

ST GEORGE & SUTHERLAND SHIRE

Leader

READERSHIP	253,000
CIRCULATION	147,249
Sex	
Male	118,000
Female	136,000
Age	
14-24	30,000
25-34	35,000
35-49	72,000
50+	116,000
Occupation	
Professional / Manager	61,000
White Collar	53,000
Skilled / Semi-Skilled	36,000
Marital Status	
Single	85,000
Married / Defacto	168,000
Household Size	
1-2 people	82,000
3-4 people	120,000
5+ people	51,000
Total Household Income	
Less than \$25,000	13,000
\$25,000 - \$49,999	29,000
\$50,000 - \$69,999	19,000
\$70,000 - \$99,999	28,000
\$100,000 & over	56,000
Families	
No. with children aged 0-5	42,000
No. with children aged 6-11	42,000
No. with children aged 12-15	35,000
Home Ownership	
Own home / Paying off	199,000
Rent	50,000

You and Your Home	
Spend over \$5,000 renovating/ extending home	33,000
Make minor repairs/alterations to home	77,000
Redecorate/Refurbish home	46,000
Buy a new house or flat	8,000
Build a new house	3,000
Buy an established house or flat	22,000
Activities & Interests	
Dined at licensed restaurant	144,000
Dined at a BYO restaurant	106,000
Used a computer at home	201,000
Played a Sport/did formal exercise	194,000
Bought Something over the Internet	91,000
Banks	
ANZ	27,000
Commonwealth	92,000
National Australia	18,000
St George	66,000
Westpac	36,000
Credit Unions	37,000
Shopping Habits	
Grocery buyer usually/sometimes	223,000
Supermarkets	
Coles	45,000
Franklins	25,000
Woolworths	42,000
Aldi	16,000
IGA	3,000
Retail Outlets	
Big W	132,000
David Jones	47,000
Myer	84,000
Best & Less	45,000
Target	110,000
Kmart	100,000
Car Owners	
Intend to buy new car (within 4yrs)	26,000
Intend to buy used car (within 4yrs)	39,000