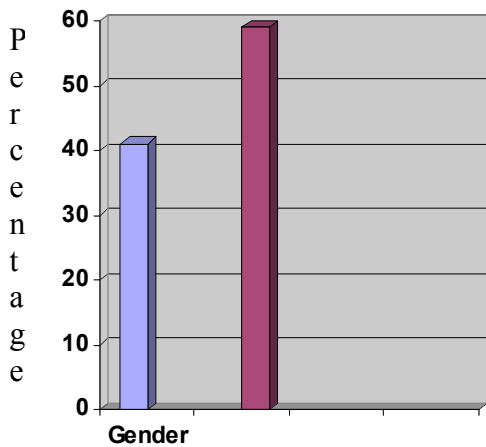
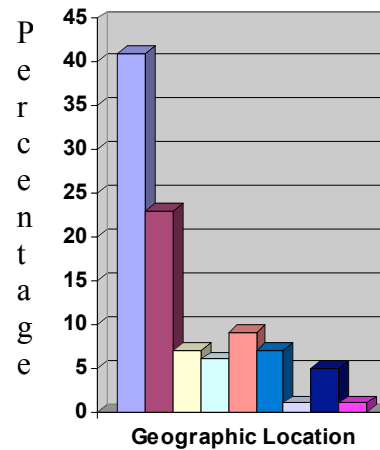


Resurgence Reader Profile

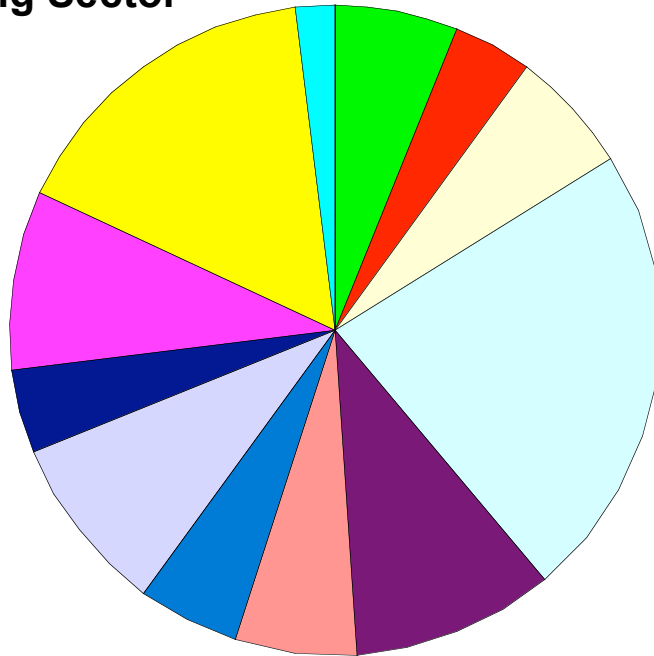


Male
Female



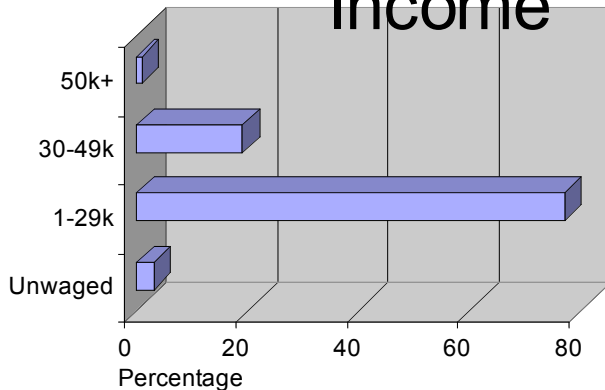
South East
South West
North East
North West
Midlands
Scotland
Ireland
Wales
Other

Working Sector



Agricultural
Author/Arts
Civil Service
Education
Health
Homemaker
Charity
Professional
Secretarial
Self Employed
Retired
Student

Income



Approximately 4/5 people read each issue.

71% of readers regularly read the advertising section with 28% reading occasionally and only 1% stating "never".

59% of readers have responded to an advert, 20% have attended advertised workshops and 56% have sourced products and services