

# The Guardian and Observer reader profile



Hard to reach
95% read no other quality newspaper



Affluent 85% are ABC1



*Well travelled*Taking 4 trips per year



Arts and culture lovers
4+ trips to art galleries and theatres
per year



*Progressive* 60% of readers are progressives



Food and drink aficionados
£81 a week on groceries

### A Progressive audience



Progressives are forward-looking individuals who are curious about the world and embrace change and technology. Furthermore, they are a valuable audience for advertisers representing a more affluent, upmarket, socially conscious and digitally savvy consumer. With almost 60% of our print readers falling into the Progressive audience the Guardian and Observer can deliver this audience better than any other quality newspaper.

## Active fashion and tech consumers

Guardian and Observer readers are stylish and like to dress well. They enjoy shopping, have expensive taste and a high tendency to wear designer clothes. They spend more than average on clothing and accessories; they've spent 22% more than the average adult on coats and shoes over the last 12 months and 10% more on jeans. In addition, Guardian and Observer readers love to buy new gadgets and have a high tendency to buy new products before their friends. One in five agree with the statement "it is important my home is equipped with the latest technology" and they are twice as likely to own items such as a tablet computer and touch screen PC. Furthermore, they spend around 14% more than the average GB adult on items such as televisions and DVD players.

#### Well travelled

Guardian and Observer readers enjoy travel and take an average of 4 trips every year; this is more than the average GB adult who takes 3 trips per year. They spend an average of £1,426 on each holiday and £596 on short trips (more than the average GB adult). Our readers are unlikely to take a package holiday and tend to make their own travel arrangements, booking

accommodation and flights directly. They particularly like holidays where they can enjoy the local cuisine, visit historic buildings/monuments, learn the local language and really discover the country for themselves.

#### Finance Savvy

Guardian and Observer readers are a financially savvy audience who earn a higher than average wage and are interested in financial services advertising. They are the kind of people who are willing to save up for something they want and don't like the idea of being in debt. They are 24% more likely to have a premium current account, a mortgage, and 32% more likely to have stocks and shares. Furthermore over half have an ISA. On average they spend £417 a month on their credit cards (more than the average GB adult) and they are more likely to settle the balance in full every month.

### Highly affluent and well educated



The Guardian and Observer deliver a very affluent audience, 85% of whom are ABC1, and they are more than twice as likely to be of AB social grade. Our print reader's average household income is £59,764, that's 53% higher than the average GB family income. Guardian and Observer readers are also a well educated audience; 57% have a degree or doctorate qualification and they are 2.5 times more likely to.

## Engaged, influential and well connected

Guardian readers are more engaged with the newspaper than readers of any other quality paper. In addition, Guardian readers are more likely than readers of any other quality newspaper to possess characteristics and attributes

that are key for spreading word of mouth. They are well connected, information hungry, vocal and voracious media consumers, making them powerful influencers when it comes to passing on and sharing information about products/services and personal experiences.

### Passion for food, art and culture

Guardian and Observer readers have a passion for arts and culture, they are three times more likely to have been to an art gallery in the last 12 months, and have a high tendency to go at least once every 3 months. In addition, they are more likely than average to go to the ballet and opera as well as to visit the theatre at least once every 3 months. Guardian and Observer readers are also passionate about good quality food, they like to try out new food and recipes and spend around £81 a week on groceries (more than the average GB adult). They take care to purchase free range, fair-trade, organic and non GM foods where possible and pay attention to where the food they buy is grown. They are 75% more likely to be considered heavy restaurant goers and eat out around 3 times a month.

#### Contacts:

London: 020 3353 3917 Manchester: 0161 819 3604 International: +44 20 3353 3917

E: display.advertising @guardian.co.uk W: guardian.co.uk/advertising