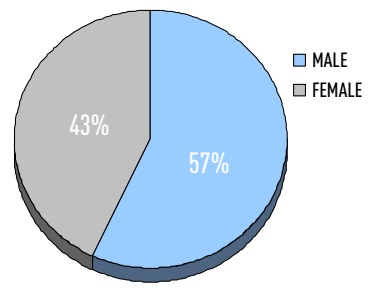


# DEMOGRAPHICS

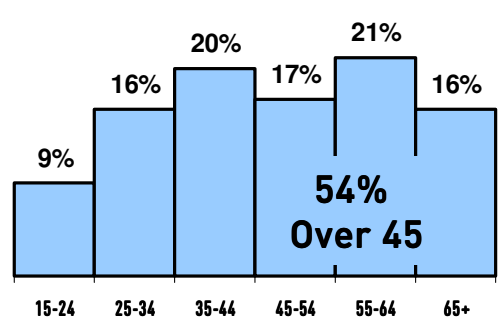


## READER DEMOGRAPHICS

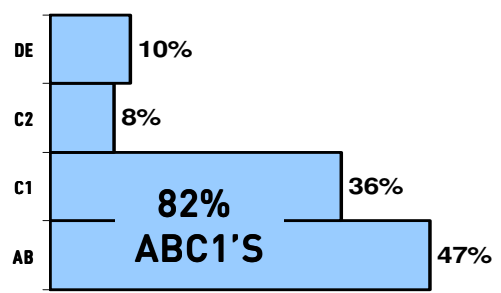
**AGE PROFILE**  
(Scottish population – 48% men 52% women)



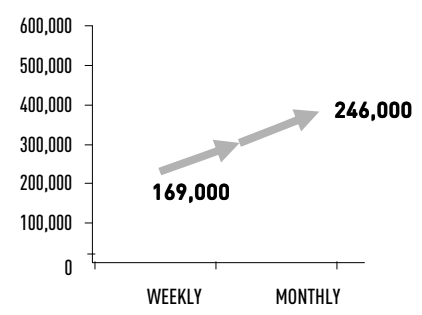
**READER AGE PROFILE**



**SOCIAL CLASS PROFILE**  
(Scottish population – 50% ABC1)



**CUMULATIVE READERSHIP GROWTH**



- 59% of readers work full time
- 76% of readers are the chief income earners in the household
- 78% of readers are the main shoppers
- 31,000 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

