

# The Vacuum - 'The only local paper I read!'

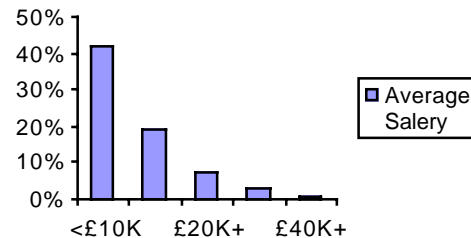
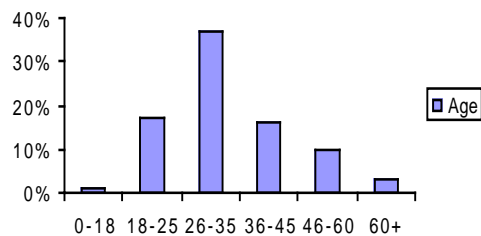
The Vacuum is a monthly paper, in December 2003 when this survey was conducted 11 issues had been published. 158 people were questioned. On average each person had read 5 issues and each copy was read by 2.5 people i.e. not just the person who had picked it up. 10,000 copies of the Vacuum are distributed therefore this gives a readership of 25,000.

The Vacuum is free and is distributed through cafes, bars, cinemas, galleries etc. It will remain free but 72% said they would pay an average price of £1.00 for their copy. 34% would pay £11.00 to subscribe, for a year.

'A VERY GOOD PUBLICATION, WELL NEEDED IN BELFAST'

## Who are the Vacuum readers?

The Vacuum readership is young, well educated and with a high disposable income.



**Education:** 28% Postgraduates 46% Graduates 26% Below Degree

### Other publications read:

Guardian 48% Observer 18% Independent 16% Sunday Times, 14% The Mirror, Mojo, Circa, Irish Times 10% Irish News, Uncut, The Times, Belfast Telegraph, Sight and Sound, NME 8%

**Also:** LRB, Bang, Q, Source, Modern Painters, Vogue, Heat, Creative Review, I.D., The Face, Private Eye, GQ, The Wire, Sleazenation, TLS.

## What do they spend money on?

spend per month %:

<b>Clothes</b>	40 (<£20)	42 (£20-50)	17 (£50-100)	1 (£100+)
<b>Music</b>	35 (<£10)	32 (£10-20)	19 (£20-40)	14 (£40+)
<b>Books</b>	20 (<£10)	35 (£10-20)	32 (£20-40)	13 (£40+)
<b>Computing</b>	63 (0)	23 (0<£40)	12 (£40-100)	2 (£100+)
<b>Travel</b>	23 (<£20)	39 (£20-50)	32 (£50-100)	8 (£100+)

### Other Activities:

**Live Music** 72% go, on average twice a month.

**Club** 47% go, on average once a month.

**Bar** 92% go, on average 7 times a month.

**Restaurant** 81% go, on average 3 times a month.

**Theatre** 49% go, on average once a month.

**Cinema** 90% go, on average 3 times a month.

**Art Gallery** 82% go, on average twice a month.