



READERSHIP PROFILE

Abode reaches a highly desirable and largely untapped demographic of affluent professionals and well-educated readers.

The following data was sourced from our recent readership survey in April 2005

Breakdown

Male	52.9%
Female	47.1%

AGE

18-24	5.8%
25-34	20%
35-44	33.3%
45-54	26.6%
55-54	7.4%
65 +	6.6%

Profession

Small business owners	13.3%
Unskilled workers	5.9%
Clerk/typist	19%
Manager	33.3%
Professional	21%
Skilled workers	7.3%

Household INCOME

Less than 30k	5.9%
31k-50k	6.5%
51k-70k	12.5%
71k-90k	15.7%
91k-100k	5.7%
101k-150k	19.9%
151k-200k	23.8%
200k+	5.4%

Household Wealth

Less than 100k	10.25
100-250k	9.3%
250-500k	6.2%
500-750k	18.7%
750-1M	12.5%
1M -3M	25%
3M-5M	6.8%
5M-7M	5.7%
7M-9M	3.1%
10M +	0

Fate of abode magazine

Keep the magazine for future reference	59.2%
Keep certain articles for future reference	13.1%
Pass it onto someone else	21.7%
Recycle/throw away	4.1%

Time spent reading abode magazine

More than 2 hours	46%
1 - 2hours	13.1%
45 minutes to one hour	26.3%
30 - 45 minutes	13.3%

How many people read my copy of abode

1	15.4%
2-3	55.1%
4-5	16.4%
5+	13.1%

Estimated readership based on pass on rate and circulation of 12,000

35,094

Intend to purchase in the next twelve months

Building and renovation

Build a new home	46.6%
Build additional rooms	34%
Renovate bathroom or kitchen	32.8%

Attitude toward new technology

	Intend to purchase	already own
Plasma /flat screen TV	52.6%	26.3%
Video Mobile phone	19.7%	26.6 %
Laptop	19.73	46%

Advertising Audience

•Most powerful consumer segment.

- Aged 25-54, but with an attitude and latitude that isn't age or gender specific.
- Know what they want and like and what they don't like.
- Clear-minded and open-minded.
- Inquisitive and acquisitive.
- Discriminating and embracing.
- Love brands.
- Love finding something exclusive or first.
- So very fashion conscious.
- Love good innovative policies and debate.
- Love browsing the web but also enjoy magazines and newspapers.

*Source - readership survey April 2005

Media**art**one

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