

readership profile

BASE = NEW SOUTH WALES	REACH ('000)	REACH (%)	PROFILE (%)	POPULATION PROFILE (%)
TOTAL	1,200	20	100	100
SEX				
Male	637	21	51	49
Female	613	20	49	51
AGE				
14-17	32	8	3	6
18-24	114	16	9	12
25-34	153	15	12	17
35-49	325	21	26	26
50+	625	27	50	39
EDUCATION				
Has a Degree/Diploma	607	48	29	35
SOCIO ECONOMIC				
AB	406	30	34	22
AB/C	679	57	27	42
OCCUPATION				
Prof/Manager	331	27	28	21
White Collar	244	22	20	18
PERSONAL INCOME				
\$40,000+	516	43	24	35
\$60,000+	363	30	28	21
\$80,000+	225	19	32	12
HOUSEHOLD INCOME				
\$100,000+	400	33	27	25
Average household income	The Sun-Herald Reader \$108,430		NSW Population \$87,880	
VALUE SEGMENTS				
Visible achievement/Socially aware	549	46	27	33
BUSINESS/LIFESTYLE				
High discretionary expenditure	506	42	26	33
Lives in capital city	869	72	24	60
Works Full/Part time	736	61	21	59
Own/Paying off home	984	82	23	70
Intend to make minor repairs, redecorate or paint in the next 12 months	524	44	24	36
Have a PC in home	1,055	88	21	85
Main grocery buyer	761	63	20	64
MEDIA HABITS				
Medium/Heavy commercial TV	643	54	19	56
LOYAL AND EXCLUSIVE READERS				
Don't read The Sunday Telegraph	861	72	77	70

Source: Roy Morgan Research, June 2009. All people 14+. Base: NSW. Based on SH readership.