



ESK Magazine **READER PROFILE**

11 October 2006

The following profile of readers of Explore Sai Kung is constructed from a survey which started in September and is to conclude 15 October 2006. The following is the demographic profile to date.

Explore readers are largely English-speaking local residents – both locally born (18%) and expatriates. A number of *Explore* readers pick up the magazine when they visit Sai Kung or at the growing number of distribution outlets in other parts of Hong Kong but it is likely that they are not represented in our Readers' Survey because, as occasional readers, they would be unlikely to fill out a questionnaire.

Since respondents were asked for their contact details, we did not want to discourage participation by asking household income at this time; however, the HKSAR Government has reported that the median household income of all Sai Kung residents runs a very close second to that of Hong Kong Island (\$22,470 and \$24,000 respectively). The high percentage of families in the district and the typically large village houses in which they reside offer a wide variety of opportunities for advertisers.

In the readers' "Areas of Interest" almost all have indicated some form of sports as an interest area and a rough estimate of over 50% circled gardening, health, dining and travel as areas of interest to them. A large percentage also expressed interest in environmental issues and history. Statistics from this part of the survey will be available after the conclusion of the survey.

54% of our readers say that they have purchased a product or service as a direct result of an advertisement in *Explore Sai Kung Magazine*.

The following page includes preliminary data (to 11 October 2006) from the Readers' Survey.



ESK Magazine
READER DEMOGRAPHICS

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Home	Sai Kung	90%
	Other areas in HK	10%
Age	less than 21	0
	21 - 40	24%
	41+	76%
Sex	Male	14%
	Female	86%
Marital Status	Married	86%
	Single	14%
Children (at home)	Yes	56%
	No	44%
Place of Birth	HK	18%
	Europe	52%
	North America	14%
	Other	16%
Native Language	English	80%
	Cantonese	18%
	Other	2%
Education	Secondary	10%
	Post Secondary and above	90%
Years in HK	less than 1	2%
	1 - 5	20%
	6 - 10	10%
	over 10	68%
Occupation	Engineering & Manufacturing	14%
	Professional	16%
	Homemaker	16%
	Education	30%
	Other	24%