

Casualness Statistics
By Age and Sex

Report 1

Prepared for the
Roy Morgan Research Centre
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INTRODUCTION

This document represents the culmination of much debate and empirical testing aimed at clarifying an issue which was first raised in 1968 following the introduction of schedule measurement systems in Australia.

Ensuing discussion has been concerned with the research method which best arrives at a publication's rate of accumulation of readers over a number of issues (hereafter referred to as a publication's casualness).

In simple terms the controversy has revolved around the following proposition —

"Is it better to obtain a publication's casualness from a single interview or from two interviews, i.e. a re-interview of the same respondent."

This was first dealt with seriously in Christopher Fry's paper "Accumulation of Audiences for Australian Publications" (1970).

The single interview method relies on a respondent's memory to nominate reading patterns over a recent time period — this period can be up to four months as is the case with monthly publications. The shortcomings of this method were pointed out in Fry's paper mentioned earlier.

In the case of newspaper readership research a further criticism can be levelled at the single interview method. In Australia, research companies employing the single interview method have always collected newspaper readership patterns over a one-week period. The casualness derived from this data is in effect a within week casualness. However, newspaper advertising campaigns are mainly scheduled across weeks, and because of weekly sections and the specific appeal of certain sections during the week, e.g. sport on Friday and shopping on Wednesday, there is logical reason to believe that within week and across week casualness must vary.

Fry argued in his paper that a more reliable method of obtaining casualness would be to collect readership on two separate occasions, the respondent being unaware after the first interview that he or she will be re-interviewed. From the two interviews one can calculate for each respondent whether they read both issues, neither issue, or only one issue of each publication and hence derive the casualness.

The problem of obtaining more accurate levels of casualness became more acute as the media became more involved in providing clients with schedule evaluations. In fact the major use of casualness is in reach and frequency evaluations.

The so-called re-interview method whilst it seemed to overcome many of the problems of the single interview method, was both expensive to mount and difficult to administer. Within the existing framework of Australian readership research, with

obviously extremely important. Our own feeling is that the re-interview casualnesses we have currently probably understate true casualnesses to a small degree.

Samples required to discriminate casualnesses would be very large. Obviously, if casualnesses are close to one another then the accurate discrimination of casualnesses is going to call for large samples. In any case the error in casualness is generally larger than the error in a binomial proportion. As a rough "rule-of-thumb" the casualness error will almost always exceed the readership error by a factor of two and for small publications it will be greater by a considerably larger factor.

Writing γ for the casualness, an expression for the Standard Error of γ can be derived for a sample of n interviews and a publication of readership r .

$$\text{S.E. } \gamma = \frac{1}{r} \sqrt{\frac{\gamma(1-\gamma) + 2r(1-\gamma)}{r(1-r)}}$$

ASSESSING CASUALNESSES

The Roy Morgan Research Centre have carried out a number of re-interview studies over recent years yielding a total of approximately 4500 interviews. It will be appreciated that re-interview studies are considerably more costly than normal readership studies, on a per interview basis. Nevertheless, while it would be desirable to have a larger sample, a quadrupling of this sample would only permit some finer discrimination of casualnesses. The analysis we are about to describe would still be extremely sound, and only slightly less necessary.

Because of the high error of casualness, only the largest publications, in the most general demographics, can be considered to be measured with reasonable accuracy. Schedules for lesser publications and localised publications such as newspapers in specific demographics demonstrate appreciable inconsistency, because of a magnification of the casualness error in the schedule extension process. As a rough rule, each .01 of Standard Error in casualness can bring about an error of 1% in the reach, given a moderate number of issues.

Thus, while we have every expectation that true casualnesses will be subject to very moderate variation across a field of publications and across the demographics, the effect of using actual sample casualnesses is that schedule extensions become erratic and inconsistent.

We can use the observation that publications in a field tend to have the same casualnesses to develop a principle for smoothing the data.

A priori, even if we lack altogether a sample estimate for a publication in a field, we can estimate its casualness to be the mean casualness for the field. The error of this estimate will be the Standard Deviation of casualnesses in the field.

Where we have an actual estimate, then in effect we have two sources of estimation about the publication, the estimate from the field and the estimate from the publication. Sampling theory tells us

that we should blend these estimates according to the inverses of the errors. So, if the Standard Deviation of the field is .08 and the Standard Error of the publication is .02, we take a mix of 80% publication estimate and 20% field estimate. Whereas, if the Standard Error of the publication is 1:2 in the same field we mix 40% of publication estimate with 60% of field estimate.

This still permits a certain amount of sample noise to influence the estimate and is perhaps a somewhat conservative procedure. However, we have adopted it as a general principle in the analysis.

It will be seen that where a publication is large and is reasonably well measured, the publication estimate dominates the mix. Whereas smaller publications will have their casualnesses moved towards the mean for the field.

The outstanding advantage of this approach is that we can use it to generate much more reasonable estimates for the whole field. Looking at the results, it is apparent that some of the very small publications still seem to have somewhat exaggerated casualnesses, but at least they have been moved to a less arguable level.

(There are circumstances where we know that a publication's casualness is too high. If the casualness for a magazine is higher than the cross-media casualness between it and similar sized publications then we would have to conclude that some of the audience only read the magazine in tandem with the others. This is barely plausible, but really quite unlikely.)

Furthermore, such a principle enables us to utilise data accumulatively, so that, as we add more data into the total, we increase our ability to discriminate small differences.

In practice, the use of the principle has to be related to the age pattern of casualnesses.

AGE PATTERN

While there is a general tendency for casualnesses to be similar, across similar publications and across demographics, there is an insistent pattern in the measured casualnesses.

For some publications at least there is a definite and significant tendency for measured casualnesses to be higher in the younger age groups.

While there may be other sources of variation in casualness, such as "social class", these variables do not lend themselves to the kind of analysis that we have been able to perform with the age variable and in any case the patterns are somewhat inconsistent.

In analysing casualnesses across age we have divided publications into two groups according to whether they display the tendency to have higher casualnesses in the younger age groups or not. This division has in some cases been a little arbitrary although a consistent rule has been followed throughout.

Where publications have exhibited an age "gradient" in their casualnesses then the pattern has been resolved into two parameters. In effect, one parameter controls the amount of fall from the younger age level and the other represents the ultimate casualness level in the older age group.

Within fields of publications these parameters have themselves been smoothed according to the principle expressed in the last

competing companies undertaking competitive studies on a semi-speculative basis it seemed unlikely that the need for refinements in developing accumulative patterns would outweigh the economies of undertaking such a study.

In this regard we are indebted to the Roy Morgan Research Centre who undertook studies in November and December, 1971, February/March and April/May, 1973, and August/September and October/November, 1973. The usable sample size employed in total in those studies was 4594 respondents.

Whilst each of these individual studies shows a remarkable consistency in overall levels of accumulation and a marked difference in patterns compared to the single interview measure it was apparent that, at least in the case of small national publications and many state publications, inconsistencies introduced by the necessarily small sample size employed would present an alternative set of problems almost as formidable as those which the studies were intended to overcome.

Christopher Fry, who had pioneered work in the area of publication accumulation patterns in Australia was employed by the interested media proprietors to produce a set of casualnesses based on the Roy Morgan Research Centre's field data. Christopher Fry explains elsewhere the methods employed in determining real differences in casualness as opposed to differences due to sampling error.

The cost of mounting re-interview surveys inhibits regular study of this aspect of readership. However, this should not pose major problems as the results obtained from three studies undertaken to date at different periods in time, reveal a consistency in casualness levels which would obviate the need for regular measurement.

The casualnesses presented in this report will be used by all publishers subscribing to the exercise and it is hoped that others in the industry will adopt these figures thus bringing uniformity to an area which plays an important role in determining the reach and frequency of a media schedule.

AUGUST, 1976

THE CASUALNESS CONCEPT

In the past few years the casualness statistic has become an accepted part of the Australian print media research scene.

A part of its acceptance is undoubtedly due to the fact that the print media schedule extension routine in major use is built around the concept. A large part of its acceptance must nevertheless be due to the fact that casualness is a very natural statistic for describing publication accumulation.

Although a number of researchers made important contributions in the 50s and 60s to the field of publication accumulation, J-M Agostini could fairly be described as the Columbus of readership extension. Although Agostini's formulae are not used today -- most practical media extension methods are derived from the Beta distribution -- Agostini succeeded in convincing the media world that the accumulation of a publication could be reduced to a single statistic, other than the readership itself. In simple terms, if we know the readership of a publication and the accumulative audience of two issues then we can estimate the further accumulation over successive issues.

The readership of a publication expresses as a percentage of a population represents the "coverage power" of the publication. It is natural to look for another statistic which represents the "accumulation power" of the publication.

The most suitable statistic of "accumulation power" is the casualness. It can be explained and defined in the following way.

Suppose a publication reaches with one issue 30% of a specific population. We can show that a second issue will not add more than 30% of the uncovered 70% of the population. That is, the second issue addition to the readership cannot exceed 21%. Similarly, a 10% publication cannot add more reach with a second issue than 9% and a 90% publication cannot add more than 9% also.

A particular 30% publication may actually have added only 7% with its second issue. Since the maximum addition for a 30% publication is 21% we derive the casualness as the ratio $7/21 = .33$ for this publication.

In this way we define casualness. If d is the actual difference in reach achieved by the second issue then the casualness is $\frac{d}{r(1-\gamma)}$

In America, the difference between the readership of one issue and two issues is divided by the readership (of one issue) to obtain the turnover rate.

Since a 10% publication can only possibly reach an additional 9% with a second issue the maximum turnover rate of 10% readership publications is 100%. Whereas, 90% readership publications have a maximum turnover rate of 10%. Thus turnover rate does not achieve the effect of compensating for the size of the publication, to put all publications on a similar basis.

Because the casualness statistic does allow for the size of the publication it must be understood that casualnesses are relative to publication readerships. The ultimately casual publication, in ordinary language, would be one of zero readership. It is inevitable that smaller publications are "more casual" in the ordinary sense of the word casual than larger ones. But it is quite common for a small

magazine (especially one with a large subscription audience) to have a lower defined casualness than a much larger publication.

If it is understood that casualness defines the "accumulation power" of a publication relative to its readership, then it will be easy to understand that we can define a similar statistic to describe the accumulation across publications. Our attention is directed specifically to publication casualnesses, but one can appreciate that the acceptance of the casualness statistic has depended on its dual role for describing both accumulation within publications and accumulation across publications.

In fact, in our experience the least acceptable aspect of the casualness statistic has been the name itself. Some publications feel a bit edgy about being described as high casualness publications. Since, however, they have the benefit of a more rapid reach than publications having a more loyal audience, it seems only fair that the name should remain.

IMPORTANT GENERAL OBSERVATIONS ABOUT CASUALNESS

Casualnesses for similar publications are quite close to one another. For example, in the Morgan set of measurements we have analysed, a half of the casualnesses for all Australian magazines lie in the range .50-.59. There are differences in casualness, but these depend much more on the nature of the publication than the size of the readership. Newspapers for example have considerably lower casualnesses than magazines, reflecting the generally stronger loyalty pattern for newspapers.

Casualnesses are constant over time.

There can, in fact, be little direct evidence for this assertion, because of the problems of precise measurement of casualnesses. However, different measurements taken over the years do not contradict the idea that casualness are quite constant. Because of the casualness is closely related to the correlation of reading on different occasions, such a statistic, being a variance statistic, would tend to be stable. Perhaps the primary basis for being able to make the assertion of casualness constancy is the observation that the differences in casualness between similar publications of widely differing readerships is very small. Therefore we would expect the difference in casualness between two instances of the same publication to be even smaller than the difference between two different but similar publications.

Different methods of measuring casualness yield dramatic differences in casualness.

There has been a long term controversy in this country regarding the relative efficacy of the single interview or scale method for assessing casualnesses and the double interview method.

It is not possible to assert that the double interview approach yields precise measurements of casualness. However, it can be shown that if certain obvious biases were removed from the single interview method, then that method would yield essentially the same results as the double interview method.

