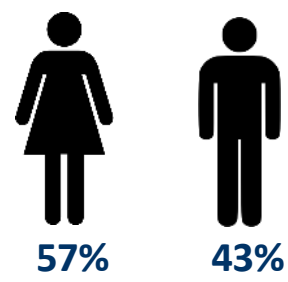
"The Daily Voice is a loud and proudly Cape tabloid newspaper that captures the life of working class communities. We speak the people's language, tell the people's stories, champion the people's issues and give a voice to the voiceless." – Editor

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

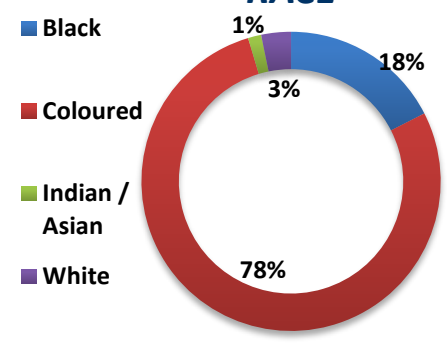
AGE



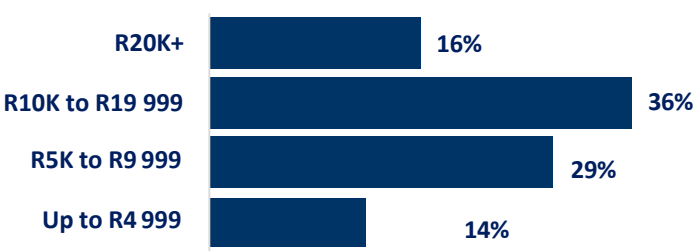
GENDER



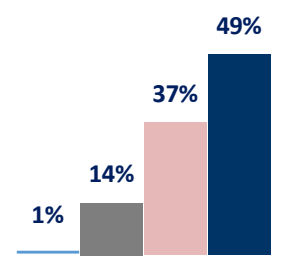
RACE



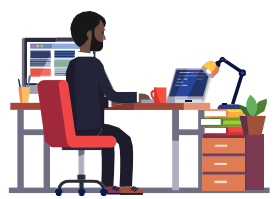
HOUSEHOLD INCOME



SEM



MATRIC: 45%
TERTIARY :19%



WORKING: 65%

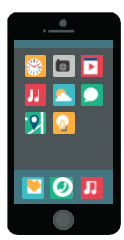


38% OWN/USE/MANTAIN
BOUGHT NEW: 81%
HAVE 2 VEHICLES IN HH: 15%



BANKED: 73%

75%



HAVE SMARTPHONES
67% USE IT TO ACCESS WWW

86%



RESPONSIBLE FOR DAY-TO-DAY PURCHASES

100%



READERSHIP IN WESTERN CAPE

67%



LOOKED AT/ BOUGHT CLOTHING (P 6 MONTHS)