

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 .

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

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

	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 25 & OVER	AGED 35 & OVER
THE AUST'N WOMEN'S WEEKLY	.564	.619	.602	.587	.572	.557	.542	.536	.576	.545	.550	.540
WOMAN'S DAY	.569	.601	.591	.583	.573	.565	.556	.553	.576	.559	.561	.555
NEW IDEA	.488	.562	.538	.517	.497	.478	.458	.450	.503	.463	.469	.456
WOMAN'S WORLD	.560	.560	.560	.560	.560	.560	.560	.560	.560	.560	.560	.560
AUSTRALASIAN POST	.546	.620	.596	.575	.555	.536	.516	.508	.561	.520	.527	.514
PIX PEOPLE	.588	.588	.588	.588	.588	.588	.588	.588	.588	.588	.588	.588
VOGUE AUSTRALIA	.550	.550	.550	.550	.550	.550	.550	.550	.500	.550	.550	.550
POL	.670	.792	.752	.717	.684	.653	.620	.608	.694	.628	.639	.617
DOLLY	.542	.542	.542	.542	.542	.542	.542	.542	.542	.542	.542	.542
BELLE	.608	.608	.608	.608	.608	.608	.608	.608	.608	.608	.608	.608
CLEO	.499	.499	.499	.499	.499	.499	.499	.499	.499	.499	.499	.499
FAMILY CIRCLE	.527	.527	.527	.527	.527	.527	.527	.527	.527	.527	.527	.527
TIME	.471	.471	.471	.471	.471	.471	.471	.471	.471	.471	.471	.471
READERS DIGEST	.422	.422	.422	.422	.422	.422	.422	.422	.422	.422	.422	.422
TV TIMES	.494	.549	.532	.516	.502	.487	.472	.466	.506	.475	.480	.471
TV WEEK	.418	.452	.441	.432	.422	.413	.404	.400	.425	.406	.409	.403
THE BULLETIN	.575	.589	.584	.580	.577	.573	.569	.568	.578	.571	.572	.569
NEWSWEEK	.552	.584	.574	.566	.557	.548	.539	.535	.559	.541	.544	.538
COSMOPOLITAN	.565	.565	.565	.565	.565	.565	.565	.565	.565	.565	.565	.565
HOME BEAUTIFUL	.571	.571	.571	.571	.571	.571	.571	.571	.571	.571	.571	.571
HOUSE AND GARDEN	.598	.614	.609	.605	.601	.596	.592	.590	.602	.593	.594	.591
HOME JOURNAL	.641	.641	.641	.641	.641	.641	.641	.641	.641	.641	.641	.641
YOUR GARDEN	.541	.560	.554	.549	.543	.538	.532	.530	.545	.534	.535	.532
WHEELS	.540	.540	.540	.540	.540	.540	.540	.540	.540	.540	.540	.540
RYDGES	.555	.555	.555	.555	.555	.555	.555	.555	.555	.555	.555	.555
MODERN MOTOR	.563	.563	.563	.563	.563	.563	.563	.563	.563	.563	.563	.563
MOTOR MANUAL	.600	.600	.600	.600	.600	.600	.600	.600	.600	.600	.600	.600
VOGUE LIVING	.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
 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 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
 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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 YOUR GARDEN
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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

