

National Readership Profile

Base = National	Reach (*000)	Reach (h%)	Profile (v%)	Population Profile (%)
Total	1,693	10	100	100
Sex				
Male	809	9	48	49
Female	884	10	52	51
Age				
14-17	31	3	2	7
18-24	121	6	7	12
25-34	203	7	12	17
35-49	486	10	29	26
50+	853	13	50	39
Socio economic				
AB	689	20	41	20
C	426	12	25	20
Occupation				
Prof/manager	536	16	32	19
White collar	401	13	24	18
Personal income				
\$50,000+	732	15	43	28
\$60,000+	598	16	35	22
\$70,000+	475	17	28	16
\$80,000+	364	18	22	12
\$90,000+	288	19	17	9
\$100,000+	237	20	14	7
Household income				
\$100,000+	597	14	35	24
Average household income: National Good Weekend Reader: \$116,140 National Population: \$84,790				
Value segments				
Visible achievement	396	13	23	17
Socially aware	577	22	34	15
Young optimism	136	10	8	8
Business/Lifestyles Indicators				
Business decision makers	277	12	16	13
Big spenders	870	15	51	33
Main grocery buyers	1,132	10	67	63
Own/paying off home	1,365	11	81	69
Have any investment	1,468	11	87	73
Have a credit card	1,226	14	72	50
Have pc in home	1,575	10	93	87
Travelled o/s last 12 mths for business	116	22	7	3
Travelled o/s last 12 mths for holiday	386	15	23	15
Travelled interstate air last 12 mths	940	13	56	40
Last interstate trip by air for business	264	15	16	10
Last interstate trip by air for holiday	536	13	32	24

