

Readership Profile – December 2010

SUNDAY READERSHIP

BASE = NEW SOUTH WALES	REACH ('000)	REACH (%)	PROFILE (%)	POPULATION PROFILE (%)
TOTAL	1,108	18	100	100
SEX				
Male	539	18	49	49
Female	569	18	51	51
AGE				
14-17	35	9	3	6
18-24	77	10	7	12
25-34	117	11	11	17
35-49	288	18	26	25
50+	591	24	53	39
SOCIO ECONOMIC				
AB	382	27	34	22
C	236	19	21	20
D	201	17	18	19
E	165	13	15	20
FG	124	11	11	18
OCCUPATION				
Prof/Manager	323	24	29	22
White Collar	222	21	20	17
Skilled Trades	51	13	5	6
Semi-skilled	79	13	7	10
WORK STATUS				
Full-time	478	19	43	40
Part-time	218	18	20	20
Not employed	411	16	37	41
PERSONAL INCOME				
Under \$30,000	460	14	41	52
\$30,000+	648	22	59	48
\$50,000+	465	24	42	31
\$70,000+	305	26	28	19
\$100,000+	157	31	14	8

