

59,208
SALES

215,000
READERS

545,525
ONLINE

The Herald

A broader view



MOTORING

PUBLISHED EVERY FRIDAY IN THE HERALD

46% OF HERALD READERS ARE INTERESTED IN THE MOTORING PAGES OF THE PAPER WHICH IS HIGHER % THAN THE SCOTSMAN OR DAILY RECORD


 **26,000 HERALD READERS ARE PLANNING ON BUYING A CAR IN THE NEXT 12 MTHS**
16,000 MORE READERS THAN THE SCOTSMAN

 **£1.6 BILLION WILL BE SPENT BY HERALD READERS IN TOTAL ON CARS**

 **£8,409 IS THE AVERAGE THAT HERALD READERS SPENT ON THEIR MOST RECENT CAR**
£147 MORE THAN THE AVERAGE SCOT, £1,267 MORE THAN SCOTTISH SUN & £674 MORE THAN WHAT DAILY RECORD READERS SPEND

 **51% OF HERALD READERS ARE THE MAIN DRIVER IN THEIR HOUSEHOLD**
COMPARED TO 48% OF SCOTTISH POPULATION

 **74,000 (33%) OF HERALD READERS BOUGHT THEIR MOST RECENT CAR NEW**
COMPARED TO ONLY 23% OF DAILY RECORD READERS & 24% OF SCOTTISH POPULATION

 **65,000 HERALD READERS HAVE 2+ CARS IN THEIR HOUSEHOLD**
THEY ARE 7% MORE LIKELY TO HAVE 2+ CARS IN HOUSEHOLD THAN AVERAGE SCOT

FOR MORE INFORMATION CALL THE MOTORS TEAM ON 0141 302 6040 OR EMAIL MOTORS@HERALDANDTIMES.CO.UK

Source : ABC Jan - Jun 09, NRS Jul 08 – Jun 09, Omniture Oct 09, TGI Apr 08 – March 09