TABLE 1
Reach for .33 and .55 Casualness

| ISSUES | CASUAL- NESS | READERSHIP | | | | |
|--------|-----------------|------------|------|------|------|------|
| | | 10 | 20 | 30 | 40 | 50 |
| 1 | .33 | 10.0 | 20.0 | 30.0 | 40.0 | 50.0 |
| | .55 | 10.0 | 20.0 | 30.0 | 40.0 | 50.0 |
| 2 | .33 | 13.0 | 25.3 | 36.9 | 47.9 | 58.2 |
| | .55 | 14.9 | 28.8 | 41.6 | 53.2 | 63.8 |
| 3 | .33 | 14.7 | 28.2 | 40.7 | 52.0 | 62.4 |
| | .55 | 18.2 | 34.2 | 48.2 | 60.3 | 70.6 |
| 4 | .33 | 15.9 | 30.3 | 43.2 | 54.7 | 65.0 |
| | .55 | 20.5 | 38.0 | 52.7 | 64.9 | 74.9 |
| 5 | .33 | 16.8 | 31.8 | 45.0 | 56.7 | 66.9 |
| | .55 | 22.4 | 40.9 | 56.0 | 68.2 | 77.8 |
| 6 | .33 | 17.6 | 33.0 | 46.5 | 58.3 | 68.4 |
| | .55 | 23.9 | 43.2 | 58.6 | 70.7 | 80.0 |
| 7 | .33 | 18.2 | 34.0 | 47.7 | 59.5 | 69.6 |
| | .55 | 25.2 | 45.2 | 60.7 | 72.7 | 81.7 |
| 8 | .33 | 18.7 | 34.9 | 48.8 | 60.6 | 70.6 |
| | .55 | 26.3 | 46.8 | 62.5 | 74.3 | 83.0 |
| 9 | .33 | 19.2 | 35.6 | 49.7 | 61.5 | 71.5 |
| | .55 | 27.3 | 48.2 | 64.0 | 75.7 | 84.2 |
| 10 | .33 | 19.6 | 36.3 | 50.4 | 62.3 | 72.2 |
| | .55 | 28.2 | 49.4 | 65.3 | 76.8 | 85.1 |
| 11 | .33 | 20.0 | 36.9 | 51.1 | 63.0 | 72.9 |
| | .55 | 29.0 | 50.5 | 66.4 | 77.8 | 85.9 |
| 12 | .33 | 20.3 | 37.5 | 51.8 | 63.7 | 73.4 |
| | .55 | 29.7 | 51.5 | 67.4 | 78.7 | 86.6 |
| 13 | .33 | 20.6 | 37.9 | 52.3 | 64.2 | 74.0 |
| | .55 | 30.3 | 52.4 | 68.3 | 79.5 | 87.3 |

Typical magazine casualnesses yielded by the single interview approach are of the order of .33 where the double interview approach yields casualnesses for magazines of the order of .55. Table 1 shows the effect of these differences on different readerships when extended using the standard Beta method. These differences are

section. It is possible that this aspect might deserve some minor refinement in further analyses. However, the method has been very effective in smoothing out the demographic profile of casualnesses and has been successful in making this data very usable.

In fact, because of the nature of the formula that has been fitted, it is now possible to develop casualnesses for any age groups for the publications surveyed. These casualnesses will be consistent in scheduling applications.

Other demographics have been evaluated in terms of their age/sex content.

SUMMARY

The analysis incorporates a couple of important innovations in the use of accumulation data which allow the existing data to be used over a wide field of application and satisfies the need to specify casualnesses for general scheduling applications.

The effect of these innovations has been to give to the raw data a considerable boost in accuracy, through making use of the internal relationships in the data.

This is in fact the first analysis of its kind and it should be expected that the methodology will be refined in the future.

However, the casualness values that have been derived are fair to the individual print media and have been accepted by them as a formal basis for evaluating print media schedules.

CHRISTOPHER FRY

AGE GROUPS — ALL PEOPLE

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 WOMAN'S DAY
 NEW IDEA
 WOMAN'S WORLD
 AUSTRALASIAN POST
 PIX PEOPLE
 VOGUE AUSTRALIA
 POL
 DOLLY
 BELLE
 CLEO
 FAMILY CIRCLE
 TIME
 READERS DIGEST
 TV TIMES
 TV WEEK
 THE BULLETIN
 NEWSWEEK
 COSMOPOLITAN
 HOME BEAUTIFUL
 HOUSE AND GARDEN
 HOME JOURNAL
 YOUR GARDEN
 WHEELS
 RYDGES
 MODERN MOTOR
 MOTOR MANUAL
 VOGUE LIVING

| ALL PEOPLE 14 + | AGED 14-19 | AGED 20-24 | AGED 25-29 | AGED 30-34 | AGED 35-39 | AGED 40-45 | AGED 45 & OVER | AGED 14-50 | AGED 35-50 | AGED 35 & OVER | AGED 35 & OVER |
|-----------------|------------|------------|------------|------------|------------|------------|----------------|------------|------------|----------------|----------------|
| .564 | .619 | .602 | .587 | .572 | .557 | .542 | .536 | .576 | .545 | .550 | .540 |
| .569 | .601 | .591 | .583 | .573 | .565 | .556 | .553 | .576 | .559 | .561 | .555 |
| .488 | .562 | .538 | .517 | .497 | .478 | .458 | .450 | .503 | .463 | .469 | .456 |
| .560 | .560 | .560 | .560 | .560 | .560 | .560 | .560 | .560 | .560 | .560 | .560 |
| .546 | .620 | .596 | .575 | .555 | .536 | .516 | .508 | .561 | .520 | .527 | .514 |
| .588 | .588 | .588 | .588 | .588 | .588 | .588 | .588 | .588 | .588 | .588 | .588 |
| .550 | .550 | .550 | .550 | .550 | .550 | .550 | .550 | .500 | .550 | .550 | .550 |
| .670 | .792 | .752 | .717 | .684 | .653 | .620 | .608 | .694 | .628 | .639 | .617 |
| .542 | .542 | .542 | .542 | .542 | .542 | .542 | .542 | .542 | .542 | .542 | .542 |
| .608 | .608 | .608 | .608 | .608 | .608 | .608 | .608 | .608 | .608 | .608 | .608 |
| .499 | .499 | .499 | .499 | .499 | .499 | .499 | .499 | .499 | .499 | .499 | .499 |
| .527 | .527 | .527 | .527 | .527 | .527 | .527 | .527 | .527 | .527 | .527 | .527 |
| .471 | .471 | .471 | .471 | .471 | .471 | .471 | .471 | .471 | .471 | .471 | .471 |
| .422 | .422 | .422 | .422 | .422 | .422 | .422 | .422 | .422 | .422 | .422 | .422 |
| .494 | .549 | .532 | .516 | .502 | .487 | .472 | .466 | .506 | .475 | .480 | .471 |
| .418 | .452 | .441 | .432 | .422 | .413 | .404 | .400 | .425 | .406 | .409 | .403 |
| .575 | .589 | .584 | .580 | .577 | .573 | .569 | .568 | .578 | .571 | .572 | .569 |
| .552 | .584 | .574 | .566 | .557 | .548 | .539 | .535 | .559 | .541 | .544 | .538 |
| .565 | .565 | .565 | .565 | .565 | .565 | .565 | .565 | .565 | .565 | .565 | .565 |
| .571 | .571 | .571 | .571 | .571 | .571 | .571 | .571 | .571 | .571 | .571 | .571 |
| .598 | .614 | .609 | .605 | .601 | .596 | .592 | .590 | .602 | .593 | .594 | .591 |
| .641 | .641 | .641 | .641 | .641 | .641 | .641 | .641 | .641 | .641 | .641 | .641 |
| .541 | .560 | .554 | .549 | .543 | .538 | .532 | .530 | .545 | .534 | .535 | .532 |
| .540 | .540 | .540 | .540 | .540 | .540 | .540 | .540 | .540 | .540 | .540 | .540 |
| .555 | .555 | .555 | .555 | .555 | .555 | .555 | .555 | .555 | .555 | .555 | .555 |
| .563 | .563 | .563 | .563 | .563 | .563 | .563 | .563 | .563 | .563 | .563 | .563 |
| .600 | .600 | .600 | .600 | .600 | .600 | .600 | .600 | .600 | .600 | .600 | .600 |
| .553 | .576 | .569 | .563 | .556 | .550 | .543 | .541 | .558 | .545 | .547 | .543 |

AGE GROUPS — WOMEN

THE AUST'N WOMEN'S WEEKLY
 WOMAN'S DAY
 NEW IDEA
 WOMAN'S WORLD
 AUSTRALASIAN POST
 PIX PEOPLE
 VOGUE AUSTRALIA
 POL
 DOLLY
 BELLE
 CLEO
 FAMILY CIRCLE
 TIME
 READERS DIGEST
 TV TIMES
 TV WEEK
 THE BULLETIN
 NEWSWEEK
 COSMOPOLITAN
 HOME BEAUTIFUL
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 MODERN MOTOR
 MOTOR MANUAL
 VOGUE LIVING

| | ALL PEOPLE 14 + | AGED 14-19 | AGED 20-24 | AGED 25-29 | AGED 30-34 | AGED 35-39 | AGED 40-45 | AGED 45 & OVER | AGED 14-54 | AGED 35-50 | AGED 25 & OVER | AGED 35 & OVER |
|---------------------------|-----------------|------------|------------|------------|------------|------------|------------|----------------|------------|------------|----------------|----------------|
| THE AUST'N WOMEN'S WEEKLY | .555 | .609 | .592 | .577 | .562 | .548 | .533 | .527 | .566 | .536 | .541 | .531 |
| WOMAN'S DAY | .541 | .572 | .562 | .554 | .545 | .537 | .529 | .525 | .548 | .531 | .533 | .528 |
| NEW IDEA | .478 | .550 | .527 | .506 | .487 | .468 | .448 | .441 | .492 | .453 | .459 | .446 |
| WOMAN'S WORLD | .508 | .508 | .508 | .508 | .508 | .508 | .508 | .508 | .508 | .508 | .508 | .508 |
| AUSTRALASIAN POST | .551 | .627 | .602 | .581 | .561 | .541 | .521 | .513 | .567 | .526 | .532 | .519 |
| PIX PEOPLE | .620 | .602 | .620 | .620 | .620 | .620 | .620 | .620 | .620 | .620 | .620 | .620 |
| VOGUE AUSTRALIA | .533 | .533 | .533 | .533 | .533 | .533 | .533 | .533 | .533 | .533 | .533 | .533 |
| POL | .715 | .845 | .803 | .766 | .730 | .697 | .662 | .649 | .741 | .670 | .682 | .659 |
| DOLLY | .526 | .526 | .526 | .526 | .526 | .526 | .526 | .526 | .526 | .526 | .526 | .526 |
| BELLE | .636 | .636 | .636 | .636 | .636 | .636 | .636 | .636 | .636 | .636 | .636 | .636 |
| CLEO | .473 | .473 | .473 | .473 | .473 | .473 | .473 | .473 | .473 | .473 | .473 | .473 |
| FAMILY CIRCLE | .517 | .517 | .517 | .517 | .517 | .517 | .517 | .517 | .517 | .517 | .517 | .517 |
| TIME | .499 | .499 | .499 | .499 | .499 | .499 | .499 | .499 | .499 | .499 | .499 | .499 |
| READERS DIGEST | .427 | .427 | .427 | .427 | .427 | .427 | .427 | .427 | .427 | .427 | .427 | .427 |
| TV TIMES | .469 | .521 | .505 | .490 | .476 | .462 | .448 | .443 | .480 | .451 | .456 | .447 |
| TV WEEK | .370 | .401 | .391 | .383 | .374 | .366 | .358 | .354 | .377 | .360 | .362 | .357 |
| THE BULLETIN | .574 | .588 | .584 | .580 | .576 | .573 | .569 | .567 | .577 | .570 | .571 | .568 |
| NEWSWEEK | .492 | .520 | .512 | .504 | .496 | .488 | .480 | .477 | .498 | .482 | .484 | .479 |
| COSMOPOLITAN | .545 | .545 | .545 | .545 | .545 | .545 | .545 | .545 | .545 | .545 | .545 | .545 |
| HOME BEAUTIFUL | .543 | .543 | .543 | .543 | .543 | .543 | .543 | .543 | .543 | .543 | .543 | .543 |
| HOUSE AND GARDEN | .591 | .606 | .601 | .597 | .593 | .589 | .584 | .582 | .594 | .585 | .587 | .584 |
| HOME JOURNAL | .639 | .639 | .639 | .639 | .639 | .639 | .639 | .639 | .639 | .639 | .639 | .639 |
| YOUR GARDEN | .554 | .573 | .567 | .562 | .556 | .551 | .545 | .543 | .558 | .547 | .548 | .545 |
| WHEELS | .642 | .642 | .642 | .642 | .642 | .642 | .642 | .642 | .642 | .642 | .642 | .642 |
| RYDGES | .735 | .735 | .735 | .735 | .735 | .735 | .735 | .735 | .735 | .735 | .735 | .735 |
| MODERN MOTOR | .522 | .522 | .522 | .522 | .522 | .522 | .522 | .522 | .522 | .522 | .522 | .522 |
| MOTOR MANUAL | .700 | .700 | .700 | .700 | .700 | .700 | .700 | .700 | .700 | .700 | .700 | .700 |
| VOGUE LIVING | .506 | .527 | .521 | .515 | .509 | .503 | .497 | .495 | .511 | .499 | .501 | .497 |

