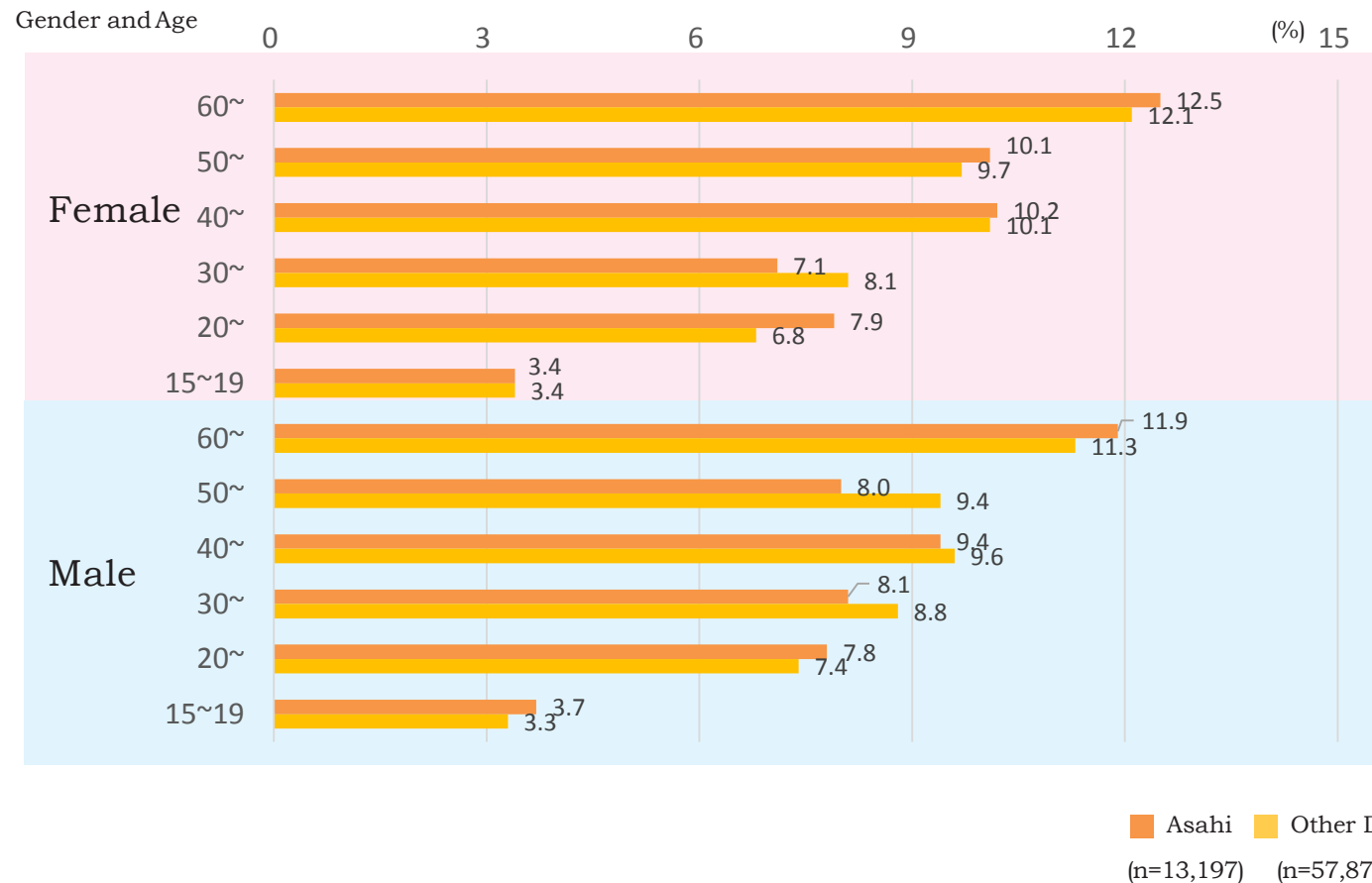


Gender and Age

The readership of Japan's national newspapers tends to feature similar gender and age demographics.

Subscriber composition of other dailies by gender and age, compared to the Asahi Shimbun



Source: "Comprehensive National Newspaper Survey(J-READ)", October 2017, Video Research Ltd.