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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 14-34	MARRIED 14-34 NO CHILDREN	MARRIED 14-34 CHILDREN	MARRIED 35+ CHILDREN	MARRIED 35+ 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	.418	.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											
	GOVT/PUBLIC SERVICE	PRIVATE INDUSTRY	SELF EMPLOYED	LESS THAN \$6000	\$6000-\$7999	\$8000-\$9999	\$10,000-\$14,999	\$15,000 OR MORE	LESS THAN \$6000	\$6000-\$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	.499	.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	.560	.562	.564	.565	.564	.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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WORK FULL TIME	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
	.579	.572	.567	.581	.583			.579	.561	.557	.572	.553
.596	.605	.604	.583	.618	.600	.554	.552	.605	.566	.569	.575	.567
.509	.499	.493	.511	.515	.507	.484	.479	.499	.473	.497	.493	.485
.613	.661	.668	.571	.684	.629	.527	.529	.661	.569	.550	.569	.559
.550	.535	.529	.559	.547	.550	.558	.547	.535	.530	.556	.549	.547
.580	.577	.576	.586	.576	.579	.601	.600	.577	.586	.591	.586	.588
.565	.577	.579	.553	.583	.569	.539	.540	.577	.553	.547	.553	.549
.650	.597	.584	.694	.604	.635	.701	.691	.597	.636	.695	.668	.667
.560	.578	.581	.546	.587	.566	.532	.532	.578	.545	.539	.545	.452
.586	.569	.567	.603	.562	.580	.625	.624	.569	.604	.613	.604	.609
.519	.533	.535	.504	.539	.524	.484	.485	.533	.503	.495	.503	.499
.537	.546	.547	.529	.550	.540	.521	.521	.546	.529	.525	.529	.527
.461	.457	.456	.468	.455	.459	.484	.483	.457	.468	.473	.468	.471
.419	.417	.417	.421	.417	.418	.424	.424	.417	.421	.422	.421	.422
.513	.508	.504	.510	.520	.515	.485	.480	.508	.485	.499	.500	.494
.448	.455	.454	.432	.467	.453	.394	.392	.455	.416	.416	.425	.417
.576	.573	.572	.577	.575	.576	.576	.574	.573	.571	.576	.575	.575
.574	.577	.575	.563	.586	.578	.528	.526	.577	.550	.550	.558	.552
.582	.595	.597	.569	.600	.587	.553	.554	.595	.568	.562	.568	.565
.616	.616	.616	.616	.616	.616	.616	.616	.616	.616	.616	.616	.616
.604	.603	.602	.602	.607	.604	.594	.593	.603	.595	.599	.599	.597
.643	.644	.644	.642	.644	.643	.640	.640	.644	.642	.641	.642	.641
.534	.525	.523	.543	.526	.532	.549	.546	.525	.534	.545	.539	.540
.523	.516	.516	.535	.514	.520	.574	.571	.516	.536	.547	.536	.541
.512	.495	.493	.542	.490	.505	.625	.620	.495	.544	.569	.544	.556
.567	.568	.568	.564	.568	.567	.553	.554	.568	.564	.561	.564	.562
.584	.579	.578	.595	.577	.582	.631	.629	.579	.596	.606	.596	.601
.591	.611	.612	.567	.625	.599	.526	.526	.611	.554	.548	.561	.551

