

The image features a white background with decorative abstract lines in the top right and bottom corners. These lines are composed of many thin, overlapping lines in shades of grey, yellow, orange, and red, creating a sense of motion and depth. The text 'Latest Stats' is centered in a red box.

Latest Stats

Reach and demographics

Global browsers 90M
Adobe Analytics January 2022

UK Audience 21M

Ipsos Iris Dec 2021

US Audience 24M

Comscore US Dec 2021

Demographics

Female: 51%

Male: 49%

Average age: 43

15-44 51%

ABC1: 69%

In employment: 63%

Student: 7%

% Reach of Managers,
Directors & Senior officials: 64%

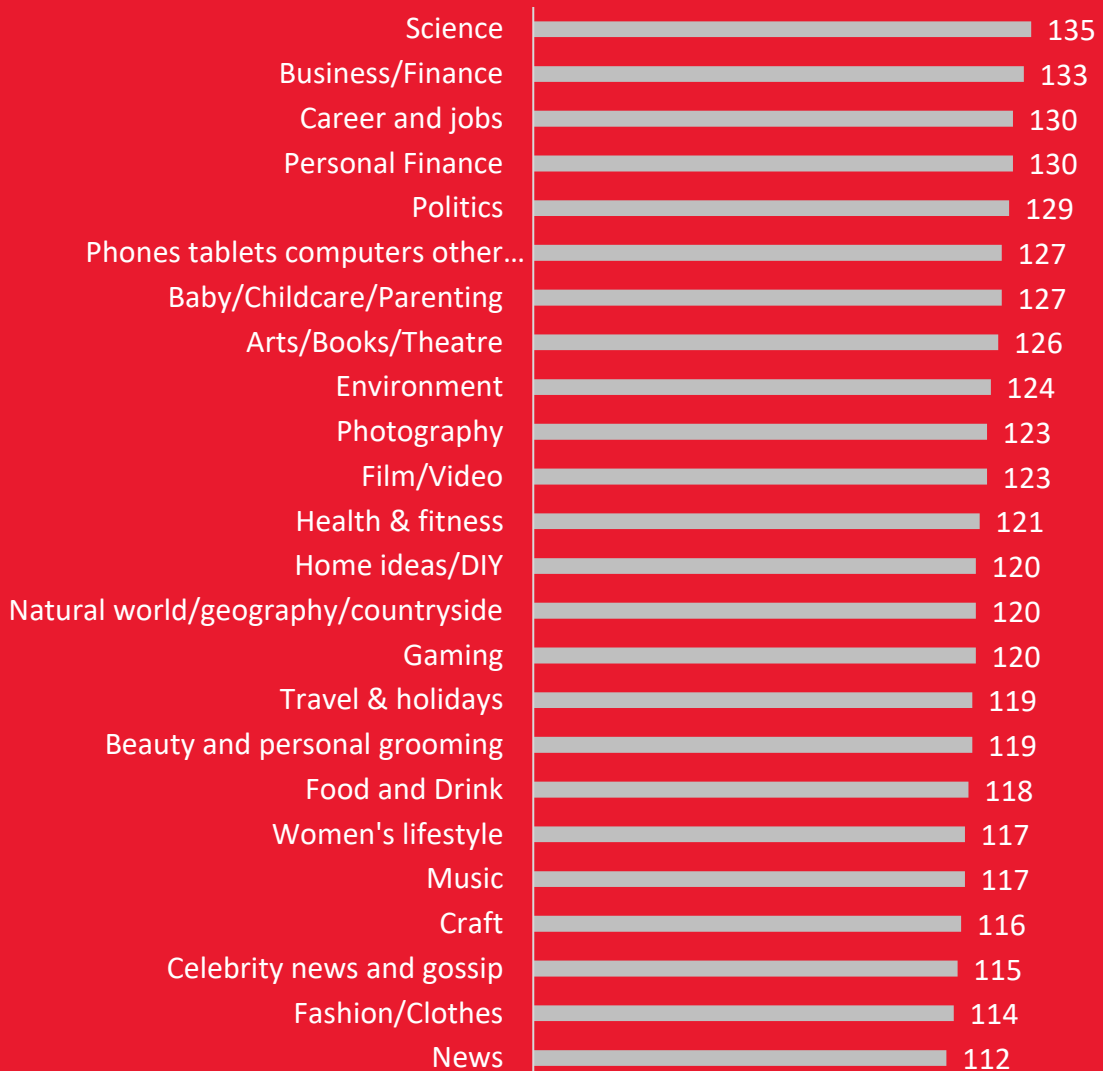
Source: PamCo 1 & PamCo 4 2021

Quality Digital Newsbrands Reaching UK Consumers. Audience (000s) 15+ Website Group. December 2021

