

Taste

Detailed Readership

Total Readership aged 10yrs+ = 165,000
This is 4% of all people aged 10yrs+.

Total Circulation =27,145
Total Population aged 10yrs+ = 3,721,000

	REACH	POTENTIAL	% OF POTENTIAL	MAGAZINE PROFILE	POPULATION PROFILE
	000's	000's	X / Y	X / 165,000	Y / 3,721,000
Demographic Profile		Y	X / Y	X / 165,000	Y / 3,721,000
Readership	165	3,721	4%	100%	100%
GENDER					
Male	26	1,813	1%	16%	49%
Female	139	1,909	7%	84%	51%
AGE GROUP					
10-19 Years	14	614	2%	8%	17%
20-29 Years	26	591	4%	16%	16%
30-39 Years	34	575	6%	21%	15%
40-49 Years	34	635	5%	21%	17%
50-59 Years	29	511	6%	18%	14%
60-74 Years	23	565	4%	14%	15%
75+ Years	4	230	2%	2%	6%
SOCIO GROUP					
Socio One - Three	97	1,636	6%	59%	44%
LIFESTAGE					
Lifestage One- dependent children	11	514	2%	7%	14%
Lifestage Two- independent young adults	34	753	5%	21%	20%
Lifestage Three- adults with young children	39	701	6%	24%	19%
Lifestage Four- adults with older children	28	538	5%	17%	14%
Lifestage Five- empty nesters	53	1,214	4%	32%	33%
AREA					
Metropolitan (Ak,Hm,Wg,Ch,Dn)	102	2,063	5%	62%	55%
Provincial Urban	27	628	4%	16%	17%
Secondary/Minor/ Rural Centre	18	551	3%	11%	15%
Rural	19	479	4%	12%	13%
OCCUPATION					
Top 3 occupations	34	576	6%	21%	15%
EDUCATION					
Tertiary	80	1,169	7%	48%	31%
HOUSEHOLD INCOME					
Average Household Income	107,950	81,423			
Household Income - \$100,000 +	57	722	8%	35%	19%
Paid Employment	110	2,133	5%	67%	57%
HOUSEHOLD SHOPPER					
Main Household Shopper	107	1,564	7%	65%	42%
Main Hhold Shopper & Kids 0-17	52	659	8%	32%	18%
Average Household Shppr Grocery Spend 15+	184	165			
HOUSEHOLD COMPOSITION					
Have child (0- 17yrs) in hhold	78	1,816	4%	47%	49%
Children aged 0-4	31	627	5%	19%	17%
Primary caregiver	48	622	8%	29%	17%
Home Owner	114	2,342	5%	69%	63%
TRAVEL					
Travelled Overseas Last 12 Mnths	66	1,141	6%	40%	31%
Domestic	66	1,099	6%	40%	30%