



A CONNECTED AUDIENCE



31%
are 'influencers' in the politics/public affairs category
index 130.



They are **90%** more likely to be 'salespeople' in this category.



34% of independent.co.uk users have sourced holiday/travel online (index 121).



They are 71% more likely to read blogs about travel.



73% of them have accessed the internet via their smartphone in the last month (index 125).



They are 2.5 times more likely to download a paid application on a daily basis.



4m people use our website to research mortgages/ house buying- financial requirement

DEMOGRAPHICS

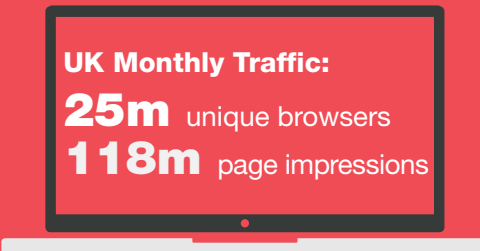
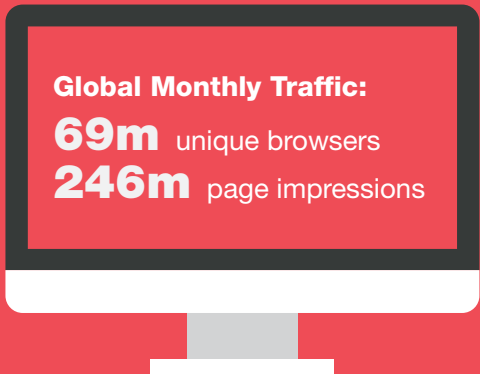


48%
male



52%
female

Median age:
36



of our UK users use mobile devices to access our website

NEW DAILY EDITION APP LAUNCHED IN Q1 2016

Sources: NRS PADD Jan-Dec'15. ABC/ABCe Jan'16. Omniture Jan16

Source: TGI Clickstream GB 2015 Q4. Krux Segmentation

Source: NRS PADD Jan-Dec'15