

READERSHIP	52,000
CIRCULATION	40,654
Sex	
Male	26,000
Female	26,000
Age	
14-24	6,000
25-34	9,000
35-49	17,000
50+	20,000
Occupation	
Professional / Manager	10,000
White Collar	8,000
Skilled / Semi-Skilled	3,000
Marital Status	
Single	18,000
Married / Defacto	34,000
Household Size	
1-2 people	15,000
3-4 people	25,000
5+ people	11,000
Total Household Income	
Less than \$25,000	4,000
\$25,000 - \$49,999	6,000
\$50,000 - \$69,999	4,000
\$70,000 - \$99,999	7,000
\$100,000 & over	9,000
Families	
No. with children aged 0-5	10,000
No. with children aged 6-11	11,000
No. with children aged 12-15	7,000
Home Ownership	
Own home / Paying off	37,000
Rent	13,000

You and Your Home	
Spend over \$5,000 renovating/ extending home	5,000
Make minor repairs/alterations to home	6,000
Redecorate/Refurbish home	5,000
Buy a new house or flat	-
Build a new house	3,000
Buy an established house or flat	6,000
Activities & Interests	
Dined at licensed restaurant	20,000
Dined at a BYO restaurant	7,000
Used a computer at home	37,000
Played a Sport/did formal exercise	33,000
Bought Something over the Internet	12,000
Banks	
ANZ	6,000
Commonwealth	19,000
National Australia	3,000
St George	12,000
Westpac	10,000
Credit Unions	6,000
Shopping Habits	
Grocery buyer usually/sometimes	48,000
Supermarkets	
Coles	11,000
Franklins	1,000
Woolworths	14,000
Aldi	5,000
IGA	1,000
Retail Outlets	
Big W	23,000
David Jones	1,000
Myer	6,000
Best & Less	17,000
Target	20,000
Kmart	20,000
Car Owners	
Intend to buy new car (within 4yrs)	3,000
Intend to buy used car (within 4yrs)	6,000