



Detailed Readership

Total Readership aged 10yrs+ = 278,000
 This is 7% of all people aged 10yrs+.

Total Circulation = 34,820
 Total Population aged 10yrs+ = 3,721,000

	REACH	POTENTIAL	% OF POTENTIAL	MAGAZINE PROFILE	POPULATION PROFILE
	000's	000's			
	X	Y	X / Y	X / 278,000	Y / 3,721,000
Demographic Profile					
Readership	278	3,721	7%	100%	100%
GENDER					
Male	69	1,813	4%	25%	49%
Female	209	1,909	11%	75%	51%
AGE GROUP					
10-19 Years	14	614	2%	5%	17%
20-29 Years	32	591	5%	12%	16%
30-39 Years	59	575	10%	21%	15%
40-49 Years	71	635	11%	26%	17%
50-59 Years	49	511	10%	18%	14%
60-74 Years	42	565	7%	15%	15%
75+ Years	11	230	5%	4%	6%
SOCIO GROUP					
Socio One - Three	144	1,636	9%	52%	44%
OCCUPATION					
Top 3 occupations	57	576	10%	21%	15%
EDUCATION					
Tertiary	119	1,169	10%	43%	31%
LIFESTAGE					
Lifestage One- dependent children	11	514	2%	4%	14%
Lifestage Two- independent young adults	41	753	5%	15%	20%
Lifestage Three- adults with young children	79	701	11%	28%	19%
Lifestage Four- adults with older children	50	538	9%	18%	14%
Lifestage Five- empty nesters	96	1,214	8%	35%	33%
AREA					
Metropolitan (Ak,Hm,Wg,Ch,Dn)	152	2,063	7%	55%	55%
Provincial Urban	53	628	8%	19%	17%
Secondary/Minor/ Rural Centre	40	551	7%	14%	15%
Rural	33	479	7%	12%	13%
HOUSEHOLD INCOME					
Ave household income	93,383	81,423			
HHI \$100k+	77	722	11%	28%	19%
In paid employment	179	2,133	8%	64%	57%
HOUSEHOLD SHOPPER					
Main Household Shopper	170	1,564	11%	61%	42%
Main Hhold Shopper & Kids 0-17	86	659	13%	31%	18%
Average Household Shppr Grocery Spend 15+	185	165			
HOUSEHOLD COMPOSITION					
Have child (0-17yrs) in hhold	139	1,816	8%	50%	49%
Children aged 0-4	58	627	9%	21%	17%
Primary caregiver	79	622	13%	28%	17%
Home owner	201	2,342	9%	72%	63%
TRAVEL					
Travelled Overseas Last 12 Mnths	96	1,141	8%	35%	31%
Domestic	92	1,099	8%	33%	30%