

LIVERPOOL CITY Champion

READERSHIP	114,000
CIRCULATION	51,225
Sex	
Male	54,000
Female	60,000
Age	
14-24	16,000
25-34	21,000
35-49	37,000
50+	39,000
Occupation	
Professional / Manager	16,000
White Collar	17,000
Skilled / Semi-Skilled	26,000
Marital Status	
Single	37,000
Married / Defacto	77,000
Household Size	
1-2 people	27,000
3-4 people	57,000
5+ people	30,000
Total Household Income	
Less than \$25,000	14,000
\$25,000 - \$49,999	20,000
\$50,000 - \$69,999	12,000
\$70,000 - \$99,999	17,000
\$100,000 & over	27,000
Families	
No. with children aged 0-5	27,000
No. with children aged 6-11	29,000
No. with children aged 12-15	18,000
Home Ownership	
Own home / Paying off	77,000
Rent	34,000

You and Your Home	
Spend over \$5,000 renovating/ extending home	4,000
Make minor repairs/alterations to home	14,000
Redecorate/Refurbish home	9,000
Buy a new house or flat	4,000
Build a new house	1,000
Buy an established house or flat	11,000
Activities & Interests	
Dined at licensed restaurant	46,000
Dined at a BYO restaurant	21,000
Used a computer at home	85,000
Played a Sport/did formal exercise	61,000
Bought Something over the Internet	25,000
Banks	
ANZ	15,000
Commonwealth	49,000
National Australia Bank	8,000
St George	23,000
Westpac	17,000
Credit Unions	12,000
Shopping Habits	
Grocery buyer usually/sometimes	102,000
Supermarkets	
Coles	17,000
Franklins	6,000
Woolworths	18,000
Aldi	10,000
IGA	1,000
Retail Outlets	
Big W	64,000
David Jones	4,000
Myer	16,000
Best & Less	27,000
Target	41,000
Kmart	37,000
Car Owners	
Intend to buy new car (within 4yrs)	9,000
Intend to buy used car (within 4yrs)	21,000