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SOCIO-ECONOMIC SCALE						EDUCATION				
5th OR 6th QUINTILE	4th OR 5th QUINTILE	3rd OR 4th QUINTILE	2nd OR 3rd QUINTILE	1st OR 2nd QUINTILE	PRIMARY	SOME SECONDARY	INTERMEDIATE FORM 4	LEAVING FORM 5	MATRICULATION TERTIARY	UNIVERSITY
.573	.570	.572	.568	.552	.545	.567	.571	.569	.580	.581
.580	.573	.572	.569	.557	.556	.570	.569	.575	.583	.591
.499	.495	.498	.492	.472	.462	.492	.496	.495	.509	.511
.576	.562	.556	.555	.549	.556	.557	.549	.567	.573	.593
.552	.553	.557	.553	.533	.521	.552	.559	.550	.561	.560
.585	.588	.589	.589	.591	.589	.589	.591	.586	.585	.582
.555	.550	.549	.548	.546	.549	.549	.547	.552	.554	.559
.670	.679	.691	.682	.655	.631	.680	.696	.673	.689	.672
.548	.543	.541	.541	.539	.541	.541	.539	.545	.547	.553
.601	.607	.610	.610	.614	.610	.610	.614	.605	.602	.594
.506	.500	.498	.498	.494	.498	.498	.495	.502	.505	.512
.530	.527	.526	.526	.525	.526	.527	.525	.528	.530	.533
.467	.470	.472	.472	.474	.472	.471	.474	.469	.467	.464
.421	.421	.422	.422	.422	.422	.422	.422	.421	.421	.420
.504	.500	.501	.498	.480	.475	.497	.499	.500	.11	.515
.431	.422	.420	.418	.403	.403	.418	.416	.424	.433	.443
.576	.576	.576	.576	.572	.570	.575	.577	.575	.577	.577
.563	.556	.554	.552	.539	.538	.552	.550	.558	.565	.573
.571	.566	.564	.564	.561	.564	.564	.561	.568	.570	.576
.616	.616	.616	.616	.616	.616	.616	.616	.616	.616	.616
.601	.599	.599	.598	.593	.592	.598	.599	.599	.603	.604
.642	.641	.641	.641	.641	.641	.641	.641	.642	.642	.642
.539	.541	.544	.542	.539	.534	.542	.545	.40	.542	.539
.533	.539	.543	.543	.548	.543	.542	.548	.537	.534	.527
.537	.552	.560	.561	.572	.560	.559	.571	.546	.540	.524
.564	.563	.562	.562	.561	.562	.562	.561	.564	.564	.566
.593	.599	.602	.602	.607	.602	.602	.606	.597	.594	.588
.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 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	NONE IN H/HOLD	1-2 IN H/HOLD	3+ IN H/HOLD	AUSTRALIA	UK/NZ/USA/CANADA	OTHER COUNTRIES
	.553	.573	.576	.563	.574	.582	.558	.577	.571	.567	.562	.571
	.561	.575	.575	.567	.576	.581	.566	.576	.572	.570	.571	.576
	.472	.500	.503	.486	.500	.511	.479	.505	.497	.491	.485	.497
	.557	.563	.559	.558	.564	.563	.561	.560	.556	.558	.568	.568
	.533	.556	.561	.543	.559	.575	.540	.561	.554	.551	.541	.550
	.589	.587	.588	.589	.587	.587	.588	.588	.589	.589	.586	.586
	.549	.551	.550	.549	.551	.551	.550	.550	.549	.549	.552	.552
	.647	.686	.695	.668	.686	.705	.655	.697	.688	.677	.657	.674
	.541	.543	.542	.541	.544	.543	.543	.542	.541	.542	.545	.545
	.610	.607	.609	.609	.606	.607	.608	.608	.610	.609	.605	.605
	.498	.501	.499	.498	.501	.501	.500	.499	.498	.499	.503	.503
	.527	.528	.527	.527	.528	.528	.527	.527	.526	.527	.529	.529
	.471	.470	.471	.471	.469	.470	.470	.471	.472	.471	.469	.468
	.422	.421	.422	.422	.421	.421	.421	.422	.422	.422	.421	.421
	.483	.504	.506	.492	.505	.515	.490	.506	.500	.497	.494	.501
	.409	.425	.424	.415	.427	.432	.415	.425	.419	.418	.420	.425
	.572	.576	.577	.574	.577	.580	.573	.577	.576	.575	.574	.575
	.544	.558	.558	.549	.560	.566	.550	.559	.553	.553	.554	.558
	.564	.566	.565	.564	.567	.566	.566	.565	.564	.565	.568	.568
	.616	.616	.616	.616	.616	.616	.616	.616	.616	.616	.616	.616
	.594	.600	.601	.597	.601	.603	.596	.601	.599	.598	.597	.600
	.641	.641	.641	.641	.641	.641	.641	.641	.641	.641	.642	.642
	.537	.542	.544	.540	.542	.546	.538	.544	.543	.541	.537	.540
	.542	.539	.541	.542	.538	.538	.540	.540	.543	.542	.536	.536
	.559	.551	.556	.558	.549	.550	.553	.555	.560	.557	.545	.545
	.562	.563	.563	.562	.563	.563	.563	.563	.562	.562	.564	.564
	.602	.598	.600	.601	.598	.598	.599	.600	.602	.601	.596	.596
	.546	.559	.557	.550	.560	.563	.551	.558	.553	.552	.557	.561

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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 35-50	AGED 25 & OVER	AGED 35 & OVER	
.331	.331	.331	.331	.331	.331	.331	.331	.331	.331	.331	.331	
.333	.333	.333	.333	.333	.333	.333	.333	.333	.333	.333	.333	
.354	.354	.354	.354	.354	.354	.354	.354	.354	.354	.354	.354	
.451	.451	.451	.451	.451	.451	.451	.451	.451	.451	.451	.451	
.316	.316	.316	.316	.316	.316	.316	.316	.316	.316	.316	.316	
.299	.299	.299	.299	.299	.299	.299	.299	.299	.299	.299	.299	

