



Latest stats

Reach and demographics

Global browsers 83M

Adobe Analytics September 2021

UK audience 18.9M

Ipsos Iris August 2021

US audience 20.1M

Comscore US August 2021

Demographics

Female 54%

Male 46%

Average age 45

15-44 50%

ABC1 65%

In employment 65%

Student 7%

% Reach of managers,
directors and senior officials 63%

Source: PamCo 1 2021

Quality digital news brands reaching UK consumers

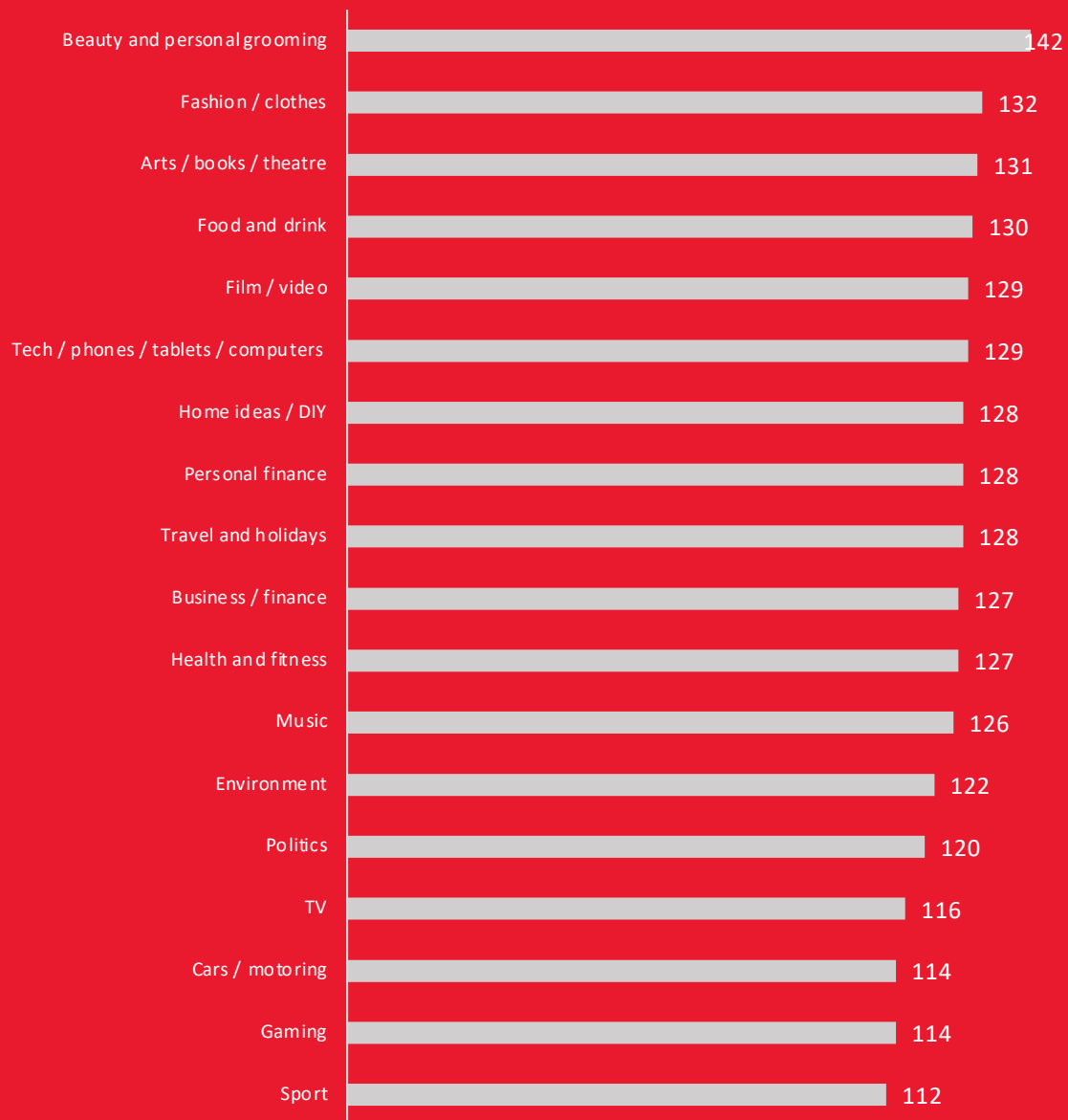
Audience (000s) 15+ website group

August 2021

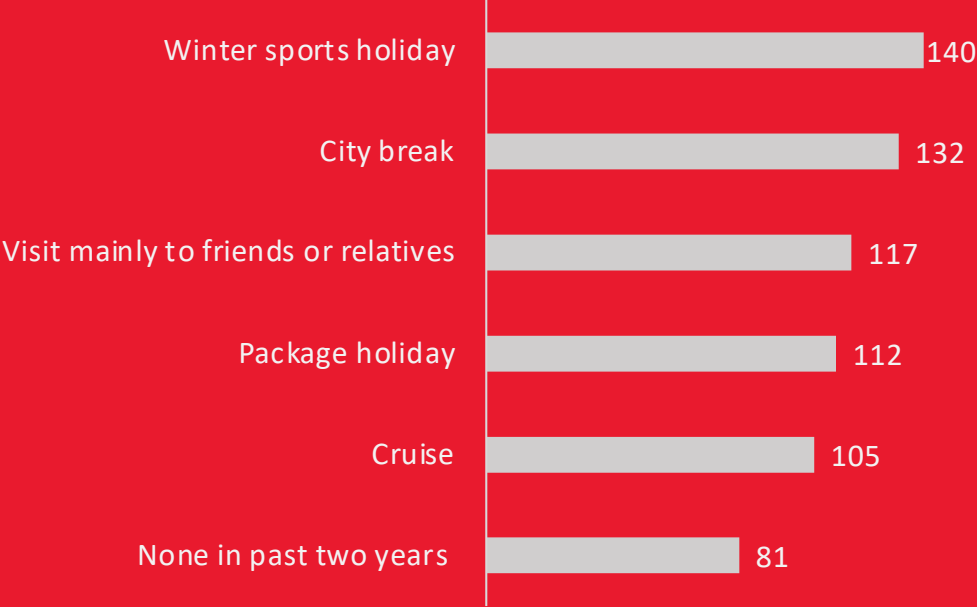
The Independent	18,863
The Guardian	17,787
The Telegraph	14,332
