



Detailed Readership

Total Readership aged 10yrs+ = 132,000
This is 4% of all people aged 10yrs+.

Total Circulation =12,333
Total Population aged 10yrs+ = 3,721

	REACH 000's	POPULATION 10+ 000's	% OF Population 10+	MAGAZINE PROFILE	POPULATION PROFILE
Demographic Profile	X	Y	X / Y	X / 132,000	Y / 3,721
Readership	132	3,721	4%	100%	100%
GENDER					
Male	17	1,813	1%	13%	49%
Female	115	1,909	6%	87%	51%
AGE GROUP					
10-19 Years	49	614	8%	37%	17%
20-29 Years	40	591	7%	30%	16%
30-39 Years	16	575	3%	12%	15%
40-49 Years	15	635	2%	11%	17%
50-59 Years	8	511	2%	6%	14%
60-74 Years	4	565	1%	3%	15%
75+ Years	0	230	0%	0%	6%
SOCIO GROUP					
Socio 1-3	56	1,636	3%	42%	44%
LIFESTAGE					
Lifestage One- dependent children	31	514	6%	23%	14%
Lifestage Two- independent young adults	54	753	7%	41%	20%
Lifestage Three- adults with young children	23	701	3%	17%	19%
Lifestage Four- adults with older children	12	538	2%	9%	14%
Lifestage Five- empty nesters	12	1,214	1%	9%	33%
AREA					
Metropolitan (Ak,Hm,Wg,Ch,Dn)	80	2,063	4%	61%	55%
Provincial Urban	20	628	3%	15%	17%
Secondary/Minor/ Rural Centre	17	551	3%	13%	15%
Rural	15	479	3%	11%	13%
HOUSEHOLD INCOME					
Ave household income	87,970	81,423			
HHI \$100k+	28	722	4%	21%	19%
In paid employment	78	2,133	4%	59%	57%
HOUSEHOLD SHOPPER					
Main household shopper	51	1,564	3%	39%	42%
Ave household grocery spend	167	165			
HOUSEHOLD COMPOSITION					
Have child in hhold	82	1,816	5%	62%	49%
Home Owner	60	2,342	3%	45%	63%
EDUCATION & OCCUPATION					
Tertiary	41	1,169	4%	31%	31%
Top 3 occupations	15	576	3%	11%	15%