

**WOLLONDILLY**  
**Advertiser**

<b>READERSHIP</b>	<b>135,000</b>
<b>CIRCULATION</b>	<b>79,599</b>
<b>Sex</b>	
Male	60,000
Female	75,000
<b>Age</b>	
14-24	23,000
25-34	21,000
35-49	37,000
50+	54,000
<b>Occupation</b>	
Professional / Manager	24,000
White Collar	27,000
Skilled / Semi-Skilled	29,000
<b>Marital Status</b>	
Single	50,000
Married / Defacto	86,000
<b>Household Size</b>	
1-2 people	45,000
3-4 people	60,000
5+ people	30,000
<b>Total Household Income</b>	
Less than \$25,000	14,000
\$25,000 - \$49,999	24,000
\$50,000 - \$69,999	15,000
\$70,000 - \$99,999	20,000
\$100,000 & over	43,000
<b>Families</b>	
No. with children aged 0-5	31,000
No. with children aged 6-11	24,000
No. with children aged 12-15	18,000
<b>Home Ownership</b>	
Own home / Paying off	99,000
Rent	35,000

<b>You and Your Home</b>	
Spend over \$5,000 renovating/ extending home	12,000
Make minor repairs/alterations to home	42,000
Redecorate/Refurbish home	27,000
Buy a new house or flat	1,000
Build a new house	2,000
Buy an established house or flat	7,000
<b>Activities &amp; Interests</b>	
Dined at licensed restaurant	61,000
Dined at a BYO restaurant	23,000
Used a computer at home	99,000
Played a Sport/did formal exercise	70,000
Bought Something over the Internet	44,000
<b>Banks</b>	
ANZ	17,000
Commonwealth	46,000
National Australia	12,000
St George	26,000
Westpac	20,000
Credit Unions	32,000
<b>Shopping Habits</b>	
Grocery buyer usually/sometimes	117,000
<b>Supermarkets</b>	
Coles	15,000
Franklins	1,000
Woolworths	45,000
Aldi	13,000
IGA	1,000
<b>Retail Outlets</b>	
Big W	93,000
David Jones	19,000
Myer	5,000
Best & Less	43,000
Target	45,000
Kmart	38,000
<b>Car Owners</b>	
Intend to buy new car (within 4yrs)	16,000
Intend to buy used car (within 4yrs)	31,000