AGE GROUPS — MEN

THE AUST'N WOMEN'S WEEKLY
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|---------------------------|-----------------|------------|------------|------------|------------|------------|------------|----------------|------------|------------|----------------|----------------|
| THE AUST'N WOMEN'S WEEKLY | .584 | .641 | .623 | .607 | .592 | .577 | .561 | .555 | .596 | .564 | .569 | .559 |
| WOMAN'S DAY | .629 | .664 | .653 | .644 | .634 | .625 | .614 | .611 | .636 | .617 | .620 | .613 |
| NEW IDEA | .520 | .599 | .573 | .551 | .530 | .509 | .488 | .480 | .536 | .493 | .500 | .486 |
| WOMAN'S WORLD | .735 | .735 | .735 | .735 | .735 | .735 | .735 | .735 | .735 | .735 | .735 | .735 |
| AUSTRALASIAN POST | .542 | .616 | .592 | .571 | .551 | .532 | .512 | .504 | .557 | .516 | .523 | .510 |
| PIX PEOPLE | .574 | .574 | .574 | .574 | .574 | .574 | .574 | .574 | .574 | .574 | .574 | .574 |
| VOGUE AUSTRALIA | .594 | .594 | .594 | .594 | .594 | .594 | .594 | .594 | .594 | .594 | .594 | .594 |
| POL | .577 | .683 | .648 | .618 | .590 | .563 | .535 | .524 | .599 | .541 | .550 | .532 |
| DOLLY | .608 | .608 | .608 | .608 | .608 | .608 | .608 | .608 | .608 | .608 | .608 | .608 |
| BELLE | .549 | .549 | .549 | .549 | .549 | .549 | .549 | .549 | .549 | .549 | .549 | .549 |
| CLEO | .550 | .550 | .550 | .550 | .550 | .550 | .550 | .550 | .550 | .550 | .550 | .550 |
| FAMILY CIRCLE | .559 | .559 | .559 | .559 | .559 | .559 | .559 | .559 | .559 | .559 | .559 | .559 |
| TIME | .453 | .453 | .453 | .453 | .453 | .453 | .453 | .453 | .453 | .453 | .453 | .453 |
| READERS DIGEST | .416 | .416 | .416 | .416 | .416 | .416 | .416 | .416 | .416 | .416 | .416 | .416 |
| TV TIMES | .521 | .579 | .560 | .544 | .529 | .513 | .498 | .491 | .533 | .501 | .506 | .496 |
| TV WEEK | .474 | .513 | .501 | .490 | .479 | .469 | .458 | .454 | .482 | .460 | .464 | .457 |
| THE BULLETIN | .575 | .588 | .584 | .580 | .577 | .573 | .569 | .567 | .577 | .570 | .571 | .568 |
| NEWSWEEK | .588 | .623 | .612 | .603 | .593 | .584 | .574 | .570 | .596 | .576 | .580 | .573 |
| COSMOPOLITAN | .611 | .611 | .611 | .611 | .611 | .611 | .611 | .611 | .611 | .611 | .611 | .611 |
| HOME BEAUTIFUL | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 |
| HOUSE AND GARDEN | .607 | .623 | .618 | .614 | .610 | .605 | .601 | .599 | .611 | .602 | .603 | .600 |
| HOME JOURNAL | .645 | .645 | .645 | .645 | .645 | .645 | .645 | .645 | .645 | .645 | .645 | .645 |
| YOUR GARDEN | .522 | .540 | .535 | .529 | .524 | .519 | .514 | .512 | .526 | .515 | .517 | .513 |
| WHEELS | .511 | .511 | .511 | .511 | .511 | .511 | .511 | .511 | .511 | .511 | .511 | .511 |
| RYDGES | .481 | .481 | .481 | .481 | .481 | .481 | .481 | .481 | .481 | .481 | .481 | .481 |
| MODERN MOTOR | .569 | .569 | .569 | .569 | .569 | .569 | .569 | .569 | .569 | .569 | .569 | .569 |
| MOTOR MANUAL | .574 | .574 | .574 | .574 | .574 | .574 | .574 | .574 | .574 | .574 | .574 | .574 |
| VOGUE LIVING | .643 | .670 | .661 | .654 | .647 | .639 | .632 | .629 | .648 | .633 | .636 | .631 |

THE AUST'N WOMEN'S WEEKLY
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| TOTAL GROCERY BUYER | AGE OF GROCERY BUYER | | | | NOT GROCERY BUYER | LIFE CYCLE | | | | | |
|---------------------|----------------------|------------|------------|----------------|-------------------|--------------|---------------------------|------------------------|----------------------|-------------------------|------------|
| | AGED 14-24 | AGED 25-34 | AGED 35-49 | AGED 50 & OVER | | SINGLE 14-24 | MARRIED 14-24 NO CHILDREN | MARRIED 14-24 CHILDREN | MARRIED 25+ CHILDREN | MARRIED 25+ NO CHILDREN | SINGLE 35+ |
| | | | | | | | | | | | |
| .552 | .606 | .572 | .539 | .530 | .590 | .611 | .601 | .585 | .545 | .539 | .533 |
| .545 | .577 | .555 | .537 | .534 | .609 | .601 | .595 | .577 | .559 | .557 | .540 |
| .473 | .544 | .499 | .456 | .444 | .526 | .551 | .537 | .516 | .462 | .454 | .447 |
| .520 | .522 | .516 | .518 | .523 | .638 | .572 | .571 | .549 | .564 | .567 | .533 |
| .541 | .615 | .571 | .524 | .510 | .555 | .605 | .589 | .576 | .518 | .510 | .512 |
| .606 | .604 | .610 | .608 | .603 | .578 | .585 | .586 | .591 | .587 | .586 | .598 |
| .537 | .538 | .536 | .536 | .538 | .572 | .554 | .553 | .547 | .551 | .552 | .541 |
| .690 | .813 | .742 | .662 | .635 | .652 | .758 | .737 | .728 | .622 | .607 | .631 |
| .530 | .530 | .528 | .529 | .531 | .569 | .546 | .546 | .539 | .544 | .545 | .534 |
| .629 | .628 | .631 | .630 | .627 | .577 | .603 | .603 | .614 | .606 | .605 | .622 |
| .480 | .481 | .478 | .479 | .482 | .527 | .505 | .504 | .495 | .501 | .503 | .487 |
| .519 | .520 | .519 | .519 | .520 | .542 | .530 | .529 | .525 | .528 | .529 | .522 |
| .488 | .487 | .492 | .490 | .486 | .459 | .468 | .468 | .474 | .469 | .469 | .480 |
| .425 | .425 | .426 | .426 | .425 | .419 | .421 | .421 | .422 | .421 | .421 | .424 |
| .472 | .525 | .489 | .459 | .452 | .522 | .543 | .531 | .513 | .475 | .470 | .458 |
| .381 | .415 | .389 | .371 | .371 | .460 | .454 | .446 | .424 | .407 | .405 | .381 |
| .573 | .586 | .578 | .570 | .567 | .577 | .585 | .583 | .580 | .569 | .568 | .568 |
| .511 | .544 | .516 | .502 | .504 | .582 | .585 | .577 | .558 | .542 | .540 | .516 |
| .550 | .551 | .548 | .549 | .552 | .589 | .570 | .569 | .561 | .567 | .568 | .555 |
| .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 |
| .591 | .607 | .596 | .587 | .585 | .607 | .612 | .609 | .603 | .592 | .591 | .586 |
| .640 | .640 | .639 | .640 | .640 | .643 | .642 | .642 | .641 | .641 | .642 | .640 |
| .547 | .566 | .557 | .543 | .538 | .533 | .553 | .550 | .550 | .532 | .529 | .536 |
| .590 | .584 | .604 | .596 | .582 | .519 | .534 | .535 | .548 | .538 | .536 | .565 |
| .654 | .644 | .678 | .664 | .639 | .502 | .540 | .541 | .571 | .549 | .546 | .607 |
| .548 | .550 | .542 | .546 | .551 | .567 | .564 | .564 | .561 | .563 | .564 | .556 |
| .646 | .641 | .660 | .652 | .638 | .581 | .594 | .595 | .607 | .598 | .596 | .622 |
| .516 | .540 | .520 | .509 | .510 | .608 | .581 | .576 | .554 | .547 | .547 | .519 |

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| INDUSTRY & INCOME OF FULL-TIME WORKERS | ANNUAL INCOME OF H/HOLD HEAD | | | | | | | | | | | |
|--|------------------------------|------------------|---------------|------------------|---------------|---------------|-------------------|------------------|------------------|---------------|---------------|-------------------|
| | GOV/PUBLIC SERVICE | PRIVATE INDUSTRY | SELF EMPLOYED | LESS THAN \$4000 | \$4000-\$7999 | \$8000-\$9999 | \$10,000-\$14,999 | \$15,000 OR MORE | LESS THAN \$4000 | \$4000-\$7999 | \$8000-\$9999 | \$10,000-\$14,999 |
| .580 | .581 | .567 | .587 | .578 | .579 | .576 | .571 | .560 | .569 | .570 | .571 | .566 |
| .595 | .596 | .601 | .582 | .593 | .605 | .607 | .606 | .560 | .571 | .576 | .579 | .576 |
| .510 | .511 | .493 | .519 | .507 | .509 | .505 | .498 | .482 | .494 | .495 | .496 | .490 |
| .608 | .610 | .654 | .559 | .605 | .644 | .659 | .668 | .544 | .558 | .570 | .578 | .575 |
| .550 | .552 | .531 | .576 | .551 | .547 | .541 | .532 | .547 | .553 | .550 | .548 | .542 |
| .581 | .580 | .577 | .588 | .581 | .578 | .577 | .576 | .593 | .589 | .586 | .584 | .585 |
| .564 | .564 | .576 | .550 | .563 | .573 | .577 | .579 | .545 | .549 | .553 | .555 | .554 |
| .655 | .655 | .593 | .721 | .654 | .624 | .608 | .590 | .678 | .682 | .670 | .665 | .657 |
| .558 | .559 | .575 | .542 | .557 | .572 | .577 | .581 | .537 | .542 | .546 | .548 | .547 |
| .588 | .587 | .572 | .609 | .589 | .575 | .570 | .567 | .616 | .609 | .604 | .600 | .601 |
| .518 | .519 | .532 | .479 | .517 | .529 | .533 | .535 | .492 | .499 | .504 | .507 | .506 |
| .536 | .537 | .545 | .527 | .536 | .543 | .546 | .547 | .524 | .527 | .529 | .531 | .530 |
| .462 | .461 | .457 | .471 | .462 | .458 | .457 | .456 | .476 | .471 | .468 | .466 | .467 |
| .419 | .419 | .418 | .422 | .419 | .418 | .417 | .417 | .423 | .422 | .421 | .420 | .421 |
| .512 | .514 | .504 | .517 | .511 | .515 | .513 | .507 | .488 | .499 | .501 | .502 | .497 |
| .446 | .448 | .451 | .431 | .444 | .456 | .458 | .455 | .406 | .420 | .426 | .430 | .426 |
| .576 | .576 | .572 | .580 | .576 | .575 | .574 | .572 | .574 | .576 | .575 | .575 | .574 |
| .573 | .575 | .574 | .564 | .572 | .580 | .579 | .576 | .541 | .554 | .559 | .562 | .558 |
| .581 | .581 | .593 | .565 | .580 | .591 | .594 | .597 | .560 | .565 | .569 | .571 | .570 |
| .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 |
| .604 | .604 | .602 | .604 | .603 | .605 | .604 | .603 | .595 | .599 | .600 | .600 | .599 |
| .643 | .643 | .644 | .641 | .643 | .644 | .644 | .644 | .641 | .641 | .642 | .642 | .642 |
| .535 | .535 | .524 | .548 | .535 | .530 | .527 | .524 | .543 | .542 | .540 | .538 | .537 |
| .524 | .523 | .517 | .541 | .525 | .518 | .516 | .516 | .552 | .541 | .535 | .532 | .533 |
| .515 | .514 | .497 | .555 | .516 | .500 | .496 | .493 | .580 | .557 | .543 | .535 | .538 |
| .566 | .566 | .568 | .563 | .566 | .568 | .568 | .568 | .560 | .562 | .564 | .565 | .564 |
| .585 | .585 | .579 | .600 | .586 | .580 | .579 | .578 | .610 | .601 | .595 | .593 | .593 |
| .589 | .590 | .606 | .562 | .586 | .607 | .612 | .613 | .540 | .553 | .562 | .567 | .564 |

