

THE DAILY RECORD PRINT SUBSCRIBERS

AVERAGE
HOUSEHOLD
INCOME



59

AVERAGE
AGE

•12% 25-44

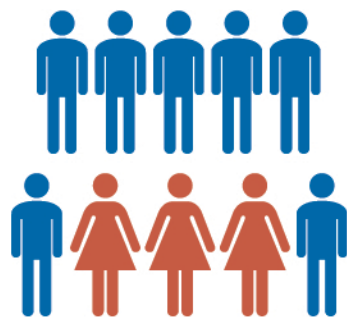
•25% 45-54

•50% 55-69

•13% OTHER

HAVE A LEVEL OF
PURCHASING OR
LEASE DECISION
MAKING AUTHORITY

70%



70% MALE 30% FEMALE



\$875K

AVERAGE
NET WORTH

53%

HOLD A
DOCTORATE DEGREE

17%

HOLD A
MASTER'S DEGREE

22%

HOLD A
BACHELOR'S DEGREE

THE DAILY RECORD ONLINE SUBSCRIBERS

AVERAGE
HOUSEHOLD
INCOME



44% MALE 56% FEMALE

\$624.5K

AVERAGE
NET WORTH

•21% 25-44

•33% 45-54

•41% 55-69

•5% OTHER

49
AVERAGE
AGE

59%

HOLD A
DOCTORATE DEGREE

18%

HOLD A
MASTER'S DEGREE

15%

HOLD A
BACHELOR'S DEGREE

HAVE A LEVEL OF
PURCHASING OR
LEASE DECISION
MAKING AUTHORITY

97%