

# Zoo Weekly

## Profile

### Readership

	000's	Magazine	Population
<i>All People</i>			
Men	249	77.1%	49.4%
Women	74	22.9%	50.7%

### All People

	000's	Magazine	Population
<i>Age</i>			
14-17	28	8.8%	6.1%
18-24	115	35.7%	11.8%
25-34	102	31.6%	17.3%
35-49	54	16.6%	25.9%
50+	24	7.3%	38.9%
<i>Socio-Economic</i>			
AB	21	6.4%	20.0%
C	69	21.3%	20.0%
D	87	27.1%	20.0%
E	89	27.6%	20.0%
FG	57	17.6%	20.0%
<i>Work Status</i>			
Full-Time	187	58.0%	40.0%
Part-Time	63	19.6%	19.8%
Not Employed	72	22.4%	40.2%

### All People Full Time Workers

	000's	Magazine	Population
<i>Personal Occupation</i>			
Professional/Manager	24	7.3%	33.8%
White Collar Workers	31	9.7%	30.6%
Skilled Workers	69	21.4%	15.9%
Semi/Unskilled	63	19.4%	18.7%
<i>Personal Income</i>			
Under \$20,000	5	1.6%	3.7%
\$20,000-\$29,999	13	4.0%	5.7%
\$30,000-\$39,999	33	10.2%	11.1%
\$40,000-\$49,999	33	10.1%	4.5%
\$50,000-\$59,999	26	8.1%	12.6%
\$60,000 +	78	24.1%	52.4%