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| | PERSONAL OCCUPATION | | | | | | WORK PART TIME | DON'T WORK | OCCUPATION OF H/HOLD HEAD | | | | | |
|---------------------------|-----------------------|-------------|--------------------|-------------------|------------------------|------|----------------|------------|---------------------------|-------------|--------------------|-------------------|------------------------|--|
| | PROFESSIONAL MANAGERS | FARM OWNERS | CLERK WHITE COLLAR | SKILLED TRADESMEN | SEMI/UNSKILLED WORKERS | | | | PROFESSIONAL MANAGERS | FARM OWNERS | CLERK WHITE COLLAR | SKILLED TRADESMEN | SEMI/UNSKILLED WORKERS | |
| THE AUST'N WOMEN'S WEEKLY | .579 | .572 | .567 | .581 | .583 | .579 | .561 | .557 | .572 | .553 | .571 | .568 | .562 | |
| WOMAN'S DAY | .596 | .605 | .604 | .583 | .618 | .600 | .554 | .552 | .605 | .566 | .569 | .575 | .567 | |
| NEW IDEA | .509 | .499 | .493 | .511 | .515 | .507 | .484 | .479 | .499 | .473 | .497 | .493 | .485 | |
| WOMAN'S WORLD | .613 | .661 | .668 | .571 | .684 | .629 | .527 | .529 | .661 | .569 | .550 | .569 | .559 | |
| AUSTRALASIAN POST | .550 | .535 | .529 | .559 | .547 | .550 | .558 | .547 | .535 | .530 | .556 | .549 | .547 | |
| PIX PEOPLE | .580 | .577 | .576 | .586 | .576 | .579 | .601 | .600 | .577 | .586 | .591 | .586 | .588 | |
| VOGUE AUSTRALIA | .565 | .577 | .579 | .553 | .583 | .569 | .539 | .540 | .577 | .553 | .547 | .553 | .549 | |
| POL | .650 | .597 | .584 | .694 | .604 | .635 | .701 | .691 | .597 | .636 | .695 | .668 | .667 | |
| DOLLY | .560 | .578 | .581 | .546 | .587 | .566 | .532 | .532 | .578 | .545 | .539 | .545 | .452 | |
| BELLE | .586 | .569 | .567 | .603 | .562 | .580 | .625 | .624 | .569 | .604 | .613 | .604 | .609 | |
| CLEO | .519 | .533 | .535 | .504 | .539 | .524 | .484 | .485 | .533 | .503 | .495 | .503 | .499 | |
| FAMILY CIRCLE | .537 | .546 | .547 | .529 | .550 | .540 | .521 | .521 | .546 | .529 | .525 | .529 | .527 | |
| TIME | .461 | .457 | .456 | .468 | .455 | .459 | .484 | .483 | .457 | .468 | .473 | .468 | .471 | |
| READERS DIGEST | .419 | .417 | .417 | .421 | .417 | .418 | .424 | .424 | .417 | .421 | .422 | .421 | .422 | |
| TV TIMES | .513 | .508 | .504 | .510 | .520 | .515 | .485 | .480 | .508 | .485 | .499 | .500 | .494 | |
| TV WEEK | .448 | .455 | .454 | .432 | .467 | .453 | .394 | .392 | .455 | .416 | .416 | .425 | .417 | |
| THE BULLETIN | .576 | .573 | .572 | .577 | .575 | .576 | .576 | .574 | .573 | .571 | .576 | .575 | .575 | |
| NEWSWEEK | .574 | .577 | .575 | .563 | .586 | .578 | .528 | .526 | .577 | .550 | .550 | .558 | .552 | |
| COSMOPOLITAN | .582 | .595 | .597 | .569 | .600 | .587 | .553 | .554 | .595 | .568 | .562 | .568 | .565 | |
| HOME BEAUTIFUL | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | |
| HOUSE AND GARDEN | .604 | .603 | .602 | .602 | .607 | .604 | .594 | .593 | .603 | .595 | .599 | .599 | .597 | |
| HOME JOURNAL | .643 | .644 | .644 | .642 | .644 | .643 | .640 | .640 | .644 | .642 | .641 | .642 | .641 | |
| YOUR GARDEN | .534 | .525 | .523 | .543 | .526 | .532 | .549 | .546 | .525 | .534 | .545 | .539 | .540 | |
| WHEELS | .523 | .516 | .516 | .535 | .514 | .520 | .574 | .571 | .516 | .536 | .547 | .536 | .541 | |
| RYDGES | .512 | .495 | .493 | .542 | .490 | .505 | .625 | .620 | .495 | .544 | .569 | .544 | .556 | |
| MODERN MOTOR | .567 | .568 | .568 | .564 | .568 | .567 | .553 | .554 | .568 | .564 | .561 | .564 | .562 | |
| MOTOR MANUAL | .584 | .579 | .578 | .595 | .577 | .582 | .631 | .629 | .579 | .596 | .606 | .596 | .601 | |
| VOGUE LIVING | .591 | .611 | .612 | .567 | .625 | .599 | .526 | .526 | .611 | .554 | .548 | .561 | .551 | |

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| SOCIO-ECONOMIC SCALE | | | | | | EDUCATION | | | | | |
|---------------------------|---------------------|---------------------|---------------------|---------------------|------|-----------|----------------|--------------------|----------------|------------------------|------------|
| 5th OR 6th QUANTILE | 4th OR 5th QUANTILE | 3rd OR 4th QUANTILE | 2nd OR 3rd QUANTILE | 1st OR 2nd QUANTILE | | PRIMARY | SOME SECONDARY | MIDDLE/DATE FORM 4 | LEAVING FORM 5 | MATRICULATION TERTIARY | UNIVERSITY |
| THE AUST'N WOMEN'S WEEKLY | .573 | .570 | .572 | .568 | .552 | .545 | .567 | .571 | .569 | .580 | .581 |
| WOMAN'S DAY | .580 | .573 | .572 | .569 | .557 | .556 | .570 | .569 | .575 | .583 | .591 |
| NEW IDEA | .499 | .495 | .498 | .492 | .472 | .462 | .492 | .496 | .495 | .509 | .511 |
| WOMAN'S WORLD | .576 | .562 | .556 | .555 | .549 | .556 | .557 | .549 | .567 | .573 | .593 |
| AUSTRALASIAN POST | .552 | .553 | .557 | .553 | .533 | .521 | .552 | .559 | .550 | .561 | .560 |
| PIX PEOPLE | .585 | .588 | .589 | .589 | .591 | .589 | .589 | .591 | .586 | .585 | .582 |
| VOGUE AUSTRALIA | .555 | .550 | .549 | .548 | .546 | .549 | .549 | .547 | .552 | .554 | .559 |
| POL | .670 | .679 | .691 | .682 | .655 | .631 | .680 | .696 | .673 | .689 | .672 |
| DOLLY | .548 | .543 | .541 | .541 | .539 | .541 | .541 | .539 | .545 | .547 | .553 |
| BELLE | .601 | .607 | .610 | .610 | .614 | .610 | .610 | .614 | .605 | .602 | .594 |
| CLEO | .506 | .500 | .498 | .498 | .494 | .498 | .498 | .495 | .502 | .505 | .512 |
| FAMILY CIRCLE | .530 | .527 | .526 | .526 | .525 | .526 | .527 | .525 | .528 | .530 | .533 |
| TIME | .467 | .470 | .472 | .472 | .474 | .472 | .471 | .474 | .469 | .467 | .464 |
| READERS DIGEST | .421 | .421 | .422 | .422 | .422 | .422 | .422 | .422 | .421 | .421 | .420 |
| TV TIMES | .504 | .500 | .501 | .498 | .480 | .475 | .497 | .499 | .500 | .511 | .515 |
| TV WEEK | .431 | .422 | .420 | .418 | .403 | .403 | .418 | .416 | .424 | .433 | .443 |
| THE BULLETIN | .576 | .576 | .576 | .576 | .572 | .570 | .575 | .577 | .575 | .577 | .577 |
| NEWSWEEK | .563 | .556 | .554 | .552 | .539 | .538 | .552 | .550 | .558 | .565 | .573 |
| COSMOPOLITAN | .571 | .566 | .564 | .564 | .561 | .564 | .564 | .561 | .568 | .570 | .576 |
| HOME BEAUTIFUL | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 |
| HOUSE AND GARDEN | .601 | .599 | .599 | .598 | .593 | .592 | .598 | .599 | .599 | .603 | .604 |
| HOME JOURNAL | .642 | .641 | .641 | .641 | .641 | .641 | .641 | .641 | .642 | .642 | .642 |
| YOUR GARDEN | .539 | .541 | .544 | .542 | .539 | .534 | .542 | .545 | .540 | .542 | .539 |
| WHEELS | .533 | .539 | .543 | .543 | .548 | .543 | .542 | .548 | .537 | .534 | .527 |
| RYDGES | .537 | .552 | .560 | .561 | .572 | .560 | .559 | .571 | .546 | .540 | .524 |
| MODERN MOTOR | .564 | .563 | .562 | .562 | .561 | .562 | .562 | .561 | .564 | .564 | .566 |
| MOTOR MANUAL | .593 | .599 | .602 | .602 | .607 | .602 | .602 | .606 | .597 | .594 | .588 |
| VOGUE LIVING | .567 | .556 | .553 | .551 | .539 | .542 | .552 | .548 | .560 | .568 | .581 |

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| | TOTAL IN HOUSEHOLD | | | No. PEOPLE 16+ | | | CHILDREN UNDER 16 | | | COUNTRY OF BIRTH | | | |
|---------------------------|--------------------|--------------|-------------|----------------|--------------|-------------|-------------------|--------------|-------------|------------------|-----------------------|-----------------|--|
| | 1-2 M/H/HOLD | 3-4 M/H/HOLD | 5+ M/H/HOLD | 1-2 M/H/HOLD | 3-4 M/H/HOLD | 5+ M/H/HOLD | MORE M/H/HOLD | 1-2 M/H/HOLD | 3+ M/H/HOLD | AUSTRALIA | UK/FRE/ USA/CANADA | OTHER COUNTRIES | |
| THE AUST'N WOMEN'S WEEKLY | .553 | .573 | .576 | .563 | .574 | .582 | .558 | .577 | .571 | .567 | .562 | .571 | |
| WOMAN'S DAY | .561 | .575 | .575 | .567 | .576 | .581 | .566 | .576 | .572 | .570 | .571 | .576 | |
| NEW IDEA | .472 | .500 | .503 | .486 | .500 | .511 | .479 | .505 | .497 | .491 | .485 | .497 | |
| WOMAN'S WORLD | .557 | .563 | .559 | .558 | .564 | .563 | .561 | .560 | .556 | .558 | .568 | .568 | |
| AUSTRALASIAN POST | .533 | .556 | .561 | .543 | .559 | .575 | .540 | .561 | .554 | .551 | .541 | .550 | |
| PIX PEOPLE | .589 | .587 | .588 | .589 | .587 | .587 | .588 | .588 | .589 | .589 | .586 | .586 | |
| VOGUE AUSTRALIA | .549 | .551 | .550 | .549 | .551 | .551 | .550 | .550 | .549 | .549 | .552 | .552 | |
| POL | .647 | .686 | .695 | .668 | .686 | .705 | .655 | .697 | .688 | .677 | .657 | .674 | |
| DOLLY | .541 | .543 | .542 | .541 | .544 | .543 | .543 | .542 | .541 | .542 | .545 | .545 | |
| BELLE | .610 | .607 | .609 | .609 | .606 | .607 | .608 | .608 | .610 | .609 | .605 | .605 | |
| CLEO | .498 | .501 | .499 | .498 | .501 | .501 | .500 | .499 | .498 | .499 | .503 | .503 | |
| FAMILY CIRCLE | .527 | .528 | .527 | .527 | .528 | .528 | .527 | .527 | .526 | .527 | .529 | .529 | |
| TIME | .471 | .470 | .471 | .471 | .469 | .470 | .470 | .471 | .472 | .471 | .469 | .468 | |
| READERS DIGEST | .422 | .421 | .422 | .422 | .421 | .421 | .421 | .422 | .422 | .422 | .421 | .421 | |
| TV TIMES | .483 | .504 | .506 | .492 | .505 | .515 | .490 | .506 | .500 | .497 | .494 | .501 | |
| TV WEEK | .409 | .425 | .424 | .415 | .427 | .432 | .415 | .425 | .419 | .418 | .420 | .425 | |
| THE BULLETIN | .572 | .576 | .577 | .574 | .577 | .580 | .573 | .577 | .576 | .575 | .574 | .575 | |
| NEWSWEEK | .544 | .558 | .558 | .549 | .560 | .566 | .550 | .559 | .553 | .553 | .554 | .558 | |
| COSMOPOLITAN | .564 | .566 | .565 | .564 | .567 | .566 | .566 | .565 | .564 | .565 | .568 | .568 | |
| HOME BEAUTIFUL | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | .616 | |
| HOUSE AND GARDEN | .594 | .600 | .601 | .597 | .601 | .603 | .596 | .601 | .599 | .598 | .597 | .600 | |
| HOME JOURNAL | .641 | .641 | .641 | .641 | .641 | .641 | .641 | .641 | .641 | .641 | .642 | .642 | |
| YOUR GARDEN | .537 | .542 | .544 | .540 | .542 | .546 | .538 | .544 | .543 | .541 | .537 | .540 | |
| WHEELS | .542 | .539 | .541 | .542 | .538 | .538 | .540 | .540 | .543 | .542 | .536 | .536 | |
| RYDGES | .559 | .551 | .556 | .558 | .549 | .550 | .553 | .555 | .560 | .557 | .545 | .545 | |
| MODERN MOTOR | .562 | .563 | .563 | .562 | .563 | .563 | .563 | .563 | .562 | .562 | .564 | .564 | |
| MOTOR MANUAL | .602 | .598 | .600 | .601 | .598 | .598 | .599 | .600 | .602 | .601 | .596 | .596 | |
| VOGUE LIVING | .546 | .559 | .557 | .550 | .560 | .563 | .551 | .558 | .553 | .552 | .557 | .561 | |

