

Detailed Readership

Total Readership, aged 10yrs+ = 223,000

Total Population aged 10yrs+ = 3,721,000

This is 6% of all people aged 10yrs+.

	Reach 000's	Population 10+ 000's	% OF Population 10+	MAGAZINE PROFILE X / 223,000	POPULATION PROFILE Y / 3,721,000
DEMOGRAPHIC PROFILE	X	Y	X / Y		
Readership	223	3,721	6%	100%	100%
GENDER					
Male	100	1,813	6%	45%	49%
Female	123	1,909	6%	55%	51%
AGE GROUP					
10-19 Years	12	614	2%	5%	17%
20-29 Years	46	591	8%	21%	16%
30-39 Years	47	575	8%	21%	15%
40-49 Years	53	635	8%	24%	17%
50-59 Years	38	511	7%	17%	14%
60-74 Years	24	565	4%	11%	15%
75+ Years	3	230	1%	1%	6%
LIFESTAGE					
Lifestage One- dependent children	9	514	2%	4%	14%
Lifestage Two- independent young adults	71	753	9%	32%	20%
Lifestage Three- adults with young children	45	701	6%	20%	19%
Lifestage Four- adults with older children	40	538	7%	18%	14%
Lifestage Five- empty nesters	59	1,214	5%	26%	33%
EDUCATION					
Tertiary Education	131	1,169	11%	59%	31%
OCCUPATION					
Top 3 Occupations	77	576	13%	35%	15%
SOCIO GROUP					
NZSEI 1-3	155	1,636	9%	70%	44%
AREA					
Metropolitan (Ak,Hm,Wg,Ch,Dn)	156	2,063	8%	70%	55%
Provincial Urban (Ex Hmlton)	30	628	5%	13%	17%
Secondary/Minor/Rural Centre	17	551	3%	8%	15%
Rural	20	479	4%	9%	13%
HOUSEHOLD INCOME					
Average Household Income	137,656	81,423			
Household Income \$100k+	107	722	15%	48%	19%
In Paid Employment	172	2,133	8%	77%	57%
SHOPPER					
Main Hhold Shopper	97	1,564	6%	43%	42%
Average Household Shppr Grocery Spend 15	190	165			
Main Hhold Shopper & Kids 0-17	41	659	6%	18%	18%
TENURE					
Home Owner	154	2,342	7%	69%	63%
TRAVEL					
Travelled Overseas Last 12 Mnths	112	1,141	10%	50%	31%
Domestic	136	1,099	12%	61%	30%