

New South Wales Readership Profile

Base = New South Wales	Reach (*000)	Reach (h%)	Profile (v%)	Population Profile (%)
Total	875	14	100	100
Sex				
Male	428	14	49	49
Female	447	15	51	51
Age				
14-17	14	4	2	6
18-24	55	8	6	12
25-34	106	10	12	17
35-49	245	16	28	26
50+	448	19	52	39
Socio economic				
AB	382	28	44	23
C	214	18	24	20
Occupation				
Prof/manager	284	23	33	21
White collar	202	19	23	18
Personal income				
\$50,000+	405	23	46	29
\$60,000+	335	24	38	23
\$70,000+	274	26	31	17
\$80,000+	214	28	25	13
\$90,000+	169	30	19	9
\$100,000+	145	32	17	7
Household income				
\$100,000+	341	23	39	25
Average household income: NSW Good Weekend Reader: \$123,530 NSW Population: \$88,020				
Values Segment				
Visible achievement	202	19	23	18
Socially aware	305	31	35	16
Young optimism	63	13	7	8
Business/Lifestyles Indicators				
Business decision makers	134	20	15	11
Big spenders	450	23	52	33
Main grocery buyers	590	15	68	64
Own/paying off home	720	17	82	69
Have any investment	761	18	87	71
Have a credit card	616	21	70	49
Have pc in home	805	15	92	86
Travelled o/s last 12 mths for business	68	29	8	4
Travelled o/s last 12 mths for holiday	208	23	24	15
Travelled interstate by air last 12 mths	455	21	52	36
Last interstate trip by air for business	126	22	14	10
Last interstate trip by air for holiday	258	21	30	21