ALL PEOPLE
 THE AUSTRALIAN
 FINANCIAL REVIEW
 WOMEN
 THE AUSTRALIAN
 FINANCIAL REVIEW
 MEN
 THE AUSTRALIAN
 FINANCIAL REVIEW

| | AGE GROUPS — ALL PEOPLE | | | | | | | | | | | |
|---------------------------------|-------------------------|------------|------------|------------|------------|------------|------------|----------------|------------|------------|------------|----------------|
| | ALL PEOPLE 14+ | AGED 14-19 | AGED 20-24 | AGED 25-29 | AGED 30-34 | AGED 35-39 | AGED 40-45 | AGED 45 & OVER | AGED 14-19 | AGED 20-24 | AGED 25-29 | AGED 30 & OVER |
| ALL PEOPLE | .331 | .331 | .331 | .331 | .331 | .331 | .331 | .331 | .331 | .331 | .331 | .331 |
| THE AUSTRALIAN FINANCIAL REVIEW | .333 | .333 | .333 | .333 | .333 | .333 | .333 | .333 | .333 | .333 | .333 | .333 |
| WOMEN | .354 | .354 | .354 | .354 | .354 | .354 | .354 | .354 | .354 | .354 | .354 | .354 |
| THE AUSTRALIAN FINANCIAL REVIEW | .451 | .451 | .451 | .451 | .451 | .451 | .451 | .451 | .451 | .451 | .451 | .451 |
| MEN | .316 | .316 | .316 | .316 | .316 | .316 | .316 | .316 | .316 | .316 | .316 | .316 |
| THE AUSTRALIAN FINANCIAL REVIEW | .299 | .299 | .299 | .299 | .299 | .299 | .299 | .299 | .299 | .299 | .299 | .299 |

THE AUSTRALIAN
 FINANCIAL REVIEW

| TOTAL GROCERY BUYER | AGE OF GROCERY BUYER | | | | NOT GROCERY BUYER | LIFE CYCLE | | | | | | |
|---------------------------------|----------------------|------------|------------|----------------|-------------------|--------------|---------------------------|------------------------|-------------------------------|-------------------------|------------|------|
| | AGED 14-24 | AGED 25-34 | AGED 35-49 | AGED 50 & OVER | | SINGLE 14-24 | MARRIED 14-24 NO CHILDREN | MARRIED 14-24 CHILDREN | MARRIED 25+ (ALL IN CHILDREN) | MARRIED 31+ NO CHILDREN | SINGLE 31+ | |
| THE AUSTRALIAN FINANCIAL REVIEW | .345 | .344 | .348 | .346 | .343 | .321 | .328 | .328 | .333 | .330 | .329 | .339 |
| | .390 | .384 | .406 | .397 | .380 | .308 | .326 | .326 | .341 | .330 | .328 | .361 |

THE AUSTRALIAN
 FINANCIAL REVIEW

| | INDUSTRY & INCOME OF FULL-TIME WORKERS | | | | | | | ANNUAL INCOME OF H/HOLD HEAD | | | | | |
|---------------------------------|--|------------------|---------------|------------------|---------------|---------------|-------------------|------------------------------|------------------|---------------|---------------|-------------------|------------------|
| | GOVT./PUBLIC SERVICE | PRIVATE INDUSTRY | SELF-EMPLOYED | LESS THAN \$4000 | \$4000-\$7999 | \$8000-\$9999 | \$10,000-\$14,999 | \$15,000 OR MORE | LESS THAN \$4000 | \$4000-\$7999 | \$8000-\$9999 | \$10,000-\$14,999 | \$15,000 OR MORE |
| THE AUSTRALIAN FINANCIAL REVIEW | .323 | .323 | .320 | .331 | .324 | .320 | .319 | .319 | .335 | .331 | .329 | .327 | .328 |
| | .314 | .313 | .306 | .333 | .315 | .307 | .305 | .304 | .346 | .334 | .327 | .323 | .325 |

THE AUSTRALIAN
FINANCIAL REVIEW

| WORK FULL TIME | PERSONAL OCCUPATION | | | | | WORK PART TIME | DONT WORK | OCCUPATION OF H/HOLD HEAD | | | | |
|----------------|-----------------------|-------------|---------------------|-------------------|------------------------|----------------|-----------|---------------------------|-------------|---------------------|-------------------|------------------------|
| | PROFESSIONAL MANAGERS | FARM OWNERS | CLERK, WHITE COLLAR | SKILLED TRADESMEN | SEMI/UNSKILLED WORKERS | | | PROFESSIONAL MANAGERS | FARM OWNERS | CLERK, WHITE COLLAR | SKILLED TRADESMEN | SEMI/UNSKILLED WORKERS |
| .323 | .319 | .319 | .328 | .318 | .321 | .341 | .341 | .319 | .329 | .333 | .329 | .331 |
| .313 | .305 | .304 | .326 | .303 | .310 | .372 | .369 | .305 | .328 | .340 | .328 | .334 |

| SOCIO-ECONOMIC SCALE | | | | | EDUCATION | | | | | |
|----------------------|--------------------|---------------------|---------------------|----------------------|-----------|----------------|--------------------|----------------|------------------------|------------|
| 1st OR 2d QUANTILE | 3d OR 4th QUANTILE | 5th OR 6th QUANTILE | 7th OR 8th QUANTILE | 9th OR 10th QUANTILE | PRIMARY | SOME SECONDARY | HIGHER/DATE FORM 4 | LEAVING FORM 5 | MATRICULATION/TERTIARY | UNIVERSITY |
| .327 | .330 | .332 | .332 | .333 | .332 | .331 | .333 | .329 | .328 | .325 |
| .324 | .332 | .336 | .336 | .342 | .335 | .335 | .341 | .329 | .325 | .318 |

THE AUSTRALIAN
FINANCIAL REVIEW

| TOTAL IN HOUSEHOLD | | | No. PEOPLE 16+ | | | CHILDREN UNDER 16 | | | COUNTRY OF BIRTH | | |
|--------------------|---------------|--------------|----------------|---------------|--------------|-------------------|---------------|--------------|------------------|------------------|-----------------|
| 1-2 IN H/HOLD | 3-4 IN H/HOLD | 5+ IN H/HOLD | 1-2 IN H/HOLD | 3-4 IN H/HOLD | 5+ IN H/HOLD | NO/IN H/HOLD | 1-2 IN H/HOLD | 3+ IN H/HOLD | AUSTRALIA | UK/NZ/USA/CANADA | OTHER COUNTRIES |
| .331 | .330 | .331 | .331 | .330 | .330 | .330 | .331 | .331 | .331 | .329 | .329 |
| .335 | .331 | .333 | .334 | .330 | .331 | .332 | .333 | .335 | .334 | .328 | .328 |

THE AUSTRALIAN
FINANCIAL REVIEW

MONDAY-FRIDAY

COURIER MAIL (Qld)
TELEGRAPH (Qld)
DAILY TELEGRAPH (NSW)
SYDNEY MORNING HERALD (NSW)
SUN MIRROR (NSW)
SUN (NSW)
SUN NEWS-PICTORIAL (Vic.)
AGE (Vic.)
HERALD (Vic.)
MERCURY (Tas.)
EXAMINER (Tas.)
ADVOCATE (Tas.)
THE ADVERTISER (SA)
NEWS (SA)
WEST AUSTRALIAN (WA)
NEWS (WA)

SATURDAY

COURIER MAIL (Qld)
TELEGRAPH (Qld)
DAILY TELEGRAPH (NSW)
SYDNEY MORNING HERALD (NSW)
SUN NEWS PICTORIAL (Vic.)
AGE (Vic.)
HERALD (Vic.)
MERCURY (Tas.)
EXAMINER (Tas.)
ADVOCATE (Tas.)
ADVERTISER (SA)
NEWS (SA)
WEST AUSTRALIAN (WA)
NEWS (WA)

AGE GROUPS — ALL PEOPLE

| ALL PEOPLE 14 + | AGED 14-19 | AGED 20-24 | AGED 25-29 | AGED 30-34 | AGED 35-39 | AGED 40-45 | AGED 45 & OVER | AGED 14-50 | AGED 51-59 | AGED 60 & OVER | AGED 65 & OVER | AGED 75 & OVER |
|-----------------|------------|------------|------------|------------|------------|------------|----------------|------------|------------|----------------|----------------|----------------|
| .298 | .387 | .356 | .331 | .307 | .285 | .263 | .254 | .315 | .268 | .275 | .261 | .261 |
| .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 |
| .336 | .370 | .359 | .349 | .340 | .331 | .322 | .318 | .343 | .324 | .327 | .321 | .321 |
| .316 | .441 | .397 | .360 | .326 | .296 | .267 | .256 | .340 | .273 | .284 | .264 | .264 |
| .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 |
| .312 | .352 | .339 | .328 | .317 | .307 | .295 | .291 | .320 | .298 | .302 | .294 | .294 |
| .293 | .368 | .343 | .321 | .301 | .282 | .263 | .256 | .308 | .267 | .274 | .261 | .261 |
| .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 |
| .356 | .386 | .376 | .368 | .360 | .352 | .344 | .340 | .362 | .345 | .348 | .343 | .343 |
| .221 | .373 | .313 | .267 | .228 | .195 | .164 | .154 | .248 | .172 | .184 | .162 | .162 |
| .266 | .440 | .372 | .320 | .275 | .236 | .201 | .188 | .297 | .209 | .223 | .198 | .198 |
| .289 | .350 | .330 | .313 | .296 | .281 | .265 | .259 | .302 | .268 | .274 | .263 | .263 |
| .314 | .402 | .372 | .347 | .324 | .302 | .280 | .272 | .332 | .285 | .292 | .278 | .278 |
| .332 | .399 | .377 | .358 | .340 | .323 | .305 | .299 | .345 | .309 | .315 | .304 | .304 |
| .375 | .491 | .451 | .418 | .387 | .358 | .330 | .319 | .398 | .336 | .346 | .327 | .327 |
| .356 | .452 | .419 | .392 | .366 | .343 | .319 | .310 | .375 | .324 | .332 | .316 | .316 |
| .314 | .396 | .368 | .345 | .323 | .303 | .282 | .274 | .331 | .287 | .294 | .280 | .280 |
| .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 |
| .371 | .443 | .419 | .399 | .379 | .361 | .342 | .334 | .385 | .346 | .352 | .340 | .340 |
| .343 | .457 | .417 | .384 | .354 | .326 | .298 | .288 | .365 | .304 | .314 | .296 | .296 |
| .353 | .427 | .403 | .381 | .361 | .342 | .323 | .315 | .368 | .327 | .334 | .321 | .321 |
| .381 | .460 | .434 | .411 | .390 | .370 | .350 | .342 | .397 | .354 | .361 | .348 | .348 |
| .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 |
| .246 | .339 | .306 | .279 | .254 | .231 | .209 | .201 | .264 | .214 | .222 | .207 | .207 |
| .273 | .459 | .386 | .330 | .282 | .241 | .204 | .190 | .306 | .212 | .228 | .201 | .201 |
| .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 |
| .361 | .419 | .400 | .384 | .368 | .353 | .338 | .332 | .373 | .341 | .346 | .336 | .336 |
| .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 |
| .372 | .445 | .421 | .400 | .381 | .362 | .343 | .335 | .387 | .347 | .354 | .341 | .341 |
| .398 | .539 | .490 | .449 | .411 | .377 | .343 | .331 | .426 | .351 | .363 | .340 | .340 |

