

BLACKTOWN Sun

READERSHIP	77,000
CIRCULATION	48,723
Sex	
Male	40,000
Female	37,000
Age	
14-24	10,000
25-34	17,000
35-49	21,000
50+	30,000
Occupation	
Professional / Manager	16,000
White Collar	12,000
Skilled / Semi-Skilled	14,000
Marital Status	
Single	25,000
Married / Defacto	52,000
Household Size	
1-2 people	24,000
3-4 people	35,000
5+ people	18,000
Total Household Income	
Less than \$25,000	6,000
\$25,000 - \$49,999	8,000
\$50,000 - \$69,999	6,000
\$70,000 - \$99,999	7,000
\$100,000 & over	15,000
Families	
No. with children aged 0-5	20,000
No. with children aged 6-11	15,000
No. with children aged 12-15	11,000
Home Ownership	
Own home / Paying off	51,000
Rent	25,000

You and Your Home	
Spend over \$5,000 renovating/ extending home	7,000
Make minor repairs/alterations to home	20,000
Redecorate/Refurbish home	11,000
Buy a new house or flat	3,000
Build a new house	2,000
Buy an established house or flat	6,000
Activities & Interests	
Dined at licensed restaurant	39,000
Dined at a BYO restaurant	11,000
Used a computer at home	59,000
Played a Sport/did formal exercise	59,000
Bought Something over the Internet	19,000
Banks	
ANZ	13,000
Commonwealth	34,000
National Australia Bank	5,000
St George	13,000
Westpac	10,000
Credit Unions	11,000
Shopping Habits	
Grocery buyer usually/sometimes	71,000
Supermarkets	
Coles	12,000
Franklins	4,000
Woolworths	20,000
Aldi	7,000
IGA	4,000
Retail Outlets	
Big W	40,000
David Jones	5,000
Myer	13,000
Best & Less	22,000
Target	32,000
Kmart	31,000
Car Owners	
Intend to buy new car (within 4yrs)	7,000
Intend to buy used car (within 4yrs)	12,000