

Appendix 1 – Local Newspaper Detailed Readership Profile, JICREG Jan 2008

The Clydebank Post

Total readerships by demographic group:

Adults	Men	Women	Age 15-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65-74	Age 75+	ABC1	C2DE	AB	C1	C2	DE
33871	15493	18378	4689	4607	6092	6179	5199	3928	3176	12563	21308	4404	8159	8055	13253

Demographic Profile of the area:

Total aged 15+: 95755								Total households: 54665							
Total men	Total women	Total aged 15-24	Total 25-34	Total aged 35-44	Total aged 45-54	Total aged 55-64	Total aged 65-74	Total aged 75+	Total ABC1	Total C2DE	Total AB	Total C1	Total C2	Total DE	
44026	51729	16561	15662	17213	15313	11938	9643	9425	39195	56560	14252	24943	18845	37715	

Readerships by location:

Location	Pop	HH	Adult AIR	AIR %	RPC	Men	Women	Age 15-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65-74	Age 75+	ABC1	C2DE	AB	C1	C2	DE	Circ
Bearsden	26748	13368	484	1.81	2.4	213	271	88	89	87	88	63	36	32	161	322	43	119	91	232	204
Clydebank	31220	17484	21121	67.65	2.6	9640	11481	2812	2808	3730	3770	3407	2582	2011	7408	13713	2502	4906	5132	8582	8163
Dalmuir	9650	5126	5433	56.30	2.7	2502	2931	870	672	986	1068	864	550	423	2098	3335	828	1271	1301	2034	1998
Glasgow North	293104	168414	6833	2.33	2.5	3138	3695	919	1038	1289	1253	865	759	710	2896	3938	1032	1864	1532	2406	2738

The Dumbarton Reporter

Total readerships by demographic group:

Adults	Men	Women	Age 15-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65-74	Age 75+	ABC1	C2DE	AB	C1	C2	DE
11941	5656	6285	1562	1384	2210	2425	2003	1396	961	5128	6813	2000	3128	3056	3756

Demographic Profile of the area:

Total aged 15+: 76520								Total households: 40256							
Total men	Total women	Total aged 15-24	Total 25-34	Total aged 35-44	Total aged 45-54	Total aged 55-64	Total aged 65-74	Total aged 75+	Total ABC1	Total C2DE	Total AB	Total C1	Total C2	Total DE	
36749	39771	12598	10741	14271	13259	11178	7868	6605	35308	41212	14805	20503	16433	24779	

Readerships by location:

Location	<u>Pop</u>	<u>HH</u>	<u>Adult AIR</u>	<u>AIR %</u>	<u>RPC</u>	Men	Women	Age 15-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65-74	Age 75+	ABC1	C2DE	AB	C1	C2	DE	<u>Circ</u>
Alexandria	19215	10357	4817	25.07	2.7	2256	2561	593	550	867	1013	847	568	379	1990	2826	748	1242	1269	1558	1800
Clydebank	31220	17484	181	.58	2.7	85	96	23	26	39	35	28	18	13	81	100	33	48	45	55	68
Dalmuir	9650	5126	5	.06	2.7	2	3	1	1	1	1	1	1	1	2	4	1	1	1	3	2
Dumbarton	21432	11515	6562	30.62	2.7	3115	3446	886	754	1234	1317	1071	767	533	2818	3743	1100	1719	1662	2081	2428
Helensburgh	19137	9047	365	1.91	3.2	193	172	58	52	68	58	54	41	34	230	136	115	114	77	59	113
Kippen Balfour Rural Area	8899	4655	11	.12	2.8	5	6	1	1	2	2	2	2	1	8	3	4	3	2	1	4

The Lennox Herald

Total readerships by demographic group:

Adults	Men	Women	Age 15-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65-74	Age 75+	ABC1	C2DE	AB	C1	C2	DE
31584	15060	16525	5035	4872	6570	5186	3902	3887	2131	13006	18578	4329	8678	6432	12146

Demographic Profile of the area:

Total aged 15+: 57128									Total households: 29622						
Total men	Total women	Total aged 15-24	Total 25-34	Total aged 35-44	Total aged 45-54	Total aged 55-64	Total aged 65-74	Total aged 75+	Total ABC1	Total C2DE	Total AB	Total C1	Total C2	Total DE	
27915	29213	9425	7811	10698	10103	8460	5907	4724	28001	29127	11983	16018	12472	16655	

Readerships by location:

Location	Pop	HH	Adult AIR	AIR %	RPC	Men	Women	Age 15-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65-74	Age 75+	ABC1	C2DE	AB	C1	C2	DE	Circ
Alexandria	19215	10357	12889	67.08	2.5	6080	6808	1930	1841	2524	2228	1819	1563	984	5030	7858	1649	3381	2758	5100	5211
Arrochar	773	398	102	13.24	2.1	50	52	14	16	25	20	14	9	4	60	42	24	36	24	18	48
Dumbarton	21432	11515	16318	76.14	2.6	7814	8504	2678	2532	3485	2689	1881	2024	1028	6604	9714	2141	4463	3262	6453	6390
Helensburgh	19137	9047	2276	11.89	2.6	1115	1161	413	483	536	249	188	292	115	1312	964	514	798	387	577	878