MONDAY-FRIDAY

| | TOTAL GROCERY BUYER | | | | AGE OF GROCERY BUYER | | | | NOT GROCERY BUYER | | | | LIFE CYCLE | | | |
|-----------------------------|---------------------|------------|------------|----------------|----------------------|---------------------------|------------------------|----------------------|-------------------------|------------|------|------|------------|--|--|--|
| | AGED 14-29 | AGED 30-39 | AGED 40-49 | AGED 50 & OVER | SINGLE 14-24 | MARRIED 14-24 NO CHILDREN | MARRIED 14-24 CHILDREN | MARRIED 25+ CHILDREN | MARRIED 25+ NO CHILDREN | SINGLE 25+ | | | | | | |
| COURIER MAIL (Qld) | .289 | .376 | .320 | .268 | .254 | .315 | .369 | .351 | .332 | .266 | .257 | .256 | | | | |
| TELEGRAPH (Qld) | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | | | | |
| DAILY TELEGRAPH (NSW) | .332 | .366 | .345 | .324 | .318 | .343 | .364 | .357 | .350 | .323 | .319 | .319 | | | | |
| SYDNEY MORNING HERALD (NSW) | .304 | .429 | .347 | .275 | .256 | .342 | .420 | .392 | .365 | .272 | .260 | .259 | | | | |
| DAILY MIRROR (NSW) | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | | | | |
| SUN (NSW) | .307 | .347 | .323 | .298 | .291 | .320 | .345 | .336 | .328 | .297 | .293 | .292 | | | | |
| SUN NEWS-PICTORIAL (Vic.) | .285 | .359 | .312 | .268 | .256 | .308 | .353 | .338 | .322 | .266 | .259 | .258 | | | | |
| AGE (Vic.) | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | | | | |
| HERALD (Vic.) | .353 | .382 | .364 | .346 | .340 | .362 | .380 | .374 | .368 | .345 | .341 | .341 | | | | |
| MERCURY (Tas.) | .275 | .644 | .358 | .190 | .154 | .385 | .612 | .516 | .420 | .184 | .162 | .160 | | | | |
| EXAMINER (Tas.) | .317 | .703 | .410 | .228 | .188 | .432 | .670 | .572 | .473 | .221 | .197 | .195 | | | | |
| ADVOCATE (Tas.) | .283 | .343 | .305 | .269 | .259 | .301 | .338 | .326 | .313 | .268 | .261 | .261 | | | | |
| THE ADVERTISER (SA) | .306 | .391 | .337 | .286 | .272 | .332 | .385 | .367 | .349 | .284 | .275 | .274 | | | | |
| NEWS (SA) | .326 | .391 | .350 | .310 | .299 | .346 | .386 | .373 | .359 | .308 | .301 | .301 | | | | |
| WEST AUSTRALIAN (WA) | .364 | .476 | .404 | .337 | .319 | .398 | .468 | .444 | .420 | .334 | .323 | .322 | | | | |
| NEWS (WA) | .347 | .440 | .381 | .326 | .310 | .376 | .434 | .414 | .394 | .323 | .313 | .313 | | | | |

SATURDAY

| | | | | | | | | | | | | |
|-----------------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| COURIER MAIL (Qld) | .306 | .386 | .335 | .287 | .274 | .331 | .380 | .363 | .346 | .285 | .277 | .276 |
| TELEGRAPH (Qld) | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 |
| DAILY TELEGRAPH (NSW) | .363 | .434 | .390 | .346 | .334 | .385 | .429 | .414 | .399 | .344 | .337 | .336 |
| SYDNEY MORNING HERALD (NSW) | .332 | .443 | .371 | .306 | .288 | .366 | .435 | .410 | .386 | .303 | .292 | .291 |
| SUN NEWS PICTORIAL (Vic.) | .345 | .418 | .372 | .328 | .315 | .367 | .413 | .397 | .382 | .326 | .318 | .317 |
| AGE (Vic.) | .373 | .450 | .402 | .355 | .342 | .397 | .445 | .429 | .413 | .353 | .345 | .344 |
| HERALD (Vic.) | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 |
| MERCURY (Tas.) | .237 | .328 | .268 | .215 | .201 | .265 | .322 | .301 | .281 | .213 | .204 | .203 |
| EXAMINER (Tas.) | .339 | .789 | .441 | .235 | .190 | .472 | .750 | .633 | .516 | .227 | .200 | .198 |
| ADVOCATE (Tas.) | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 |
| ADVERTISER (SA) | .355 | .412 | .377 | .342 | .332 | .373 | .408 | .396 | .385 | .340 | .334 | .334 |
| NEWS (SA) | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 |
| WEST AUSTRALIAN (WA) | .364 | .436 | .391 | .348 | .335 | .386 | .431 | .416 | .401 | .345 | .338 | .337 |
| NEWS (WA) | .385 | .521 | .433 | .353 | .331 | .426 | .511 | .482 | .452 | .349 | .336 | .335 |

MONDAY-FRIDAY

| | INDUSTRY & INCOME OF FULL-TIME WORKERS | | | | | | | | | | ANNUAL INCOME OF H/HOLD HEAD | | | |
|-----------------------------|--|------------------|---------------|------------------|---------------|----------------|-----------------|------------------|------------------|---------------|------------------------------|-----------------|------------------|--|
| | GOVT./PUBLIC SERVICE | PRIVATE INDUSTRY | SELF EMPLOYED | LESS THAN \$4000 | \$4000-\$7999 | \$8000-\$11999 | \$12000-\$14999 | \$15,000 OR MORE | LESS THAN \$4000 | \$4000-\$7999 | \$8000-\$11999 | \$12000-\$14999 | \$15,000 OR MORE | |
| COURIER MAIL (Qld) | .308 | .310 | .284 | .334 | .307 | .302 | .295 | .285 | .297 | .307 | .304 | .302 | .296 | |
| TELEGRAPH (Qld) | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | |
| DAILY TELEGRAPH (NSW) | .340 | .341 | .330 | .350 | .339 | .338 | .335 | .331 | .335 | .339 | .338 | .338 | .335 | |
| SYDNEY MORNING HERALD (NSW) | .332 | .334 | .297 | .370 | .331 | .324 | .314 | .299 | .317 | .330 | .326 | .324 | .314 | |
| DAILY MIRROR (NSW) | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | |
| SUN (NSW) | .316 | .317 | .305 | .328 | .316 | .314 | .311 | .306 | .311 | .316 | .315 | .314 | .311 | |
| SUN NEWS-PICTORIAL (Vic.) | .302 | .303 | .281 | .324 | .301 | .297 | .291 | .282 | .293 | .301 | .298 | .297 | .292 | |
| AGE (Vic.) | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | |
| HERALD (Vic.) | .359 | .360 | .351 | .368 | .359 | .357 | .355 | .351 | .355 | .359 | .358 | .357 | .355 | |
| MERCURY (Tas.) | .350 | .358 | .250 | .468 | .350 | .323 | .292 | .252 | .322 | .350 | .332 | .323 | .300 | |
| EXAMINER (Tas.) | .397 | .404 | .292 | .519 | .396 | .368 | .336 | .294 | .365 | .396 | .378 | .368 | .344 | |
| ADVOCATE (Tas.) | .296 | .298 | .280 | .314 | .296 | .293 | .288 | .281 | .289 | .296 | .294 | .293 | .288 | |
| THE ADVERTISER (SA) | .325 | .327 | .301 | .351 | .324 | .319 | .313 | .303 | .315 | .324 | .321 | .319 | .313 | |
| NEWS (SA) | .340 | .342 | .322 | .360 | .340 | .336 | .331 | .323 | .332 | .339 | .337 | .336 | .331 | |
| WEST AUSTRALIAN (WA) | .389 | .391 | .357 | .423 | .388 | .381 | .372 | .359 | .375 | .387 | .384 | .381 | .373 | |
| NEWS (WA) | .368 | .370 | .342 | .396 | .367 | .362 | .355 | .343 | .357 | .367 | .364 | .362 | .355 | |

SATURDAY

| | | | | | | | | | | | | | |
|-----------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| COURIER MAIL (Qld) | .324 | .326 | .302 | .348 | .323 | .319 | .312 | .303 | .314 | .323 | .320 | .319 | .313 |
| TELEGRAPH (Qld) | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 |
| DAILY TELEGRAPH (NSW) | .379 | .381 | .359 | .400 | .378 | .374 | .369 | .360 | .370 | .378 | .376 | .374 | .369 |
| SYDNEY MORNING HERALD (NSW) | .356 | .359 | .325 | .390 | .355 | .349 | .340 | .327 | .343 | .355 | .351 | .349 | .341 |
| SUN NEWS PICTORIAL (Vic.) | .361 | .363 | .341 | .383 | .360 | .356 | .351 | .342 | .352 | .360 | .358 | .356 | .351 |
| AGE (Vic.) | .391 | .392 | .369 | .414 | .390 | .386 | .380 | .370 | .381 | .389 | .387 | .386 | .380 |
| HERALD (Vic.) | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 |
| MERCURY (Tas.) | .257 | .259 | .231 | .285 | .256 | .251 | .244 | .233 | .246 | .256 | .253 | .251 | .244 |
| EXAMINER (Tas.) | .430 | .439 | .308 | .574 | .429 | .397 | .359 | .310 | .395 | .430 | .408 | .397 | .368 |
| ADVOCATE (Tas.) | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 |
| ADVERTISER (SA) | .368 | .369 | .352 | .385 | .368 | .365 | .360 | .353 | .361 | .367 | .366 | .365 | .360 |
| NEWS (SA) | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 |
| WEST AUSTRALIAN (WA) | .380 | .382 | .360 | .402 | .380 | .376 | .370 | .361 | .371 | .379 | .377 | .376 | .370 |
| NEWS (WA) | .415 | .418 | .377 | .457 | .414 | .406 | .395 | .379 | .399 | .413 | .409 | .406 | .396 |

MONDAY-FRIDAY

| | PERSONAL OCCUPATION | | | | | | WORK PART TIME | DON'T WORK | OCCUPATION OF H/HOLD HEAD | | | | | |
|-----------------------------|-----------------------|-------------|--------------------|-------------------|------------------------|------|----------------|------------|---------------------------|-------------|--------------------|-------------------|------------------------|--|
| | PROFESSIONAL MANAGERS | FARM OWNERS | CLERK WHITE COLLAR | SKILLED TRADESMEN | SEMI/UNSKILLED WORKERS | | | | PROFESSIONAL MANAGERS | FARM OWNERS | CLERK WHITE COLLAR | SKILLED TRADESMEN | SEMI/UNSKILLED WORKERS | |
| COURIER MAIL (Qld) | .307 | .289 | .281 | .317 | .303 | .306 | .305 | .296 | .289 | .280 | .311 | .303 | .298 | |
| TELEGRAPH (Qld) | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | |
| DAILY TELEGRAPH (NSW) | .339 | .332 | .329 | .343 | .338 | .339 | .339 | .335 | .332 | .329 | .341 | .338 | .336 | |
| SYDNEY MORNING HERALD (NSW) | .330 | .304 | .294 | .345 | .324 | .329 | .328 | .315 | .304 | .292 | .336 | .324 | .318 | |
| DAILY MIRROR (NSW) | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | |
| SUN (NSW) | .316 | .308 | .304 | .321 | .314 | .315 | .315 | .311 | .308 | .303 | .318 | .314 | .312 | |
| SUN NEWS-PICTORIAL (Vic.) | .301 | .286 | .279 | .310 | .297 | .300 | .299 | .292 | .286 | .278 | .304 | .297 | .293 | |
| AGE (Vic.) | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | |
| HERALD (Vic.) | .359 | .353 | .350 | .363 | .358 | .358 | .358 | .355 | .353 | .349 | .360 | .357 | .356 | |
| MERCURY (Tas.) | .346 | .265 | .246 | .388 | .327 | .344 | .342 | .311 | .265 | .246 | .364 | .332 | .317 | |
| EXAMINER (Tas.) | .393 | .308 | .287 | .436 | .373 | .389 | .388 | .354 | .308 | .286 | .410 | .377 | .361 | |
| ADVOCATE (Tas.) | .296 | .283 | .278 | .303 | .293 | .295 | .294 | .288 | .283 | .277 | .298 | .293 | .290 | |
| THE ADVERTISER (SA) | .324 | .306 | .299 | .334 | .320 | .323 | .322 | .313 | .306 | .298 | .327 | .320 | .315 | |
| NEWS (SA) | .340 | .326 | .320 | .347 | .336 | .338 | .338 | .331 | .326 | .319 | .342 | .336 | .333 | |
| WEST AUSTRALIAN (WA) | .388 | .364 | .354 | .401 | .382 | .386 | .385 | .373 | .364 | .353 | .392 | .382 | .376 | |
| NEWS (WA) | .367 | .347 | .339 | .378 | .362 | .365 | .365 | .355 | .347 | .338 | .371 | .362 | .357 | |

SATURDAY

| | | | | | | | | | | | | | |
|-----------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| COURIER MAIL (Qld) | .323 | .306 | .302 | .332 | .319 | .322 | .321 | .313 | .306 | .298 | .326 | .319 | .315 |
| TELEGRAPH (Qld) | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 |
| DAILY TELEGRAPH (NSW) | .378 | .363 | .357 | .387 | .375 | .377 | .377 | .369 | .363 | .356 | .381 | .375 | .371 |
| SYDNEY MORNING HERALD (NSW) | .355 | .332 | .322 | .368 | .350 | .353 | .353 | .341 | .332 | .321 | .360 | .350 | .344 |
| SUN NEWS PICTORIAL (Vic.) | .360 | .345 | .339 | .369 | .357 | .359 | .359 | .351 | .345 | .337 | .363 | .357 | .353 |
| AGE (Vic.) | .390 | .374 | .367 | .399 | .386 | .388 | .388 | .380 | .374 | .366 | .393 | .386 | .382 |
| HERALD (Vic.) | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 |
| MERCURY (Tas.) | .256 | .237 | .229 | .267 | .251 | .255 | .254 | .245 | .237 | .228 | .260 | .251 | .247 |
| EXAMINER (Tas.) | .426 | .327 | .303 | .476 | .402 | .422 | .420 | .382 | .327 | .302 | .447 | .407 | .389 |
| ADVOCATE (Tas.) | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 |
| ADVERTISER (SA) | .368 | .356 | .351 | .374 | .365 | .367 | .366 | .360 | .356 | .350 | .370 | .365 | .361 |
| NEWS (SA) | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 |
| WEST AUSTRALIAN (WA) | .380 | .365 | .358 | .388 | .376 | .378 | .378 | .370 | .365 | .357 | .382 | .376 | .372 |
| NEWS (WA) | .413 | .385 | .373 | .429 | .407 | .411 | .411 | .396 | .385 | .371 | .419 | .407 | .399 |