THE AUSTRALIAN
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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 14-34	MARRIED 14-34 NO CHILDREN	MARRIED 14-34 CHILDREN	MARRIED 35+ CHILDREN	MARRIED 35+ NO CHILDREN	SINGLE 35+
.345	.344	.348	.346	.343	.321	.328	.328	.333	.330	.329	.339
.390	.384	.406	.397	.380	.308	.326	.326	.341	.330	.328	.361

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INDUSTRY & INCOME OF FULL-TIME WORKERS							ANNUAL INCOME OF H/HOLD HEAD					
GOVT./PUBLIC SERVICE	PRIVATE INDUSTRY	SELF EMPLOYED	LESS THAN \$6000	\$6000-\$7999	\$8000-\$9999	\$10,000-\$14,999	\$15,000 OR MORE	LESS THAN \$6000	\$6000-\$7999	\$8000-\$9999	\$10,000-\$14,999	\$15,000 OR MORE
.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

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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					
5th OR AB QUINTILE	4th OR C QUINTILE	3rd OR D QUINTILE	2nd OR E QUINTILE	1st OR F G QUINTILE		PRIMARY	SOME SECONDARY	INTERMEDIATE FORM 4	LEAVING FORM 5	MATRICULATION TERTIARY	UNIVERSITY
.327	.330	.332	.332	.333	.333	.332	.331	.333	.329	.328	.325
.324	.332	.336	.336	.342	.335	.335	.341	.329	.325	.318	

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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	NONE IN H/HOLD	1-2 IN H/HOLD	3+ IN H/HOLD	AUSTRALIA	UK/NZ/US&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

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	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 35-50	AGED 25 & OVER	AGED 35 & OVER
MONDAY-FRIDAY												
COURIER MAIL (Qld)	.298	.387	.356	.331	.307	.285	.263	.254	.315	.268	.275	.261
TELEGRAPH (Qld)	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300	.300
DAILY TELEGRAPH (NSW)	.336	.370	.359	.349	.340	.331	.322	.318	.343	.324	.327	.321
SYDNEY MORNING HERALD (NSW)	.316	.441	.397	.360	.326	.296	.267	.256	.340	.273	.284	.264
DAILY MIRROR (NSW)	.320	.320	.320	.320	.320	.320	.320	.320	.320	.320	.320	.320
SUN (NSW)	.312	.352	.339	.328	.317	.307	.295	.291	.320	.298	.302	.294
SUN NEWS-PICTORIAL (Vic.)	.293	.368	.343	.321	.301	.282	.263	.256	.308	.267	.274	.261
AGE (Vic.)	.322	.322	.322	.322	.322	.322	.322	.322	.322	.322	.322	.322
HERALD (Vic.)	.356	.386	.376	.368	.360	.352	.344	.340	.362	.345	.348	.343
MERCURY (Tas.)	.221	.373	.313	.267	.228	.195	.164	.154	.248	.172	.184	.162
EXAMINER (Tas.)	.266	.440	.372	.320	.275	.236	.201	.188	.297	.209	.223	.198
ADVOCATE (Tas.)	.289	.350	.330	.313	.296	.281	.265	.259	.302	.268	.274	.263
THE ADVERTISER (SA)	.314	.402	.372	.347	.324	.302	.280	.272	.332	.285	.292	.278
NEWS (SA)	.332	.399	.377	.358	.340	.323	.305	.299	.345	.309	.315	.304
WEST AUSTRALIAN (WA)	.375	.491	.451	.418	.387	.358	.330	.319	.398	.336	.346	.327
NEWS (WA)	.356	.452	.419	.392	.366	.343	.319	.310	.375	.324	.332	.316
SATURDAY												
COURIER MAIL (Qld)	.314	.396	.368	.345	.323	.303	.282	.274	.331	.287	.294	.280
TELEGRAPH (Qld)	.356	.356	.356	.356	.356	.356	.356	.356	.356	.356	.356	.356
DAILY TELEGRAPH (NSW)	.371	.443	.419	.399	.379	.361	.342	.334	.385	.346	.352	.340
SYDNEY MORNING HERALD (NSW)	.343	.457	.417	.384	.354	.326	.298	.288	.365	.304	.314	.296
SUN NEWS PICTORIAL (Vic.)	.353	.427	.403	.381	.361	.342	.323	.315	.368	.327	.334	.321
AGE (Vic.)	.381	.460	.434	.411	.390	.370	.350	.342	.397	.354	.361	.348
HERALD (Vic.)	.384	.384	.384	.384	.384	.384	.384	.384	.384	.384	.384	.384
MERCURY (Tas.)	.246	.339	.306	.279	.254	.231	.209	.201	.264	.214	.222	.207
EXAMINER (Tas.)	.273	.459	.386	.330	.282	.241	.204	.190	.306	.212	.228	.201
ADVOCATE (Tas.)	.293	.293	.293	.293	.293	.293	.293	.293	.293	.293	.293	.293
ADVERTISER (SA)	.361	.419	.400	.384	.368	.353	.338	.332	.373	.341	.346	.336
NEWS (SA)	.362	.362	.362	.362	.362	.362	.362	.362	.362	.362	.362	.362
WEST AUSTRALIAN (WA)	.372	.445	.421	.400	.381	.362	.343	.335	.387	.347	.354	.341
NEWS (WA)	.398	.539	.490	.449	.411	.377	.343	.331	.426	.351	.363	.340

