

Hills News

READERSHIP	84,000
CIRCULATION	58,275
Sex	
Male	40,000
Female	45,000
Age	
14-24	6,000
25-34	11,000
35-49	25,000
50+	41,000
Occupation	
Professional / Manager	24,000
White Collar	18,000
Skilled / Semi-Skilled	10,000
Marital Status	
Single	
Married / Defacto	
Household Size	
1-2 people	26,000
3-4 people	43,000
5+ people	15,000
Total Household Income	
Less than \$25,000	4,000
\$25,000 - \$49,999	7,000
\$50,000 - \$69,999	5,000
\$70,000 - \$99,999	7,000
\$100,000 & over	36,000
Families	
No. with children aged 0-5	16,000
No. with children aged 6-11	15,000
No. with children aged 12-15	12,000
Home Ownership	
Own home / Paying off	75,000
Rent	8,000

You and Your Home	
Spend over \$5,000 renovating/ extending home	14,000
Make minor repairs/alterations to home	33,000
Redecorate/Refurbish home	21,000
Buy a new house or flat	1,000
Build a new house	1,000
Buy an established house or flat	3,000
Activities & Interests	
Dined at licensed restaurant	51,000
Dined at a BYO restaurant	24,000
Used a computer at home	70,000
Played a Sport/did formal exercise	60,000
Bought Something over the Internet	35,000
Banks	
ANZ	13,000
Commonwealth	29,000
National Australia	9,000
St George	17,000
Westpac	14,000
Credit Unions	7,000
Shopping Habits	
Grocery buyer usually/sometimes	71,000
Supermarkets	
Coles	12,000
Franklins	2,000
Woolworths	26,000
Aldi	8,000
IGA	-
Retail Outlets	
Big W	33,000
David Jones	20,000
Myer	26,000
Best & Less	12,000
Target	30,000
Kmart	31,000
Car Owners	
Intend to buy new car (within 4yrs)	14,000
Intend to buy used car (within 4yrs)	10,000