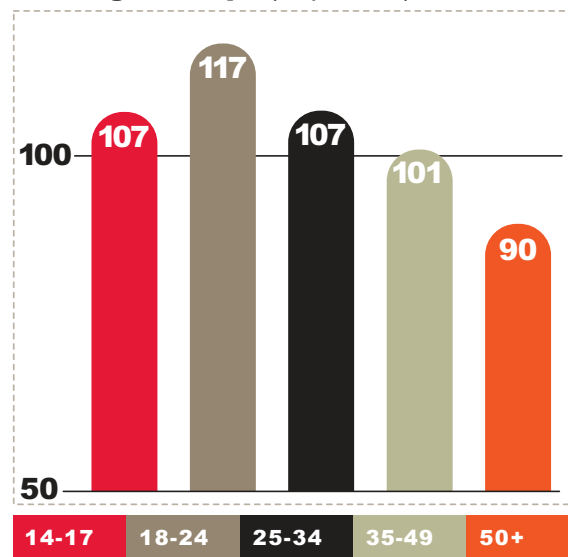


# 10

## Magazines Reach the New GENs

- Magazines are still a favourite of teens and young adults.
- Eight out of 10 teens aged 14-17 yrs read 1+ magazines.
- They are more likely to be heavy readers of magazines, indexing at 107 vs. the population average.
- 18-24 year olds are the heaviest magazine readers with an index score of 117. Almost 3 in 10 read 4+ issues.

**Index of Heavy Magazine Readers in Age Groups** (Pop. =100) Excl. NIMs



	Read any Magazine (Last Issue)	Watch Commercial TV Normal Weekday	Access the Internet at Least Monthly	Listen Commercial Radio Normal Weekday	Read any Newspaper Last 7 Days	Watch PayTV Last 7 Days
<b>Pop 14+</b>	<b>81%</b>	<b>93%</b>	<b>76%</b>	<b>62%</b>	<b>74%</b>	<b>20%</b>
<b>14-17 y/o</b>	<b>79%</b>	<b>96%</b>	<b>86%</b>	<b>72%</b>	<b>58%</b>	<b>17%</b>
<b>18-24 y/o</b>	<b>78%</b>	<b>90%</b>	<b>83%</b>	<b>65%</b>	<b>67%</b>	<b>16%</b>

Source: Roy Morgan Single Source Jan-Dec 2009