

READERSHIP	70,000
CIRCULATION	50,216
Sex	
Male	32,000
Female	38,000
Age	
14-24	10,000
25-34	12,000
35-49	19,000
50+	28,000
Occupation	
Professional / Manager	12,000
White Collar	13,000
Skilled / Semi-Skilled	15,000
Marital Status	
Single	23,000
Married / Defacto	47,000
Household Size	
1-2 people	21,000
3-4 people	32,000
5+ people	17,000
Total Household Income	
Less than \$25,000	10,000
\$25,000 - \$49,999	9,000
\$50,000 - \$69,999	7,000
\$70,000 - \$99,999	11,000
\$100,000 & over	16,000
Families	
No. with children aged 0-5	17,000
No. with children aged 6-11	12,000
No. with children aged 12-15	11,000
Home Ownership	
Own home / Paying off	51,000
Rent	18,000

You and Your Home	
Spend over \$5,000 renovating/ extending home	7,000
Make minor repairs/alterations to home	17,000
Redecorate/Refurbish home	10,000
Buy a new house or flat	-
Build a new house	-
Buy an established house or flat	4,000
Activities & Interests	
Dined at licensed restaurant	37,000
Dined at a BYO restaurant	11,000
Used a computer at home	54,000
Played a Sport/did formal exercise	34,000
Bought Something over the Internet	18,000
Banks	
ANZ	5,000
Commonwealth	19,000
National Australia	9,000
St George	17,000
Westpac	7,000
Credit Unions	14,000
Shopping Habits	
Grocery buyer usually/sometimes	64,000
Supermarkets	
Coles	9,000
Franklins	4,000
Woolworths	17,000
Aldi	10,000
IGA	6,000
Retail Outlets	
Big W	35,000
David Jones	1,000
Myer	14,000
Best & Less	17,000
Target	37,000
Kmart	30,000
Car Owners	
Intend to buy new car (within 4yrs)	6,000
Intend to buy used car (within 4yrs)	9,000