The Times and Sunday Times	13,518
The Evening Standard	10,325

Source: © Ipsos MORI, Ipsos iris, August 2021, 15+., custom entity list: [WG] The Independent, [WG] The Guardian, [WG] The Telegraph, [WG] Times & Sunday Times

Interests – topics that Independent readers are interested in reading or looking at (index)

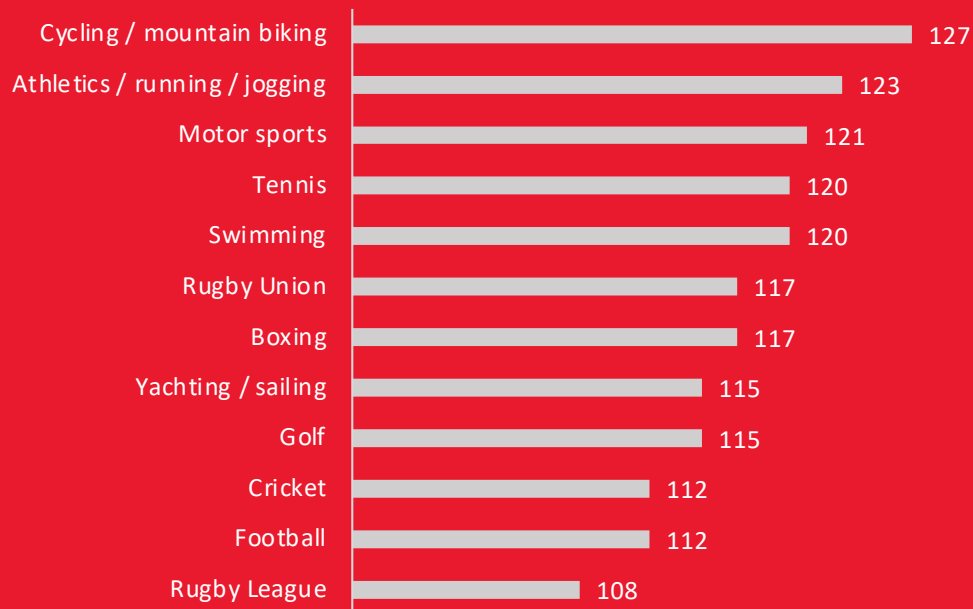


Types of holidays in the past two years: Independent readers (index)



Source: PamCo 1 2021

Interested in reading and viewing content on sport: Independent readers (index)



Major change: Life plans of Independent readers over the next six months (index)

