



## Detailed Readership

Total Readership aged 10yrs+ = 349,000  
 This is 9% of all people aged 10yrs+.

Total Circulation = 53,286  
 Total Population aged 10yrs+ = 3,721,000

	REACH	POTENTIAL	% OF POTENTIAL	MAGAZINE PROFILE	POPULATION PROFILE
	000's X	000's Y	X / Y	X / 349,000	Y / 3,721,000
<b>Demographic Profile</b>					
Readership	349	3,721	9%	100%	100%
<b>GENDER</b>					
Male	52	1,813	3%	15%	49%
Female	297	1,909	16%	85%	51%
<b>AGE GROUP</b>					
10-19 Years	33	614	5%	9%	17%
20-29 Years	42	591	7%	12%	16%
30-39 Years	59	575	10%	17%	15%
40-49 Years	77	635	12%	22%	17%
50-59 Years	64	511	13%	18%	14%
60-74 Years	59	565	10%	17%	15%
75+ Years	15	230	7%	4%	6%
<b>SOCIO GROUP</b>					
Socio 1-3	185	1,636	11%	53%	44%
<b>OCCUPATION</b>					
Top 3 occupations	66	576	11%	19%	15%
Tertiary Education	158	1,169	14%	45%	31%
<b>LIFESTAGE</b>					
Lifestage One	29	514	6%	8%	14%
Lifestage Two	55	753	7%	16%	20%
Lifestage Three	77	701	11%	22%	19%
Lifestage Four	60	538	11%	17%	14%
Lifestage Five	129	1,214	11%	37%	33%
<b>AREA</b>					
Metropolitan (Ak,Hm,Wg,Ch,Dn)	202	2,063	10%	58%	55%
Provincial Urban	66	628	11%	19%	17%
Secondary/Minor/ Rural Centre	42	551	8%	12%	15%
Rural	38	479	8%	11%	13%
<b>HOUSEHOLD INCOME</b>					
Average household income	101,037	81,423			
Household income \$100,000 +	101	722	14%	29%	19%
In paid employment	222	2,133	10%	64%	57%
<b>HOUSEHOLD SHOPPER</b>					
Main household shopper	212	1,564	14%	61%	42%
MHHS & Kids 0-17	98	659	15%	28%	18%
AveHousehold Grocery Spend	182	165			
<b>HOUSEHOLD COMPOSITION</b>					
Have child (0- 17yrs) in household	162	1,816	9%	46%	49%
Aged under 5	57	627	9%	16%	17%
<b>HOME OWNER</b>	253	2,342	11%	72%	63%