MONDAY-FRIDAY

| | SOCIO-ECONOMIC SCALE | | | | | | EDUCATION | | | | |
|-----------------------------|----------------------|---------------------|---------------------|---------------------|---------------------|------|-----------|----------------|--------------------|----------------|------------------------|
| | 5th OR 6th QUANTILE | 4th OR 5th QUANTILE | 3rd OR 4th QUANTILE | 2nd OR 3rd QUANTILE | 1st OR 2nd QUANTILE | | PRIMARY | SOME SECONDARY | MIDDLE/DATE FORM 4 | LEAVING FORM 5 | MATRICULATION TERTIARY |
| COURIER MAIL (Qld) | .306 | .306 | .311 | .306 | .283 | .269 | .305 | .312 | .304 | .318 | .317 |
| TELEGRAPH (Qld) | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 |
| DAILY TELEGRAPH (NSW) | .339 | .339 | .341 | .339 | .330 | .324 | .338 | .341 | .338 | .344 | .343 |
| SYDNEY MORNING HERALD (NSW) | .330 | .330 | .337 | .329 | .296 | .277 | .327 | .337 | .326 | .346 | .344 |
| DAILY MIRROR (NSW) | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 |
| SUN (NSW) | .316 | .316 | .318 | .315 | .304 | .298 | .315 | .318 | .315 | .321 | .321 |
| SUN NEWS-PICTORIAL (Vic.) | .300 | .300 | .305 | .300 | .280 | .269 | .299 | .305 | .299 | .310 | .309 |
| AGE (Vic.) | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 |
| HERALD (Vic.) | .359 | .359 | .360 | .358 | .350 | .345 | .358 | .361 | .358 | .363 | .362 |
| MERCURY (Tas.) | .342 | .344 | .368 | .349 | .260 | .203 | .342 | .368 | .336 | .391 | .384 |
| EXAMINER (Tas.) | .388 | .390 | .415 | .395 | .301 | .241 | .387 | .415 | .382 | .439 | .432 |
| ADVOCATE (Tas.) | .295 | .295 | .299 | .295 | .279 | .269 | .294 | .299 | .294 | .303 | .303 |
| THE ADVERTISER (SA) | .323 | .323 | .328 | .323 | .300 | .287 | .322 | .329 | .321 | .334 | .334 |
| NEWS (SA) | .339 | .339 | .343 | .339 | .321 | .311 | .338 | .343 | .337 | .348 | .347 |
| WEST AUSTRALIAN (WA) | .387 | .387 | .393 | .386 | .356 | .338 | .384 | .394 | .384 | .401 | .400 |
| NEWS (WA) | .366 | .366 | .371 | .366 | .341 | .326 | .364 | .372 | .364 | .378 | .377 |

SATURDAY

| | | | | | | | | | | | |
|-----------------------------|------|------|------|------|------|------|------|------|------|------|------|
| COURIER MAIL (Qld) | .322 | .322 | .327 | .322 | .300 | .288 | .321 | .327 | .320 | .333 | .332 |
| TELEGRAPH (Qld) | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 |
| DAILY TELEGRAPH (NSW) | .378 | .378 | .382 | .377 | .358 | .347 | .376 | .382 | .376 | .387 | .386 |
| SYDNEY MORNING HERALD (NSW) | .354 | .354 | .361 | .354 | .324 | .307 | .352 | .361 | .351 | .369 | .367 |
| SUN NEWS PICTORIAL (Vic.) | .360 | .360 | .364 | .359 | .339 | .328 | .358 | .364 | .358 | .369 | .369 |
| AGE (Vic.) | .389 | .389 | .393 | .389 | .368 | .356 | .388 | .394 | .387 | .399 | .399 |
| HERALD (Vic.) | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 |
| MERCURY (Tas.) | .255 | .255 | .260 | .255 | .231 | .216 | .253 | .261 | .253 | .267 | .266 |
| EXAMINER (Tas.) | .420 | .423 | .452 | .429 | .320 | .251 | .420 | .451 | .413 | .480 | .471 |
| ADVOCATE (Tas.) | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 |
| ADVERTISER (SA) | .367 | .367 | .370 | .367 | .351 | .342 | .366 | .371 | .366 | .374 | .374 |
| NEWS (SA) | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 |
| WEST AUSTRALIAN (WA) | .379 | .379 | .383 | .379 | .359 | .348 | .377 | .384 | .377 | .388 | .388 |
| NEWS (WA) | .412 | .412 | .420 | .412 | .376 | .354 | .410 | .421 | .409 | .430 | .429 |

MONDAY-FRIDAY

| | TOTAL IN HOUSEHOLD | | | No. PEOPLE 16+ | | | CHILDREN UNDER 16 | | | COUNTRY OF BIRTH | | |
|-----------------------------|--------------------|--------------|-------------|----------------|--------------|-------------|-------------------|--------------|-------------|------------------|---------------------|-----------------|
| | 1-2 M/H/HOLD | 3-4 M/H/HOLD | 5+ M/H/HOLD | 1-2 M/H/HOLD | 3-4 M/H/HOLD | 5+ M/H/HOLD | MORE M/H/HOLD | 1-2 M/H/HOLD | 3+ M/H/HOLD | AUSTRALIA | NEW ZEALAND/ CANADA | OTHER COUNTRIES |
| COURIER MAIL (Qld) | .282 | .311 | .316 | .296 | .314 | .330 | .291 | .317 | .308 | .303 | .293 | .304 |
| TELEGRAPH (Qld) | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 | .300 |
| DAILY TELEGRAPH (NSW) | .329 | .341 | .343 | .335 | .342 | .348 | .333 | .343 | .340 | .338 | .334 | .338 |
| SYDNEY MORNING HERALD (NSW) | .296 | .336 | .344 | .314 | .341 | .364 | .308 | .344 | .332 | .326 | .311 | .327 |
| DAILY MIRROR (NSW) | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 | .320 |
| SUN (NSW) | .304 | .318 | .320 | .311 | .319 | .326 | .308 | .321 | .317 | .314 | .310 | .315 |
| SUN NEWS-PICTORIAL (Vic.) | .280 | .305 | .309 | .291 | .307 | .320 | .287 | .309 | .302 | .298 | .289 | .299 |
| AGE (Vic.) | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 | .322 |
| HERALD (Vic.) | .350 | .360 | .362 | .355 | .361 | .367 | .353 | .363 | .360 | .358 | .354 | .358 |
| MERCURY (Tas.) | .258 | .363 | .384 | .300 | .385 | .451 | .293 | .383 | .343 | .337 | .292 | .334 |
| EXAMINER (Tas.) | .298 | .410 | .432 | .344 | .432 | .502 | .335 | .431 | .390 | .382 | .335 | .380 |
| ADVOCATE (Tas.) | .278 | .299 | .302 | .288 | .300 | .311 | .284 | .303 | .297 | .293 | .286 | .294 |
| THE ADVERTISER (SA) | .300 | .328 | .333 | .313 | .331 | .346 | .308 | .334 | .325 | .320 | .310 | .321 |
| NEWS (SA) | .320 | .343 | .347 | .331 | .345 | .357 | .327 | .347 | .340 | .337 | .329 | .337 |
| WEST AUSTRALIAN (WA) | .355 | .393 | .399 | .373 | .397 | .417 | .367 | .400 | .389 | .383 | .369 | .384 |
| NEWS (WA) | .340 | .371 | .377 | .355 | .374 | .391 | .349 | .377 | .368 | .363 | .352 | .364 |

SATURDAY

| | | | | | | | | | | | | |
|-----------------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| COURIER MAIL (Qld) | .300 | .327 | .331 | .312 | .329 | .344 | .308 | .332 | .324 | .320 | .310 | .320 |
| TELEGRAPH (Qld) | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 | .356 |
| DAILY TELEGRAPH (NSW) | .357 | .382 | .386 | .369 | .384 | .397 | .365 | .386 | .379 | .375 | .367 | .376 |
| SYDNEY MORNING HERALD (NSW) | .324 | .360 | .367 | .340 | .364 | .384 | .335 | .367 | .356 | .350 | .337 | .352 |
| SUN NEWS PICTORIAL (Vic.) | .339 | .364 | .368 | .351 | .366 | .379 | .346 | .369 | .361 | .357 | .348 | .358 |
| AGE (Vic.) | .367 | .394 | .398 | .380 | .396 | .410 | .375 | .399 | .391 | .386 | .377 | .387 |
| HERALD (Vic.) | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 |
| MERCURY (Tas.) | .230 | .260 | .266 | .244 | .263 | .280 | .239 | .266 | .257 | .252 | .241 | .253 |
| EXAMINER (Tas.) | .317 | .445 | .472 | .369 | .473 | .554 | .360 | .470 | .421 | .413 | .359 | .411 |
| ADVOCATE (Tas.) | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 | .293 |
| ADVERTISER (SA) | .351 | .370 | .374 | .360 | .372 | .382 | .356 | .374 | .368 | .365 | .358 | .366 |
| NEWS (SA) | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 | .362 |
| WEST AUSTRALIAN (WA) | .359 | .383 | .387 | .370 | .385 | .398 | .366 | .388 | .381 | .376 | .368 | .377 |
| NEWS (WA) | .375 | .420 | .428 | .395 | .425 | .450 | .388 | .429 | .415 | .408 | .392 | .409 |

AGE GROUPS — ALL PEOPLE

| | ALL PEOPLE 14+ | AGED 14-19 | AGED 20-24 | AGED 25-29 | AGED 30-34 | AGED 35-39 | AGED 40-45 | AGED 45 & OVER | AGED 14-19 | AGED 20-24 | AGED 25-29 | AGED 30-34 | AGED 35-39 | AGED 40-45 | AGED 45 & OVER |
|---------------------------------|----------------|------------|------------|------------|------------|------------|------------|----------------|------------|------------|------------|------------|------------|------------|----------------|
| NATIONAL TIMES | .418 | .491 | .467 | .446 | .426 | .407 | .388 | .380 | .433 | .392 | .399 | .386 | | | |
| NATION REVIEW | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | | | |
| SUNDAY MAIL (Qld.) | .416 | .489 | .465 | .445 | .425 | .406 | .387 | .379 | .431 | .391 | .398 | .385 | | | |
| SUNDAY SUN (Qld.) | .419 | .522 | .487 | .458 | .430 | .404 | .378 | .368 | .439 | .384 | .393 | .375 | | | |
| SUNDAY MIRROR (NSW) | .335 | .394 | .375 | .358 | .342 | .327 | .311 | .305 | .347 | .314 | .320 | .309 | | | |
| SUN-HERALD (NSW) | .374 | .481 | .444 | .413 | .385 | .358 | .331 | .321 | .395 | .337 | .346 | .329 | | | |
| SUNDAY TELEGRAPH (NSW) | .361 | .429 | .407 | .387 | .369 | .351 | .333 | .326 | .374 | .337 | .343 | .331 | | | |
| SUNDAY OBSERVER (Vic.) | .463 | .594 | .549 | .512 | .476 | .444 | .411 | .399 | .489 | .419 | .430 | .408 | | | |
| TRUTH (Vic.) | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | | | |
| SPORTING GLOBE (Vic.) | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | | | |
| SUNDAY EXAMINER EXPRESS (Tas.) | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | | | |
| SATURDAY EVENING MERCURY (Tas.) | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | | | |
| ADVOCATE WEEKENDER (Tas.) | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | | | |
| SUNDAY MAIL (SA) | .403 | .571 | .511 | .462 | .417 | .377 | .338 | .324 | .435 | .347 | .362 | .335 | | | |
| SUNDAY TIMES (WA) | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | | | |
| SUNDAY INDEPENDENT (WA) | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | | | |
| WEEKEND NEWS (WA) | .436 | .591 | .537 | .492 | .450 | .413 | .375 | .362 | .466 | .384 | .397 | .372 | | | |

