

# FAIRFIELD CITY Champion

<b>READERSHIP</b>	<b>90,000</b>
<b>CIRCULATION</b>	<b>56,331</b>
<b>Sex</b>	
Male	45,000
Female	45,000
<b>Age</b>	
14-24	11,000
25-34	14,000
35-49	28,000
50+	36,000
<b>Occupation</b>	
Professional / Manager	14,000
White Collar	11,000
Skilled / Semi-Skilled	22,000
<b>Marital Status</b>	
Single	34,000
Married / Defacto	56,000
<b>Household Size</b>	
1-2 people	22,000
3-4 people	40,000
5+ people	28,000
<b>Total Household Income</b>	
Less than \$25,000	11,000
\$25,000 - \$49,999	16,000
\$50,000 - \$69,999	8,000
\$70,000 - \$99,999	11,000
\$100,000 & over	15,000
<b>Families</b>	
No. with children aged 0-5	19,000
No. with children aged 6-11	18,000
No. with children aged 12-15	10,000
<b>Home Ownership</b>	
Own home / Paying off	61,000
Rent	27,000

<b>You and Your Home</b>	
Spend over \$5,000 renovating/ extending home	6,000
Make minor repairs/alterations to home	13,000
Redecorate/Refurbish home	6,000
Buy a new house or flat	1,000
Build a new house	-
Buy an established house or flat	3,000
<b>Activities &amp; Interests</b>	
Dined at licensed restaurant	41,000
Dined at a BYO restaurant	12,000
Used a computer at home	54,000
Played a Sport/did formal exercise	49,000
Bought Something over the Internet	20,000
<b>Banks</b>	
ANZ	8,000
Commonwealth	39,000
National Australia	8,000
St George	17,000
Westpac	14,000
Credit Unions	8,000
<b>Shopping Habits</b>	
Grocery buyer usually/sometimes	79,000
<b>Supermarkets</b>	
Coles	13,000
Franklins	5,000
Woolworths	19,000
Aldi	9,000
IGA	-
<b>Retail Outlets</b>	
Big W	59,000
David Jones	8,000
Myer	12,000
Best & Less	24,000
Target	41,000
Kmart	31,000
<b>Car Owners</b>	
Intend to buy new car (within 4yrs)	6,000
Intend to buy used car (within 4yrs)	17,000

\*Source: Roy Morgan Readership Survey March 2011 & CAB Audit March 2011