

Detailed Readership

Total Readership aged 10yrs+ = 607,000

Total Circulation = 80,022

This is 16% of all people aged 10yrs+

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

	REACH	POTENTIAL	% OF POTENTIAL	MAGAZINE PROFILE	POPULATION PROFILE
	000's	000's	X / Y	X / 607,000	Y / 3,721,000
Demographic Profile	X	Y	X / Y	X / 607,000	Y / 3,721,000
Readership	607	3,721	16%	100%	100%
GENDER					
Male	136	1,813	8%	22%	49%
Female	471	1,909	25%	78%	51%
AGE GROUP					
10-19 Years	52	614	8%	9%	17%
20-29 Years	81	591	14%	13%	16%
30-39 Years	89	575	15%	15%	15%
40-49 Years	118	635	19%	19%	17%
50-59 Years	100	511	20%	16%	14%
60-74 Years	125	565	22%	21%	15%
75+ Years	42	230	18%	7%	6%
SOCIO GROUP					
Socio 1-3	261	1,636	16%	43%	44%
EDUCATION					
Tertiary	210	1,169	18%	35%	31%
LIFESTAGE					
Lifestage One- dependent children	41	514	8%	7%	14%
Lifestage Two- independent young adults	103	753	14%	17%	20%
Lifestage Three- adults with young children	113	701	16%	19%	19%
Lifestage Four- adults with older children	101	538	19%	17%	14%
Lifestage Five- empty nesters	250	1,214	21%	41%	33%
AREA					
Metropolitan (Ak,Hm,Wg,Ch,Dn)	327	2,063	16%	54%	55%
Provincial Urban	119	628	19%	20%	17%
Secondary/Minor/ Rural Centre	92	551	17%	15%	15%
Rural	69	479	14%	11%	13%
OCCUPATION					
Top 3 occupations	88	576	15%	14%	15%
HOUSEHOLD INCOME					
Average Household Income	84,680	81,423			
Household Income - Summary[\$100,000 +]	131	722	18%	22%	19%
Paid Employment	360	2,133	17%	59%	57%
HOUSEHOLD SHOPPER					
Main Household Shopper	353	1,564	23%	58%	42%
Main Hhold Shopper & Kids 0-17	154	659	23%	25%	18%
AveHousehold Grocery Spend	168	165			
HOUSEHOLD COMPOSITION					
Have child (0- 17yrs) in household	266	1,816	15%	44%	49%
Child aged under 5	89	627	14%	15%	17%
Primary caregiver	139	622	22%	23%	17%
Home owner	414	2,342	18%	68%	63%
TRAVEL					
Travelled Overseas Last 12 Mnths	202	1,141	18%	33%	31%