



EASTERN EDITION

WEEKDAY AND SATURDAY READERSHIP FACTS



	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
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GENDER			
Male	59.4%	56.1%	48.5%
Female	40.5	43.9	51.5

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
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AGE DISTRIBUTION			
18-24	4.4%	11.1%	11.6%
25-34	14.0	10.6	17.6
35-49	25.5	21.0	28.4
50-64	37.1	35.1	24.6
65+	19.1	22.2	17.8
Age 25-54	50.3	40.3	55.5
Average			
Age	52	51	47

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
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MARITAL STATUS			
Married/ Living Together	70.3%	63.7%	59.9%
Single/ Widowed/ Separated/ Divorced	27.6	34.7	39.1

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
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LEVEL OF EDUCATION			
Some Post- Secondary	21.3%	22.5%	32.6%
University Graduate + Post-Grad. Degree	62.1	61.9	31.2
	30.5	28.3	10.2

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
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EMPLOYMENT STATUS			
Self- Employed	14.4%	12.3%	8.7%
Employed by Someone else	55.4	48.1	50.2

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
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OCCUPATION			
Management (Senior/other)	23.5%	15.1%	11.3%
Professionals	7.5	6.8	3.8
Net MPs (Senior/ Other mgmt; Professionals)	31.0	21.9	15.1
Other White Collar	18.1	20.0	16.8

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
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PERSONAL INCOME			
\$50,000+	52.4%	47.7%	28.7%
\$60,000+	36.9	33.2	17.1
\$75,000+	27.5	25.7	9.1
\$100,000+	17.6	15.1	3.8
Avg. Personal Income	\$64,654	\$59,528	\$40,386

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
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HOUSEHOLD INCOME			
\$50,000+	79.7%	79.7%	61.6%
\$60,000+	72.1	68.3	49.7
\$75,000+	59.5	58.8	36.9
\$100,000+	37.7	34.5	20.7
Avg. Household Income	\$90,519	\$88,611	\$68,310

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
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HOUSEHOLD COMPOSITION			
Adults only	73.5%	74.8%	67.4%
Adults with children	26.4	24.8	32.5

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
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DWELLING			
Own	80.4%	80.3%	67.9%
Rent	17.6	17.8	30.9

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SOURCE: 2010 NADbank Study Readership
11 Eastern Canada Readership Markets

Average Issue Weekday Readership: 90,700
Average Issue Saturday Readership: 114,000
Six-day Cumulative Net Reach: 296,500