

# Abode Readership Survey

## Research Information:

Throughout the month of January 2006, Abode conducted a comprehensive survey asking our readers to respond to specific questions relating to property and retail purchases, personal wealth and their reading habits in regard to our magazine. The response was overwhelming.

Results of this survey reflect the following:

Abode's readership is now approximately **80,000**

- Over **60%** of our readers are in the high end of the AB socio economic group
- Over **70%** of our readers intend to purchase a new home between \$750,000 - \$3m
- **90%** of readers are considering purchasing an investment property
- **95%** of our readers stated that 3 people + read their single copy of Abode
- **70%** of our readers keep each issue of Abode in their home for more than 1 month
- **29%** of our readers keep Abode in their home for more than 2 months
- Over **50%** of our readers have a household wealth of over \$750,000
- **47%** of our readers have a household income of \$100,000+

## Buying Interests:

Over the next 12 months our readers are interested in buying the following retail items:

1. Plasma Screen/Home Theatre **49%**
2. Home Appliances **45%**
3. Furniture **54%**
4. Motor Vehicle **43%**
5. Boat **20%**

## Does this profile sound like your own target market?

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**abode**  
Gold Coast Prestige Property Magazine