

Total Readership aged 10yrs+ = 259,000
 This is 7% of all people aged 10yrs+.

Total Circulation = 27742
 Total Population aged 10yrs+ = 3,721,000

	Reach 000's	Population 10+ 000's	% OF Population 10+	MAGAZINE PROFILE X / 259,000	POPULATION PROFILE Y / 3,721,000
DEMOGRAPHIC PROFILE	X	Y	X / Y		
Average Issue Readership	259	3,721	7%	100%	100%
GENDER					
Male	121	1,813	7%	47%	49%
Female	138	1,909	7%	53%	51%
AGE GROUP					
10-19 Years	11	614	2%	4%	17%
20-29 Years	18	591	3%	7%	16%
30-39 Years	31	575	5%	12%	15%
40-49 Years	54	635	9%	21%	17%
50-59 Years	53	511	10%	20%	14%
60-74 Years	66	565	12%	25%	15%
75+ Years	25	230	11%	10%	6%
LIFESTAGE					
Lifestage One- dependent children	9	514	2%	3%	14%
Lifestage Two- independent young adults	33	753	4%	13%	20%
Lifestage Three- adults with young children	30	701	4%	12%	19%
Lifestage Four- adults with older children	51	538	9%	20%	14%
Lifestage Five- empty nesters	135	1,214	11%	52%	33%
AREA					
Metropolitan (Ak,Hm,Wg,Ch,Dn)	134	2,063	6%	52%	55%
Provincial Urban	49	628	8%	19%	17%
Secondary/Minor/ Rural Centre	41	551	7%	16%	15%
Rural	34	479	7%	13%	13%
EDUCATION					
Tertiary	126	1,169	11%	49%	31%
OCCUPATION					
Top 3 occupations	60	576	10%	23%	15%
SOCIO GROUP					
Socio 1-3	155	1,636	9%	60%	44%
HOUSEHOLD INCOME					
Average household income	98,407	81,423			
Household income \$100k+	73	722	10%	28%	19%
Paid Employment	172	2,133	8%	66%	57%
SHOPPER					
Main hhold shopper	125	1,564	8%	48%	42%
Main or Equal Household Shopper	42	659	6%	16%	18%
Average Household Shppr Grocery Spend	164	165			
Main hhold shopper & kids 0-17	0	0	#DIV/0!	0%	0%
TENURE					
Home owner	198	2,342	8%	76%	63%
TRAVEL					
Travelled overseas last 12 mnths	101	1,141	9%	39%	31%