

THE WALRUS Reader Survey

Adults 25 - 54	73%
18 - 24	8%
25 - 34	31%
35 - 44	23%
45 - 54	19%
55+	19%
Male:Female	63:37
University Graduates	79%
Post Graduate/Professional Degree	42%
Household Income \$75,000 +	58%
Household Income \$100,000 +	31%
Household Income \$150,000 +	10%

In the last month have you gone to?

Restaurant	95%
Movie	88%
Art Gallery or Museum	84%
Music Concert	77%
Live Theatre	66%

Have you traveled in the last year?

Within Canada by Air	56%
Internationallly by Air	55%

In the next twelve months are you likely to spend money on?

Travel	79%
Charitable Causes	71%
Furniture/Decor	66%
Consumer Electronics	66%
A New Car	21%
Education for yourself	58%
Education for your children	22%
Financial Products	40%

June 2004, VOLUNTARY READER SURVEY

Sample size: 1,640