| | AGE OF GROCERY BUYER | | | | NOT GROCERY BUYER | LIFE CYCLE | | | | | | |
|---------------------------------|----------------------|------------|------------|------------|-------------------|----------------|--------------|------------------------------|---------------------------|-------------------------|----------------------------|------------|
| | TOTAL GROCERY BUYER | AGED 14-24 | AGED 25-34 | AGED 35-49 | | AGED 50 & OVER | SINGLE 14-24 | W/ MARRIED 14-24 NO CHILDREN | W/ MARRIED 14-24 CHILDREN | W/ MARRIED 25+ CHILDREN | W/ MARRIED 25+ NO CHILDREN | SINGLE 25+ |
| | | | | | | | | | | | | |
| NATIONAL TIMES | .410 | .482 | .437 | .393 | .380 | .432 | .477 | .462 | .447 | .391 | .383 | .382 |
| NATION REVIEW | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 |
| SUNDAY MAIL (Qld.) | .408 | .480 | .436 | .392 | .379 | .430 | .475 | .460 | .445 | .390 | .382 | .381 |
| SUNDAY SUN (Qld.) | .409 | .509 | .446 | .385 | .368 | .439 | .502 | .481 | .459 | .382 | .372 | .371 |
| SUNDAY MIRROR (NSW) | .329 | .387 | .351 | .315 | .305 | .347 | .383 | .371 | .359 | .314 | .307 | .307 |
| SUN-HERALD (NSW) | .363 | .467 | .401 | .338 | .321 | .395 | .460 | .438 | .415 | .335 | .325 | .324 |
| SUNDAY TELEGRAPH (NSW) | .353 | .421 | .379 | .338 | .326 | .374 | .416 | .402 | .388 | .336 | .329 | .328 |
| SUNDAY OBSERVER (Vic.) | .450 | .578 | .496 | .420 | .399 | .489 | .568 | .541 | .514 | .417 | .404 | .403 |
| TRUTH (Vic.) | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 |
| SPORTING GLOBE (Vic.) | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 |
| SUNDAY EXAMINER EXPRESS (Tas.) | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 |
| SATURDAY EVENING MERCURY (Tas.) | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 |
| ADVOCATE WEEKENDER (Tas.) | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 |
| SUNDAY MAIL (SA) | .391 | .564 | .449 | .350 | .324 | .444 | .551 | .513 | .474 | .346 | .330 | .329 |
| SUNDAY TIMES (WA) | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 |
| SUNDAY INDEPENDENT (WA) | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 |
| WEEKEND NEWS (WA) | .421 | .572 | .474 | .386 | .362 | .467 | .561 | .528 | .495 | .382 | .367 | .366 |

| | INDUSTRY & INCOME OF FULL-TIME WORKERS | | | | | | | ANNUAL INCOME OF H/HOLD HEAD | | | | | |
|---------------------------------|--|------------------|---------------|------------------|---------------|-------------------|------------------|------------------------------|---------------|-------------------|------------------|------|------|
| | GOVT/PUBLIC SERVICE | PRIVATE INDUSTRY | SELF EMPLOYED | LESS THAN \$4000 | \$4000-\$9999 | \$10,000-\$14,999 | \$15,000 OR MORE | LESS THAN \$4000 | \$4000-\$9999 | \$10,000-\$14,999 | \$15,000 OR MORE | | |
| NATIONAL TIMES | .426 | .428 | .406 | .448 | .425 | .421 | .416 | .407 | .417 | .425 | .423 | .421 | .416 |
| NATION REVIEW | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 |
| SUNDAY MAIL (Qld.) | .424 | .426 | .404 | .446 | .424 | .420 | .414 | .406 | .415 | .423 | .421 | .420 | .415 |
| SUNDAY SUN (Qld.) | .431 | .433 | .403 | .462 | .430 | .425 | .417 | .404 | .419 | .430 | .426 | .425 | .417 |
| SUNDAY MIRROR (NSW) | .342 | .343 | .326 | .359 | .341 | .338 | .334 | .327 | .334 | .341 | .339 | .338 | .334 |
| SUN-HERALD (NSW) | .386 | .388 | .357 | .418 | .385 | .379 | .371 | .358 | .373 | .385 | .381 | .379 | .371 |
| SUNDAY TELEGRAPH (NSW) | .368 | .370 | .350 | .389 | .368 | .364 | .359 | .351 | .360 | .368 | .366 | .364 | .359 |
| SUNDAY OBSERVER (Vic.) | .478 | .481 | .443 | .517 | .477 | .470 | .460 | .445 | .463 | .477 | .473 | .470 | .461 |
| TRUTH (Vic.) | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 |
| SPORTING GLOBE (Vic.) | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 |
| SUNDAY EXAMINER EXPRESS (Tas.) | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 |
| SATURDAY EVENING MERCURY (Tas.) | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 |
| ADVOCATE WEEKENDER (Tas.) | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 |
| SUNDAY MAIL (SA) | .429 | .432 | .381 | .482 | .427 | .417 | .403 | .383 | .409 | .427 | .421 | .417 | .405 |
| SUNDAY TIMES (WA) | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 |
| SUNDAY INDEPENDENT (WA) | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 |
| WEEKEND NEWS (WA) | .454 | .458 | .412 | .500 | .453 | .445 | .432 | .415 | .437 | .452 | .447 | .444 | .433 |

| | WORK FULL TIME | PERSONAL OCCUPATION | | | | | WORK PART TIME | DON'T WORK | OCCUPATION OF H/HOLD HEAD | | | | |
|---------------------------------|----------------|-----------------------|-------------|----------------------|-------------------|----------------------|----------------|------------|---------------------------|-------------|----------------------|-------------------|----------------------|
| | | PROFESSIONAL MANAGERS | FARM OWNERS | CLERK, WHITE COLLARS | SKILLED TRADESMEN | SEMI-SKILLED WORKERS | | | PROFESSIONAL MANAGERS | FARM OWNERS | CLERK, WHITE COLLARS | SKILLED TRADESMEN | SEMI-SKILLED WORKERS |
| | | | | | | | | | | | | | |
| NATIONAL TIMES | .425 | .410 | .404 | .434 | .422 | .424 | .423 | .416 | .410 | .402 | .428 | .421 | .417 |
| NATION REVIEW | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 |
| SUNDAY MAIL (Qld.) | .424 | .409 | .402 | .432 | .420 | .423 | .422 | .414 | .409 | .401 | .427 | .420 | .416 |
| SUNDAY SUN (Qld.) | .430 | .409 | .400 | .442 | .425 | .428 | .428 | .417 | .409 | .398 | .434 | .425 | .419 |
| SUNDAY MIRROR (NSW) | .341 | .329 | .324 | .348 | .338 | .340 | .340 | .334 | .329 | .323 | .343 | .338 | .335 |
| SUN-HERALD (NSW) | .385 | .363 | .354 | .397 | .380 | .383 | .383 | .372 | .363 | .352 | .389 | .380 | .374 |
| SUNDAY TELEGRAPH (NSW) | .368 | .354 | .348 | .376 | .365 | .367 | .366 | .359 | .354 | .347 | .370 | .364 | .361 |
| SUNDAY OBSERVER (Vic.) | .477 | .450 | .439 | .492 | .471 | .475 | .474 | .461 | .450 | .437 | .482 | .471 | .464 |
| TRUTH (Vic.) | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 |
| SPORTING GLOBE (Vic.) | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 |
| SUNDAY EXAMINER EXPRESS (Tas.) | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 |
| SATURDAY EVENING MERCURY (Tas.) | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 |
| ADVOCATE WEEKENDER (Tas.) | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 |
| SUNDAY MAIL (SA) | .427 | .390 | .376 | .447 | .418 | .424 | .423 | .406 | .390 | .374 | .434 | .418 | .410 |
| SUNDAY TIMES (WA) | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 |
| SUNDAY INDEPENDENT (WA) | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 |
| WEEKEND NEWS (WA) | .453 | .421 | .409 | .470 | .445 | .450 | .450 | .434 | .421 | .406 | .459 | .445 | .437 |

| | SOCIO-ECONOMIC SCALE | | | | | EDUCATION | | | | | |
|---------------------------------|----------------------|---------------------|---------------------|---------------------|----------------------|-----------|----------------|---------------------|----------------|------------------------|------------|
| | 1st OR 2d QUANTILE | 3rd OR 4th QUANTILE | 5th OR 6th QUANTILE | 7th OR 8th QUANTILE | 9th OR 10th QUANTILE | PRIMARY | SOME SECONDARY | INTERMEDIATE FORM 4 | LEAVING FORM 5 | MATRICULATION TERTIARY | UNIVERSITY |
| NATIONAL TIMES | .425 | .425 | .429 | .424 | .404 | .393 | .423 | .429 | .423 | .434 | .433 |
| NATION REVIEW | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 |
| SUNDAY MAIL (Qld.) | .423 | .423 | .427 | .423 | .403 | .392 | .422 | .428 | .421 | .433 | .432 |
| SUNDAY SUN (Qld.) | .429 | .429 | .435 | .429 | .401 | .384 | .427 | .436 | .427 | .442 | .441 |
| SUNDAY MIRROR (NSW) | .341 | .341 | .344 | .340 | .324 | .315 | .339 | .344 | .339 | .348 | .348 |
| SUN-HERALD (NSW) | .384 | .384 | .390 | .384 | .355 | .339 | .382 | .391 | .381 | .398 | .397 |
| SUNDAY TELEGRAPH (NSW) | .367 | .367 | .371 | .367 | .348 | .338 | .366 | .372 | .366 | .376 | .375 |
| SUNDAY OBSERVER (Vic.) | .476 | .476 | .483 | .475 | .441 | .421 | .473 | .484 | .473 | .493 | .491 |
| TRUTH (Vic.) | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 |
| SPORTING GLOBE (Vic.) | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 |
| SUNDAY EXAMINER EXPRESS (Tas.) | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 |
| SATURDAY EVENING MERCURY (Tas.) | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 |
| ADVOCATE WEEKENDER (Tas.) | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 |
| SUNDAY MAIL (SA) | .425 | .426 | .436 | .425 | .380 | .353 | .422 | .437 | .421 | .448 | .446 |
| SUNDAY TIMES (WA) | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 |
| SUNDAY INDEPENDENT (WA) | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 |
| WEEKEND NEWS (WA) | .452 | .452 | .460 | .451 | .411 | .387 | .449 | .461 | .448 | .471 | .469 |

| | TOTAL IN HOUSEHOLD | | | No. PEOPLE 16+ | | | CHILDREN UNDER 16 | | | COUNTRY OF BIRTH | | |
|---------------------------------|--------------------|---------------|--------------|----------------|---------------|--------------|-------------------|---------------|--------------|------------------|------------------|-----------------|
| | 1-2 IN H/HOLD | 3-4 IN H/HOLD | 5+ IN H/HOLD | 1-2 IN H/HOLD | 3-4 IN H/HOLD | 5+ IN H/HOLD | BORN IN H/HOLD | 1-2 IN H/HOLD | 3+ IN H/HOLD | AUSTRALIA | UK/NZ/USA/CANADA | OTHER COUNTRIES |
| NATIONAL TIMES | .404 | .429 | .433 | .415 | .431 | .444 | .411 | .434 | .426 | .422 | .413 | .423 |
| NATION REVIEW | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 | .391 |
| SUNDAY MAIL (Qld.) | .403 | .427 | .431 | .414 | .429 | .442 | .410 | .432 | .425 | .421 | .412 | .422 |
| SUNDAY SUN (Qld.) | .401 | .435 | .441 | .417 | .438 | .456 | .411 | .441 | .431 | .426 | .414 | .427 |
| SUNDAY MIRROR (NSW) | .324 | .344 | .347 | .333 | .346 | .356 | .330 | .348 | .342 | .339 | .332 | .339 |
| SUN-HERALD (NSW) | .355 | .390 | .396 | .371 | .393 | .413 | .365 | .397 | .386 | .381 | .368 | .382 |
| SUNDAY TELEGRAPH (NSW) | .348 | .371 | .375 | .359 | .373 | .385 | .355 | .376 | .369 | .365 | .357 | .366 |
| SUNDAY OBSERVER (Vic.) | .440 | .483 | .491 | .460 | .487 | .511 | .453 | .491 | .478 | .472 | .456 | .473 |
| TRUTH (Vic.) | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 | .421 |
| SPORTING GLOBE (Vic.) | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 | .445 |
| SUNDAY EXAMINER EXPRESS (Tas.) | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 | .258 |
| SATURDAY EVENING MERCURY (Tas.) | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 | .364 |
| ADVOCATE WEEKENDER (Tas.) | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 | .294 |
| SUNDAY MAIL (SA) | .379 | .435 | .445 | .404 | .441 | .473 | .396 | .446 | .428 | .420 | .399 | .421 |
| SUNDAY TIMES (WA) | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 | .384 |
| SUNDAY INDEPENDENT (WA) | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 | .224 |
| WEEKEND NEWS (WA) | .410 | .460 | .469 | .433 | .465 | .492 | .425 | .470 | .454 | .447 | .429 | .448 |