



## New South Wales Readership Profile

Base = New South Wales	Reach (*000)	Reach (h%)	Profile (v%)	Population Profile (%)
<b>Total</b>	838	14	100	100
<b>Sex</b>				
Male	392	13	47	49
Female	446	14	53	51
<b>Age</b>				
14-17	13	3	2	6
18-24	49	7	6	12
25-34	93	9	11	17
35-49	234	15	28	26
50+	449	19	54	39
<b>Socio economic</b>				
AB	376	27	45	23
C	189	16	23	20
<b>Occupation</b>				
Prof/manager	283	22	34	21
White collar	181	17	22	18
<b>Personal income</b>				
\$50,000+	392	21	47	30
\$60,000+	323	23	39	23
\$70,000+	269	25	32	18
\$80,000+	216	26	26	13
\$90,000+	172	29	21	10
\$100,000+	138	30	17	8
<b>Household income</b>				
\$100,000+	341	22	41	25
Average household income: NSW Good Weekend Reader: \$126,500 NSW Population: \$89,940				
<b>Values Segment</b>				
Visible achievement	197	19	24	17
Socially aware	292	28	35	17
Young optimism	60	12	7	8
<b>Business/Lifestyles Indicators</b>				
Business decision makers	139	21	17	11
Big spenders	409	21	49	32
Main grocery buyers	586	15	70	65
Own/paying off home	685	16	82	69
Have any investment	724	17	86	71
Have a credit card	594	20	71	49
Have pc in home	762	14	91	87
Travelled o/s last 12 mths for business	58	30	7	3
Travelled o/s last 12 mths for holiday	269	31	2	1
Travelled interstate by air last 12 mths	417	19	50	35
Last interstate trip by air for business	131	19	16	11
Last interstate trip by air for holiday	268	10	1	2

