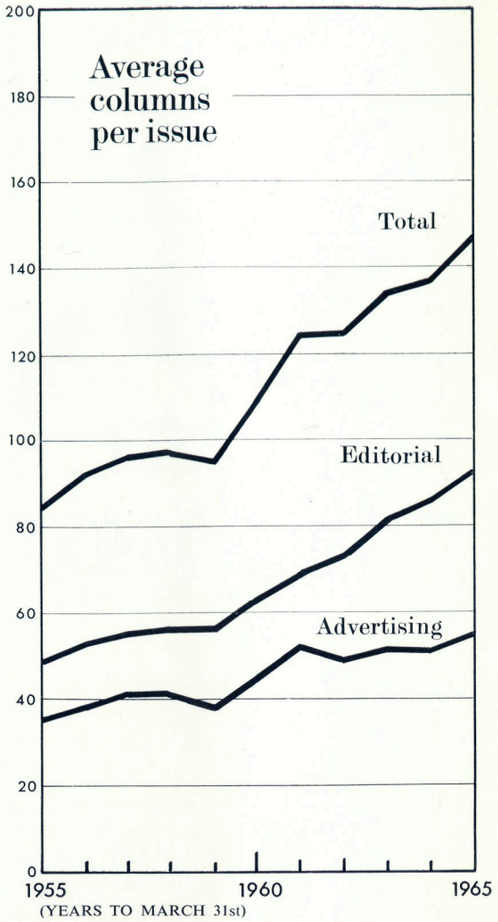
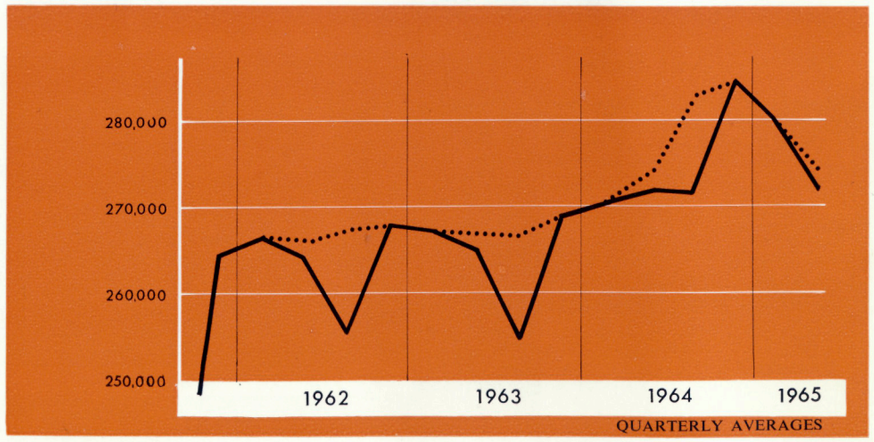
THE GUARDIAN
Sales & Sizes

In the chart below showing sales to March 31st a dotted line has been added that raises the average net sale in the July quarter by 2,000 and in the September quarter by 12,000 copies, which seems to be about the usual seasonal loss in those quarters. This shows that the gain in Guardian sales in 1964 did not come at the time of the election in October so much as in the months leading up to it. The ten-year chart on the right shows the Guardian's increased size in editorial and advertisement content.

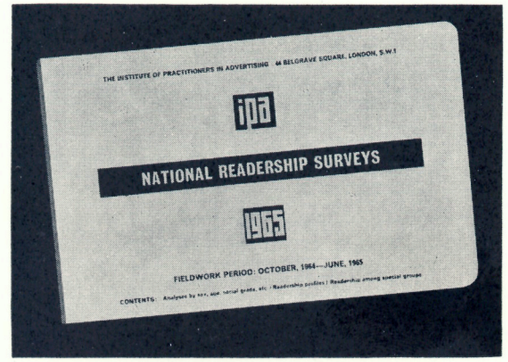


Net Sale



Who reads THE GUARDIAN?

The Institute of Practitioners in Advertising carry out a continuing national survey and publish up-to-date information at regular intervals about readers of the major newspapers and periodicals. The latest survey shows the Guardian to have 972,000 readers daily throughout Britain. Some facts about Guardian readers taken from the survey are given below.



72% of readers are in the higher income groups (ABC1 social grades)

10% are housewives working full or part time

63% have cheque books

25% own shares

68% live in car-owning households

7% in two-car households

41% own new cars

35% are petrol-buyers

87% went on holiday last year
Compared with 76% Times readers and 69% Daily Telegraph readers

Only **50%** of men readers smoke
Compared with 54% Times readers and 58% Daily Telegraph readers

31% of Guardian readers see no other national morning newspapers