

READERSHIP	69,000
CIRCULATION	55,574
Sex	
Male	35,000
Female	34,000
Age	
14-24	10,000
25-34	12,000
35-49	23,000
50+	25,000
Occupation	
Professional / Manager	14,000
White Collar	11,000
Skilled / Semi-Skilled	13,000
Marital Status	
Single	23,000
Married / Defacto	46,000
Household Size	
1-2 people	23,000
3-4 people	28,000
5+ people	17,000
Total Household Income	
Less than \$25,000	6,000
\$25,000 - \$49,999	11,000
\$50,000 - \$69,999	11,000
\$70,000 - \$99,999	6,000
\$100,000 & over	16,000
Families	
No. with children aged 0-5	14,000
No. with children aged 6-11	14,000
No. with children aged 12-15	9,000
Home Ownership	
Own home / Paying off	47,000
Rent	22,000

You and Your Home	
Spend over \$5,000 renovating/ extending home	9,000
Make minor repairs/alterations to home	19,000
Redecorate/Refurbish home	12,000
Buy a new house or flat	-
Build a new house	1,000
Buy an established house or flat	4,000
Activities & Interests	
Dined at licensed restaurant	41,000
Dined at a BYO restaurant	22,000
Used a computer at home	52,000
Played a Sport/did formal exercise	53,000
Bought Something over the Internet	18,000
Banks	
ANZ	11,000
Commonwealth	30,000
National Australia	6,000
St George	13,000
Westpac	11,000
Credit Unions	7,000
Shopping Habits	
Grocery buyer usually/sometimes	66,000
Supermarkets	
Coles	10,000
Franklins	3,000
Woolworths	22,000
Aldi	8,000
IGA	-
Retail Outlets	
Big W	33,000
David Jones	7,000
Myer	15,000
Best & Less	16,000
Target	29,000
Kmart	33,000
Car Owners	
Intend to buy new car (within 4yrs)	8,000
Intend to buy used car (within 4yrs)	17,000