

DEMOGRAPHICS



The Herald

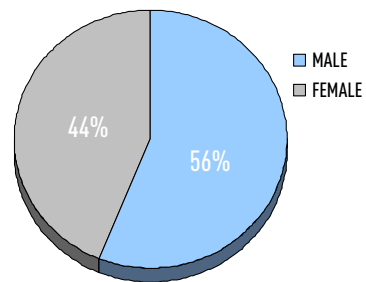


A broader view

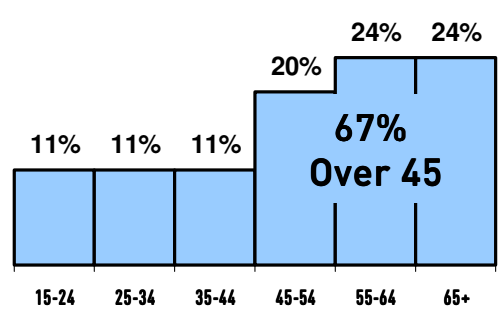


READER DEMOGRAPHICS

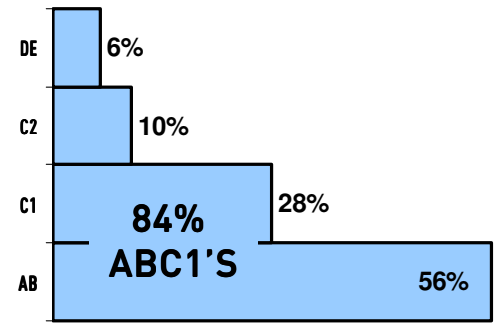
MALE/FEMALE SPLIT
(Scottish population – 48% men 52% women)



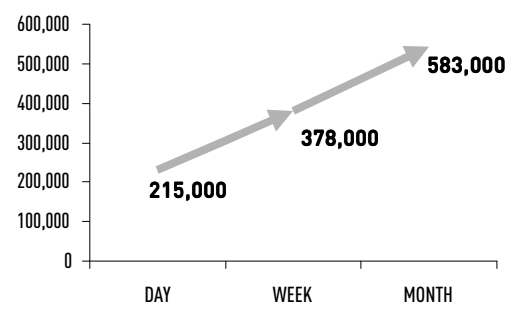
READER AGE PROFILE



SOCIAL CLASS PROFILE
(Scottish population – 50% ABC1)



CUMULATIVE READERSHIP GROWTH



- 47% of readers work full time
- 68% of readers are the chief income earners in the household
- 76% of readers are the main shoppers
- 29,000 readers have children under 15 in the home

FOR MORE DETAILED DEMOGRAPHIC DATA CONTACT THE RESEARCH DEPT ON 0141 302 6203 or 6205

Source : ABC Jan – Jun 09, NRS Jul 08 – Jun 09, Omniture Oct 09