MONDAY-FRIDAY

	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 14-34	MARRIED 14-34 NO CHILDREN	MARRIED 14-34 CHILDREN	MARRIED 35+ CHILDREN	MARRIED 35+ NO CHILDREN	SINGLE 35+
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-\$9999	\$10,000-\$14,999	\$15,000 OR MORE	LESS THAN \$4000	\$4000-\$7999	\$8000-\$9999	\$10,000-\$14,999	\$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	.330	.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	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	
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	.2	.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 A QUANTILE	4th OR C QUANTILE	3rd OR D QUANTILE	2nd OR E QUANTILE	1st OR F G QUANTILE	PRIMARY	SOME SECONDARY	INTERMEDIATE FORM 4	LEAVING FORM 5	MATRICULATION TERTIARY	UNIVERSITY
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 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	NONE IN H/HOLD	1-2 IN H/HOLD	3+ IN H/HOLD	AUSTRALIA	UK/NZ/USA/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 14-50	AGED 35-50	AGED 25 & OVER	AGED 35 & 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						
	AGED 14-24	AGED 25-34	AGED 35-49	AGED 50 & OVER		SINGLE 14-34	MARRIED 14-34 NO CHILDREN	MARRIED 14-34 CHILDREN	MARRIED 35+ CHILDREN	MARRIED 35+ NO CHILDREN	SINGLE 35+	
												TOTAL GROCERY BUYER
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-\$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
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

	PERSONAL OCCUPATION										OCCUPATION OF H/HOLD HEAD			
	WORK FULL TIME					DONT WORK					PROFESSIONAL MANAGERS		FARM OWNERS	
	PROFESSIONAL MANAGERS	FARM OWNERS	CLERK WHITE COLLARS	SKILLED TRADESMEN	SEMI-UNSKILLED WORKERS	PROFESSIONAL MANAGERS	FARM OWNERS	CLERK WHITE COLLARS	SKILLED TRADESMEN	SEMI-UNSKILLED WORKERS	PROFESSIONAL MANAGERS	FARM OWNERS	CLERK WHITE COLLARS	SKILLED TRADESMEN
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	.443	.450	.450	.434	.421	.406	.459	.445	.437	

	SOCIO-ECONOMIC SCALE					EDUCATION					
	WORK FULL TIME		DONT WORK			PROFESSIONAL MANAGERS		FARM OWNERS			
	5th OR A QUANTILE	4th OR C QUANTILE	3rd OR D QUANTILE	2nd OR E QUANTILE	1st OR F G QUANTILE	PRIMARY	SOME SECONDARY	INTERMEDIATE FORM 4	LEAVING FORM 5	MATRICATION 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	.386	.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	MORE IN H/HOLD	1-2 IN H/HOLD	3+ IN H/HOLD	AUSTRALIA	UK/NZ/US&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