



WESTERN EDITION

WEEKDAY AND SATURDAY READERSHIP FACTS



	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
GENDER			
Male	53.8%	50.1%	49.5%
Female	46.2	49.9	50.5

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
AGE DISTRIBUTION			
18-24	7.5%	8.9%	13.2%
25-34	16.6	12.1	19.3
35-49	26.5	25.6	28.9
50-64	31.9	33.7	23.4
65+	17.5	19.7	15.3
Age 25-54	55.7	49.4	57.4
Average Age	48	50	45

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
MARITAL STATUS			
Married/ Living Together	68.4%	67.1%	62.5%
Single/ Widowed/ Separated/ Divorced	30.3	31.4	36.0

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
LEVEL OF EDUCATION			
Some Post-Secondary	28.3%	24.0%	34.0%
University Graduate + Post-Grad. Degree	58.3	62.8	34.3
	28.0	28.8	11.5

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
EMPLOYMENT STATUS			
Self-Employed	17.6%	17.2%	12.7%
Employed by Someone else	54.5	47.3	51.2

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
OCCUPATION			
Management (Senior/other)	21.3%	17.2%	15.1%
Professionals	10.9	9.1	4.4
Net MPs (Senior/Other mgmt; Professionals)	32.1	26.2	19.5
Other White Collar	20.5	20.2	17.8

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
PERSONAL INCOME			
\$50,000+	59.3%	54.3%	39.6%
\$60,000+	44.3	40.1	27.4
\$75,000+	31.9	28.0	16.9
\$100,000+	20.5	14.9	8.2
Avg. Personal Income	\$67,944	\$61,191	\$49,115

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
HOUSEHOLD INCOME			
\$50,000+	87.2%	83.3%	73.9%
\$60,000+	77.7	74.0	63.9
\$75,000+	64.9	61.9	50.4
\$100,000+	47.9	45.1	32.8
Avg. Household Income	\$100,339	\$95,826	\$82,509

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
HOUSEHOLD COMPOSITION			
Adults only	68.2%	69.6%	63.1%
Adults with children	31.7	30.2	36.7

	Globe and Mail Weekday (M-F)	Globe and Mail Saturday	Adult Population
DWELLING			
Own	82.4	83.2%	77.3%
Rent	16.5	15.8	20.8

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SOURCE: NADbank 2010 Readership Study
13 Western Edition Readership Markets

Average Issue Weekday Readership: 236,700
Average Issue Saturday Readership: 289,200
Six-day Cumulative Net Reach: 732,400