

DEMOGRAPHICS



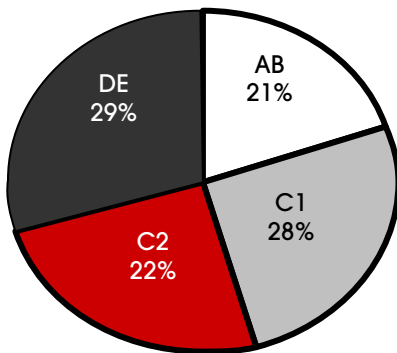
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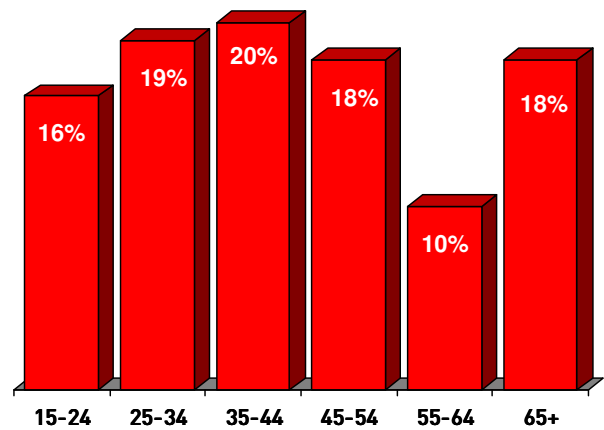


READER DEMOGRAPHICS

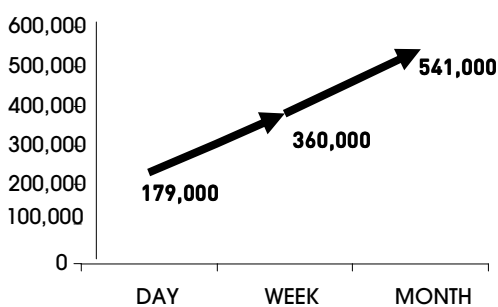
What is the most popular social demographic ? 51% C2DE



How old are our readers ? 38% are between 35-54



How many read the paper over the course of a month ? Over 1/2 million readers



- **51% of readers are Male**
- **98% of readers live in Strathclyde**
- **67% of readers are the chief income earners**
- **75% of readers are the main shoppers**
- **23% of readers have children under 15**

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

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