

NAMED BEST CURRENT AFFAIRS MAG IN NEW ZEALAND - NATIONAL RADIO 30/9/00



READERSHIP PROFILE

Average Net Circulation to June 30, 2000:
7313 per issue (Provisional: subject to ABC Audit confirmation)

New Zealand's newest current affairs magazine is a big hit with Socio 1, 2 and 3 readers. The first attitudinal research on the magazine has just been carried out and reveals not only fierce customer loyalty, but also a highly active mix of Liberal Sophisticates, Affluent Acquirers, Comfortable Full Nesters and Settled Seniors.

The average Household Income of those surveyed is 55.4k, with 30.6% of the readers displaying HHI in excess of \$60,000, and 13.2% above \$80,000.

While 12 percent of *Investigate's* readers don't buy any other magazines, the remainder are being increasingly poached from the stables of other publications. Significantly, the research shows that *Investigate* is a "premium" brand, with up to 93% of readers of rival magazines surveyed reporting that they strongly prefer *Investigate* after reading it and would buy it first if they could only purchase one magazine a month.

The research also clarifies, for the first time, the age of our readers, with 58.6% aged from 25 to 59. Expressed another way, 31.5% of readers are under the age of 45, 31.4% are between 46 and 59, and 37.1% are 60+.

Those who have categorised *Investigate* as a "boy's mag" are also in for a shock: the readership is divided almost equally between men and women. Broken down fur-

OVERALL DEMOGRAPHIC INFORMATION

Age	Percentage of readers
15-25	4.3%
26-35	12.9%
36-45	14.3%
46-59	31.4%
60+	37.1%
HHI \$	
0-20,000	18.8%
20,000-40,000	34.8%
40,000-60,000	15.9%
60,000-80,000	17.4%
80,000-100,000	7.3%
100,000-120,000	4.4%
120,000+	1.5%
Average HHI	
\$55,400	
Gender	
Males	51.4%
Females	48.6%

ther, almost two-thirds of our female readers are aged between 25 and 59, while 56% of men fall into that demographic. Nearly half our readers are active Internet users, while other major pastimes include Gardening, Travel, Movie-going, Theatre, Dining out and Investments.

More than a quarter of our readers are avid National Radio/BBC/Concert Programme listeners, sixty percent listen to news/talk formats and 24% like pop/rock music.

Their TV viewing ranges from news and current affairs to shows like *The Practice*, *Malcolm In The Middle* and *Frasier*

Perhaps one of the biggest discoveries to emerge from the research, however, is the length of time people spend reading *Investigate*. In virtually all responses, readers stated they were reading the magazine "from cover to cover", and spending up to six hours doing it. The average time spent reading *Investigate* is 3.1 hours - far in excess of time spent reading comparable publications.

"What that indicates to me," says *Investigate's* editor Ian Wishart, "is that we pack an advertising saturation punch that rivals much bigger publications. Potential customers are getting much longer exposures to advertisements."

This research is available for independent audit.

75% of Metro readers surveyed prefer Investigate
78.6% of North & South readers surveyed prefer Investigate
78.3% of Time readers surveyed prefer Investigate
75% of Listener readers surveyed prefer Investigate
91.7% of Unlimited readers prefer Investigate

READER SNAPSHOT:

Actively interested in:	Percentage of readers
Reading	90%
Music	54.3%
Gardening	52.9%
Travel	48.6%
Movie-going	47.1%
Sports	40%
Dining Out	38.6%
Wine	35.7%
Investments	35.7%
Driving	30%
Cuisine	30%
Videos	28.6%
Theatre	25.7%

Computer in Home: 60%
Internet users: 48.6%

Average reading time
 3.1 hours

80% of all surveyed would buy Investigate ahead of any other magazine

SPECIFIC BREAKDOWNS

Males Aged:	Percentage of Category
15-25	5.6%
26-35	16.7%
36-45	13.9%
46-59	25%
60+	38.9%

Males with HHI	
Exceeding 60k	41.7%
Exceeding 80k	22.2%
Exceeding 100k	8.3%

Male Attitudes To Magazine	
Excellent & Very Good	91.7%
Favourite magazine:	75%

Females Aged:	
15-25	3%
26-35	8.8%
36-45	14.7%
46-59	38.2%
60+	35.3%

Females with HHI	
Exceeding 40k	48.5%
Exceeding 60k	18.2%
Exceeding 100k	3.3%

Female Attitudes To Magazine	
Excellent & Very Good	100%
Favourite magazine:	85.3%

60+ Respondents with HHI	
Exceeding 20k	69.2%
Exceeding 40k	34.6%
Exceeding 100k	7.7%

What Other Magazine Readers Think:
 Of Respondents who read the following magazine mixes:

(North & South, Metro, Listener)
75% prefer Investigate

(North & South, Time)
91.7% prefer Investigate

(North & South, Metro)
83.3% prefer Investigate

(Listener, North & South, Time)
80% prefer Investigate

WHAT READERS LIKE ABOUT US:

“BEST MAG I’VE READ”

“Enjoy it so much...its gutsy approach to issues”
- female, 46-59, HHI 120k

“It’s great, I love it, excellent value!”
- female, 36-45, HHI 40k

“Best mag I’ve read in a long time”
- female, 36-45, HHI 60k

“Stories other media won’t touch”
-male, 26-35, HHI 40k

“VERY GUTSY”

“This is the best publication available in NZ”
-male, 46-59, HHI 60k

“It’s very gutsy”
-male, 15-25, HHI 40k

“I like the real issues covered, and its fresh approach”
-female, 15-25, HHI 80k

“I love the layout and content”
-male, 60+, HHI 120k

“INTELLIGENT”

“It is intelligent”
-female, 60+, HHI 20k

“It’s great to have an NZ magazine not afraid to actually ‘investigate’ difficult issues”
-female, 26-35, HHI 20k

“Only mag we have every bought that everyone wants to read first”
-female, 60+, HHI 40k

“I’d like to complain: I haven’t been able to get any work done or put the magazine down since I bought it two days ago!”
-male, 36-45, HHI 60k

“PUNCHY”

“Presents material in a way different to mainstream media...very good”
-female, 26-35, HHI 40k

“Digs deeper”
-male, 60+, HHI 120k

“Up front articles, great job guys!”
-female, 36-45, HHI 80k

“Honest and punchy...wonderful”
-male, 36-45, HHI 80k

“A BREATH OF FRESH AIR”

“Issues not covered on the news”
-male, 26-35, HHI 120k

“Everything...just keep it coming!”
-female, 46-59, HHI 80k

“Honest and not politically correct...don’t stop making small spelling and grammar errors - it keeps us sane”
-female, 36-45, HHI 80k

“A breath of fresh air in the magazine market, and I look forward to its arrival every month”
-female, 60+, HHI 20k

“PROBING”

“Cut-to-the-chase stories”
-male, 46-59, HHI 80k

“Gets to the truth of an issue”
-male, 46-59, HHI 100k

“Probing articles”
-male, 36-45, HHI 100k

“You don’t balk at sensitive issues and probe issues that others are too chicken to deal with”
-male, 36-45, HHI 40k