

MENSWEAR



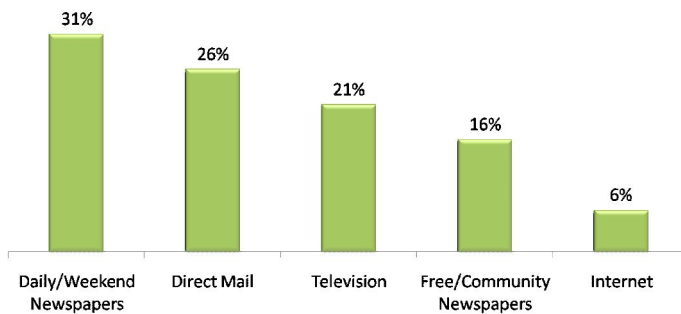
MORE THAN 1 MILLION

people aged 15+ state that they visited a men's fashion store in the last month.

So, which media do these consumers buy into?

Well, **66%** of these people have read a newspaper in the last seven days.

Main Media Source for Information on Men's Clothing/Footwear



People that have visited a men's fashion store in the last month choose daily/weekend newspapers for information on Clothing/footwear more than any other media source.

Out of the top five media sources for information on menswear, almost a third of people 15+ look to daily/weekend newspapers.

Moderate to Heavy Media Consumption*

	Fashion Section (Daily Paper) %	TV %	Radio %	Internet %
Care Most About Quality of Clothes	68	51	53	53
Prefer to Dress Casually	62	71	72	71
Like to Keep up with the Latest Fashion	34	17	16	18
Spend Lots of Money on Clothes	29	12	11	13

* Moderate to heavy media consumption refers to:

Daily Paper: read 3+ p/w
TV: watch 14+ hours p/w
Radio: listen to 7+ hours p/w



Source: NMR 'National Readership Survey' Q3 2007 to Q2 2008
Base: All 15+ Visited Men's Fashion Store in Last Month - Population: 1,090,000 Sample: 3,296

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