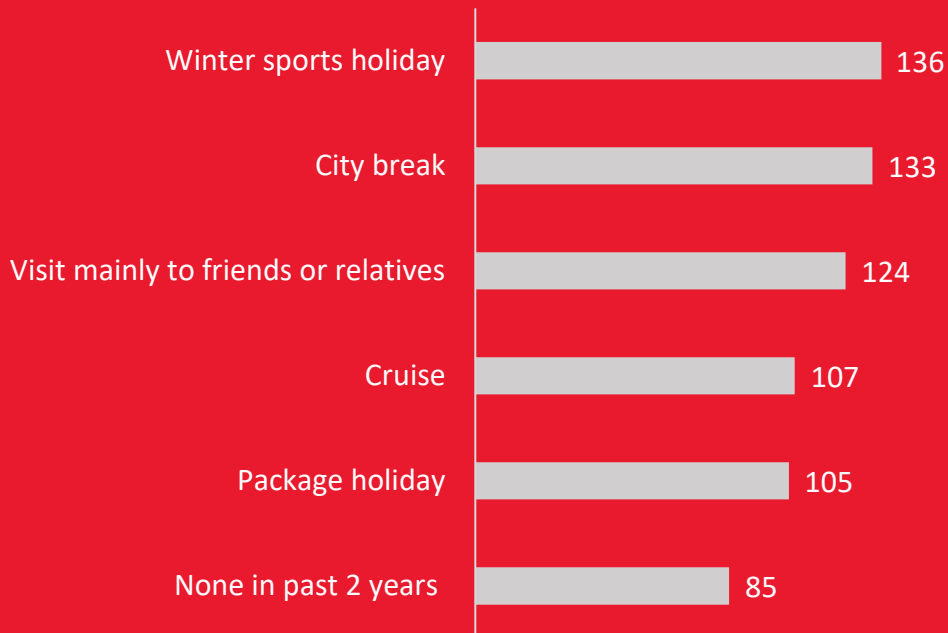
The Independent	20,900
The Guardian	18,987
The Telegraph	15,990
Times & Sunday Times	13,845
The Evening Standard	9,488

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

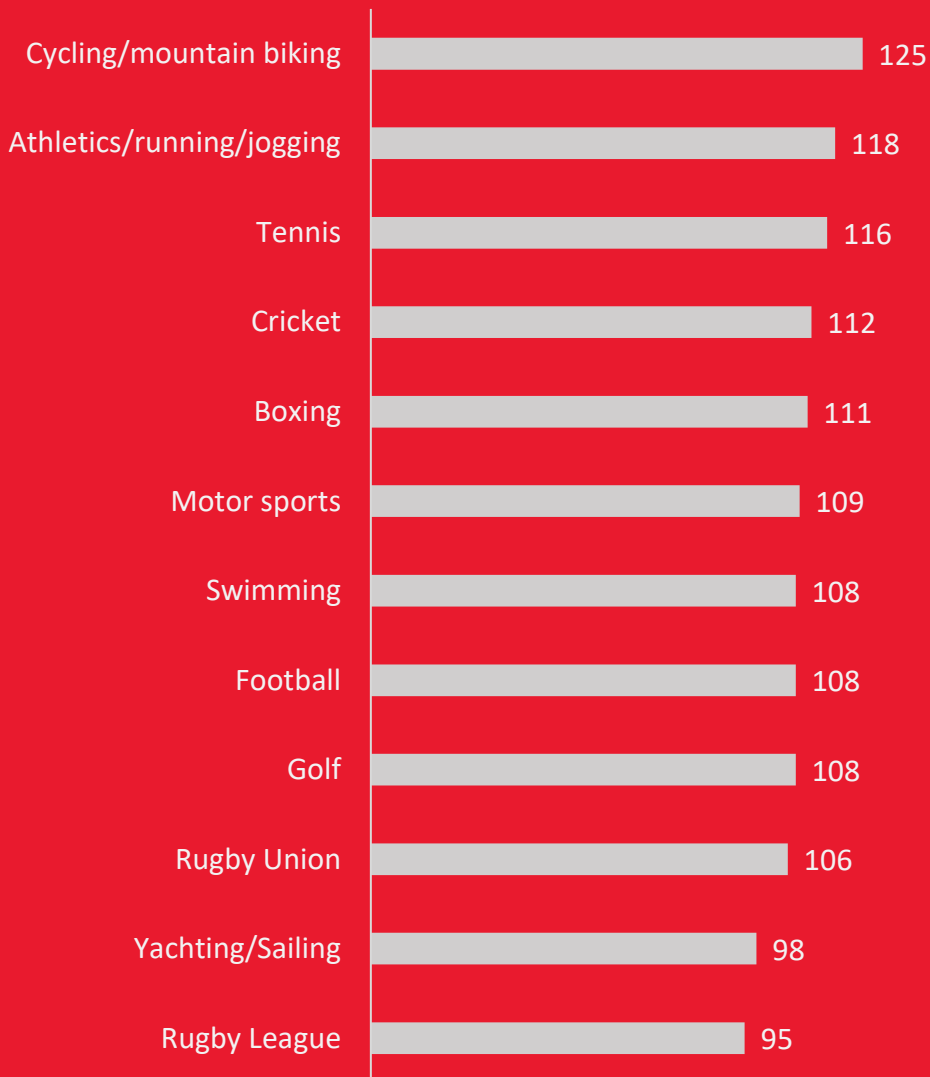
Interests – topics that Independent readers are more interested in reading or looking at content on than the average consumer. (Index)



Types of holidays in the past 2 years: Independent readers (Index)



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



Major change: Life plans over the next 6 months (Index)

