



## Detailed Readership

Total Readership aged 10yrs+ = 106,000  
This is 3% of all people aged 10yrs+.

Total Circulation = 19,037  
Total Population aged 10yrs+ = 3,721,000

	REACH	POTENTIAL	% OF POTENTIAL	MAGAZINE PROFILE	POPULATION PROFILE
	000's	000's	X / Y	X / 106,000	Y / 3,721,000
<b>Demographic Profile</b>	<b>X</b>	<b>Y</b>	<b>X / Y</b>	<b>X / 106,000</b>	<b>Y / 3,721,000</b>
Readership	106	3,721	3%	100%	100%
<b>GENDER</b>					
Male	20	1,813	1%	19%	49%
Female	87	1,909	5%	82%	51%
<b>AGE GROUP</b>					
10-19 Years	17	614	3%	16%	17%
20-29 Years	50	591	8%	47%	16%
30-39 Years	21	575	4%	20%	15%
40-49 Years	9	635	1%	8%	17%
50-59 Years	7	511	1%	7%	14%
60-74 Years	3	565	1%	3%	15%
75+ Years	0	230	0%	0%	6%
<b>SOCIO GROUP</b>					
Socio 1-3	0	0			
Socio 1-3	50	1,636	3%	47%	44%
<b>OCCUPATION</b>					
Top 3 occupations	11	576	2%	10%	15%
<b>EDUCATION</b>					
Tertiary	43	1,169	4%	41%	31%
<b>LIFESTAGE</b>					
Lifestage One- dependent children	0	0			
Lifestage One- dependent children	12	514	2%	11%	14%
Lifestage Two- independent young adult	48	753	6%	45%	20%
Lifestage Three- adults with young child	28	701	4%	26%	19%
Lifestage Four- adults with older children	9	538	2%	8%	14%
Lifestage Five- empty nesters	10	1,214	1%	9%	33%
<b>AREA</b>					
Metropolitan (Ak,Hm,Wg,Ch,Dn)	69	2,063	3%	65%	55%
Provincial Urban	16	628	3%	15%	17%
Secondary/Minor/ Rural Centre	14	551	3%	13%	15%
Rural	8	479	2%	8%	13%
<b>HOUSEHOLD INCOME</b>					
Ave household income	94,065	81,423			
HHI \$100k+	27	722	4%	25%	19%
In paid employment	75	2,133	4%	71%	57%
<b>HOUSEHOLD SHOPPER</b>					
Main Household Shopper	45	1,564	3%	42%	42%
Main Hhold Shopper & Kids 0-17	24	659	4%	23%	18%
Average Household Shppr Grocery Sper	173	165	105%	163%	4%
<b>HOUSEHOLD COMPOSITION</b>					
Have child (0- 17yrs) in hhold	54	1,816	3%	51%	49%
Home Owner	53	2,342	2%	50%	63%
<b>TRAVEL</b>					
Travelled Overseas Last 12 Mnths	40	1,141	4%	38%	31%
Domestic	42	1,099	4%	40%	30%