



# REPORT ON BUSINESS MAGAZINE READERSHIP FACTS



THE GLOBE AND MAIL

## REPORT ON BUSINESS

MAGAZINE

	Report on Business magazine	Population 12+
<b>GENDER</b>		
Male	71.1%	49.3%
Female	28.9	50.7

	Report on Business magazine	Population 12+
<b>AGE DISTRIBUTION</b>		
18-24	9.3%	11.1%
25-34	12.4	15.7
35-49	30.3	25.8
50-64	27.2	22.8
65+	18.1	16.0
Age 25-54	54.1	49.9
Average Age	48	44

	Report on Business magazine	Population 12+
<b>MARITAL STATUS</b>		
Married/ Living Together	62.1%	58.1%
Single/ Widowed/ Separated/ Divorced	37.8	41.8

	Report on Business magazine	Population 12+
<b>LEVEL OF EDUCATION</b>		
Trade Certificate/ Diploma or University/ Other Non-University Cert.	23.8%	30.8%
University Graduate+	50.2	20.1
Post Graduate + Degree	21.1	7.0

	Report on Business magazine	Population 12+
<b>EMPLOYMENT STATUS</b>		
Self-Employed	18.2%	9.2%
Other Full Time Employed	43.6	37.2

	Report on Business magazine	Population 12+
<b>OCCUPATION</b>		
Senior Managers/Owners or Other Managers	30.9%	14.6%
Professionals	11.9	4.9
Net MOPEs (Professionals/ Senior Managers/Owners/ Other Managers)	42.9	19.5
Technical/Sales/ Teaching/ Other White Collar	10.5	9.1

	Report on Business magazine	Population 12+
<b>PERSONAL INCOME</b>		
\$50,000+	51.0%	23.4%
\$60,000+	42.3	16.8
\$75,000+	32.4	9.9
\$100,000+	19.2	4.6
Avg. Personal Income	\$67,078	\$39,317

	Report on Business magazine	Population 12+
<b>HOUSEHOLD INCOME</b>		
HHI \$50,000+	79.2%	64.0%
HHI \$60,000+	74.7	55.2
HHI \$75,000+	64.3	42.5
HHI \$100,000+	49.8	26.1
Avg. Household Income	\$108,613	\$77,047

	Report on Business magazine	Population 12+
<b>HOUSEHOLD COMPOSITION*</b>		
Adults only	65.6%	59.2%
Adults with children under 18	34.5	40.8

	Report on Business magazine	Population 12+
<b>DWELLING*</b>		
Own	84.0%	76.2%
Rent	15.2	23.5

## CONTACT US

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toll-free: (SK) 1.800.663.1311 ext. 6639  
fax: 604.685.7549  
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### UNITED STATES, MEXICO & CARIBBEAN

tel: 858.366.4265  
toll-free: 1.866.744.9890  
fax: 866.355.5990  
rlplante@media-corps.com

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**SOURCE:**PMB 2011 Spring 2-Year Readership Database  
Average Issue Readership: 1,057,000