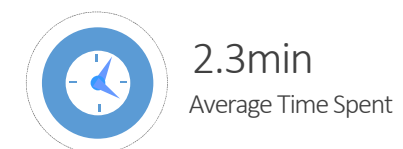


The Straits Times

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Source: Comscore Media Metrix Multi Platform (Sep 2018)

Our Readers

Who are the readers of [The Straits Times](#)



DWELLING TYPE

89%

of ST readers lives in 4-room home or bigger



OCCUPATION

57%

of ST readers are PMEBS



MEN

49%



WOMEN

51%



AGE GROUP

78%

of ST readers are between the age of 20 to 49 years old



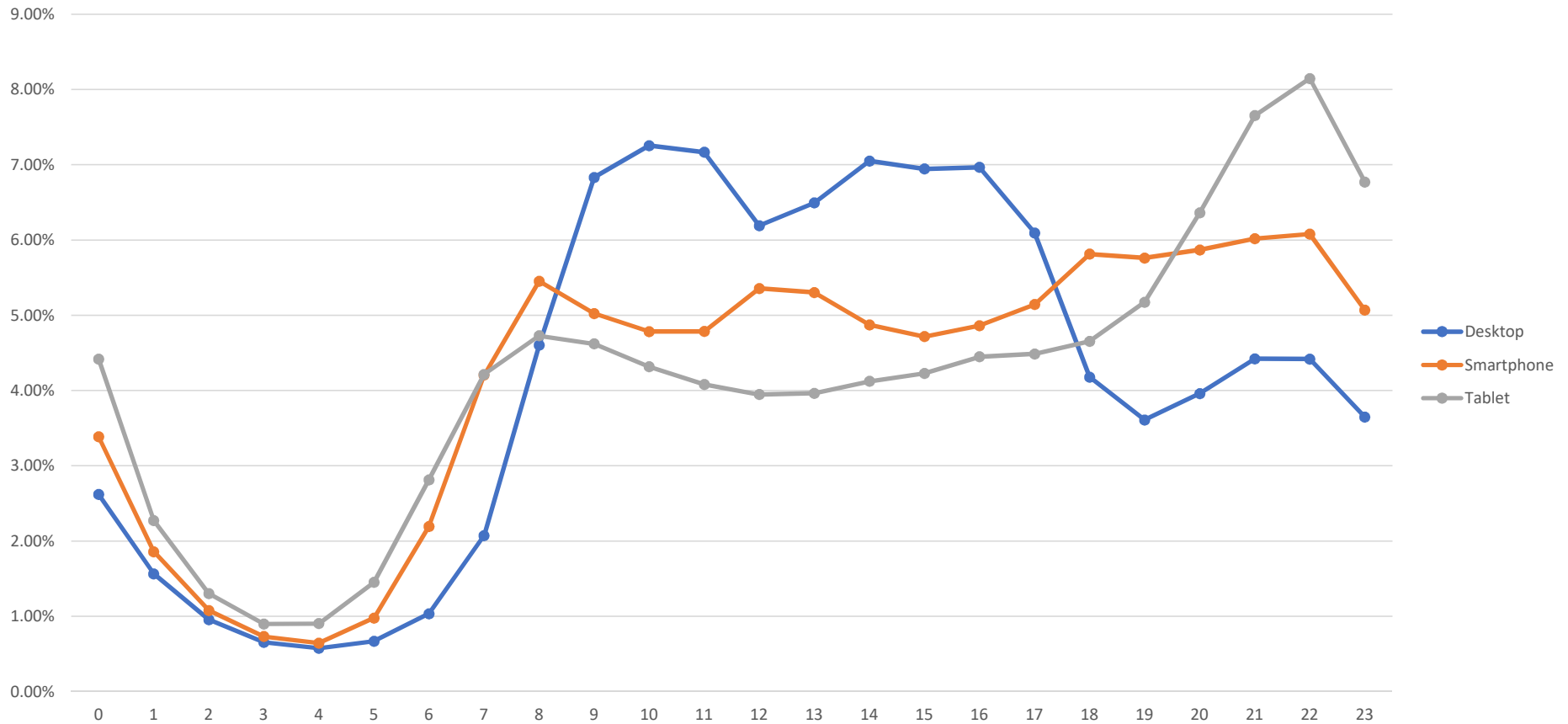
EDUCATION

49%

of ST readers have University degree

Their Behaviour

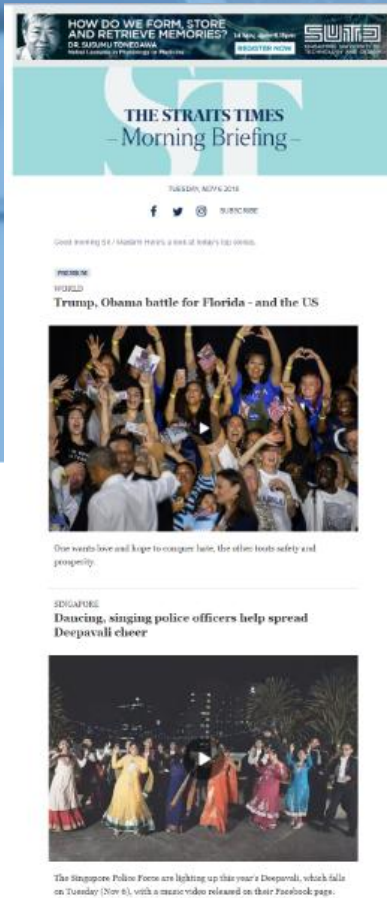
Reader's habit across devices



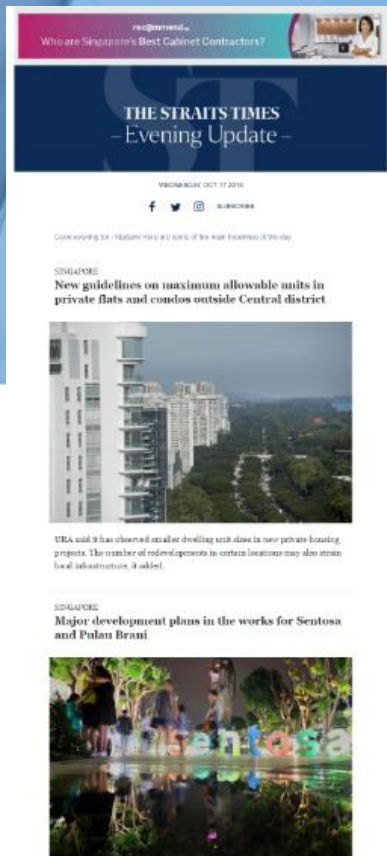
Source: AT Internet Q3 2018

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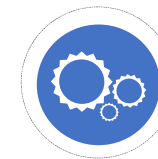
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203,000
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