



# NATIONAL EDITION

# WEEKDAY AND SATURDAY

# READERSHIP FACTS

## % COMPOSITION

| GENDER | GLOBE AND MAIL WEEKDAY (M-F) | GLOBE AND MAIL SATURDAY | ADULT POPULATION |
|--------|------------------------------|-------------------------|------------------|
| Male   | 59.3%                        | 54.4%                   | 48.6%            |
| Female | 40.7                         | 45.6                    | 51.4             |

| AGE DISTRIBUTION | GLOBE AND MAIL WEEKDAY (M-F) | GLOBE AND MAIL SATURDAY | ADULT POPULATION |
|------------------|------------------------------|-------------------------|------------------|
| 18-24            | 8.9%                         | 7.9%                    | 12.0%            |
| 25-34            | 17.4                         | 16.2                    | 19.5             |
| 35-49            | 34.7                         | 31.1                    | 32.5             |
| 50-64            | 25.7                         | 27.7                    | 20.5             |
| 65+              | 13.3                         | 17.1                    | 15.4             |
| Age 25-54        | 64.4                         | 60.2                    | 61.1             |
| Average Age      | 45.6                         | 47.4                    | 44.6             |

| MARITAL STATUS *                  | GLOBE AND MAIL WEEKDAY (M-F) | GLOBE AND MAIL SATURDAY | ADULT POPULATION |
|-----------------------------------|------------------------------|-------------------------|------------------|
| Married/Living Together           | 67.1%                        | 64.7%                   | 60.3%            |
| Single/Widowed/Separated/Divorced | 32.9                         | 35.3                    | 39.7             |

| LEVEL OF EDUCATION    | GLOBE AND MAIL WEEKDAY (M-F) | GLOBE AND MAIL SATURDAY | ADULT POPULATION |
|-----------------------|------------------------------|-------------------------|------------------|
| Some Post-Secondary   | 26.0%                        | 22.6%                   | 31.9%            |
| University Graduate + | 58.1                         | 60.6                    | 27.7             |
| Post-Grad. Degree     | 22.2                         | 22.5                    | 8.1              |

| EMPLOYMENT STATUS * | GLOBE AND MAIL WEEKDAY (M-F) | GLOBE AND MAIL SATURDAY | ADULT POPULATION |
|---------------------|------------------------------|-------------------------|------------------|
| Self-Employed       | 18.0%                        | 17.4%                   | 11.6%            |
| Other Employed      | 57.1                         | 49.7                    | 51.8             |

## % COMPOSITION

| OCCUPATION                                 | GLOBE AND MAIL WEEKDAY (M-F) | GLOBE AND MAIL SATURDAY | ADULT POPULATION |
|--|------------------------------|-------------------------|------------------|
| Management (Senior/other)                  | 23.0%                        | 20.0%                   | 12.8%            |
| Professionals                              | 9.6                          | 8.0                     | 4.0              |
| Net MPs (Senior/Other mgmt; Professionals) | 32.6                         | 28.0                    | 16.8             |
| Other White Collar                         | 22.5                         | 20.5                    | 18.1             |

| PERSONAL INCOME      | GLOBE AND MAIL WEEKDAY (M-F) | GLOBE AND MAIL SATURDAY | ADULT POPULATION |
|----------------------|------------------------------|-------------------------|------------------|
| \$50,000+            | 45.7%                        | 41.9%                   | 22.9%            |
| \$60,000+            | 32.7                         | 29.7                    | 12.6             |
| \$75,000+            | 21.6                         | 18.4                    | 6.3              |
| \$100,000+           | 12.1                         | 10.1                    | 2.8              |
| Avg. Personal Income | \$54,562                     | \$50,862                | \$35,295         |

| HOUSEHOLD INCOME      | GLOBE AND MAIL WEEKDAY (M-F) | GLOBE AND MAIL SATURDAY | ADULT POPULATION |
|-----------------------|------------------------------|-------------------------|------------------|
| \$50,000+             | 79.5%                        | 74.5%                   | 59.4%            |
| \$60,000+             | 67.4                         | 63.2                    | 45.7             |
| \$75,000+             | 54.7                         | 49.5                    | 31.7             |
| \$100,000+            | 39.1                         | 34.3                    | 17.1             |
| Avg. Household Income | \$88,927                     | \$83,919                | \$64,373         |

| HOUSEHOLD COMPOSITION * | GLOBE AND MAIL WEEKDAY (M-F) | GLOBE AND MAIL SATURDAY | ADULT POPULATION |
|-------------------------|------------------------------|-------------------------|------------------|
| Adults only             | 66.4%                        | 69.5%                   | 64.9%            |
| Adults with children    | 33.6                         | 30.5                    | 35.1             |

| DWELLING * | GLOBE AND MAIL WEEKDAY (M-F) | GLOBE AND MAIL SATURDAY | ADULT POPULATION |
|------------|------------------------------|-------------------------|------------------|
| Own        | 78.6%                        | 77.0%                   | 70.6%            |
| Rent       | 21.4                         | 23.0                    | 29.4             |

**SOURCE: NADbank 2001 Readership Study**

**BASE: National 41 Markets (Toronto EMA)**

\* Repercentaged - excluding Don't Know/Not Stated

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