

# Readership & demographics

*Back To School* is a unique publication with a unique readership.

Back To School readers are parents who have high expectations for their children. Mums and dads who take responsibility for their child's education and who actively seek out advice and guidance to further their child's interests. They are media savvy, have multiple media devices and use digital media for most of their day to day needs.

## Readership statistics\*

In September 2013 x 1000 recipients who took part in our reader survey:-

### Gender

- 89% were women - Composed of mums(85%), childminders, female relatives.
- 11% were men - Composed of dads (90%), childminders, male relatives.

### Economics

- 46% were in part time or full time work
- 78% owned their own homes
- 66% had an household income of over £36,000
- 43% had a household income of over £58,000
- 9% had a household income of over £90,000

### Age

- 3% were aged between 19 and 24
- 66% were aged between 25 - 39
- 34% were 40 and 59
- 7% were 60 or over

## Consumer Statistics

98% of readers said they enjoyed the magazine very much and 77% of readers said they had already used the website and had enjoyed the website very much. 74% of readers said that they read the magazine from cover to cover, 24% said they read relevant sections. All respondents said that they would refer to the magazine and the website through out the year.

87% of readers thought the advertising in the magazine (& website) was very useful and they would be very likely to purchase the brands advertised. 48% said that they had already acted on the advertising for purchases needed so far 69% found the links on the website very useful. 83% believed to magazine to be recommending the brands advertised.

## In Summary

Our readers are predominantly mums who own their own homes, about half work. The typical age range is between 25 and 50, with the mean between 35 and 45. They are consumer savvy and act on advertising and enjoy the convenience of the internet. They see Back To School Magazine and Website as very useful and authoritative and will use both platforms throughout the year.

