



## Detailed Readership

Total Readership aged 10yrs+ = 216,000  
 This is 6% of all people aged 10yrs+.

Total Circulation = 23592  
 Total Population aged 10yrs+ = 3,721,000

	Reach 000's	Population 10+ 000's	% OF Population 10+	MAGAZINE PROFILE X / 216,000	POPULATION PROFILE Y / 3,721,000
<b>DEMOGRAPHIC PROFILE</b>	<b>X</b>	<b>Y</b>	<b>X / Y</b>		
Average Issue Readership	216	3,721	6%	100%	100%
<b>GENDER</b>					
Male	27	1,813	1%	13%	49%
Female	189	1,909	10%	87%	51%
<b>AGE GROUP</b>					
10-19 Years	39	614	6%	18%	17%
20-29 Years	49	591	8%	23%	16%
30-39 Years	34	575	6%	16%	15%
40-49 Years	41	635	6%	19%	17%
50-59 Years	35	511	7%	16%	14%
60-74 Years	17	565	3%	8%	15%
75+ Years	2	230	1%	1%	6%
<b>LIFESTAGE</b>					
Lifestage One- dependent children	31	514	6%	14%	14%
Lifestage Two- independent young adults	64	753	8%	30%	20%
Lifestage Three- adults with young children	38	701	5%	18%	19%
Lifestage Four- adults with older children	37	538	7%	17%	14%
Lifestage Five- empty nesters	46	1,214	4%	21%	33%
<b>AREA</b>					
Metropolitan (Ak,Hm,Wg,Ch,Dn)	150	2,063	7%	69%	55%
Provincial Urban	33	628	5%	15%	17%
Secondary/Minor/ Rural Centre	19	551	3%	9%	15%
Rural	14	479	3%	6%	13%
<b>EDUCATION</b>					
Tertiary Education	107	1,169	9%	50%	31%
<b>OCCUPATION</b>					
Top 3 Occupations	46	576	8%	21%	15%
<b>SOCIO GROUP</b>					
Socio 1-3	121	1,636	7%	56%	44%
<b>HOUSEHOLD INCOME</b>					
Average Household Income	112,903	81,423			
Household Income - Summary[\$100,000 +]	70	722	10%	32%	19%
Paid Employment	144	2,133	7%	67%	57%
<b>SHOPPER</b>					
Main hhold shopper	108	1,564	7%	50%	42%
Main Hhold Shopper & Kids 0-17	51	659	8%	24%	18%
Average Household Shppr Grocery Spend 15	190	165			
<b>TENURE</b>					
Home owner	136	2,342	6%	63%	63%
<b>TRAVEL</b>					
Travelled overseas last 12 mnths	89	1,141	8%	41%	31%
Domestic travel Last 12 mnths	90	1,099	8%	42%	30%