

The Age Readership Profile

● September 2011



▶ Sunday Readership

	Readership (000)	Age Readers Profile (%)	Reach to Victoria (%)	Compared to Victorian Population Profile (%)
Total	689,000	100%	15%	100%

▼ SEX

Male	344,000	49%	15%	49%
Female	346,000	51%	15%	51%

▼ AGE

14 - 17	13,000	2%	5%	6%
18 - 24	58,000	8%	10%	12%
25 - 34	83,000	12%	10%	18%
35 - 49	180,000	26%	15%	26%
50+	356,000	52%	20%	38%

▼ SOCIO-ECONOMIC

AB	267,000	39%	29%	20%
C	167,000	24%	18%	20%
D	122,000	18%	13%	20%
E	81,000	12%	9%	20%
FG	51,000	7%	6%	20%

▼ OCCUPATION

Professional/Manager	191,000	28%	26%	16%
White Collar	194,000	28%	18%	23%
Skilled Trades	30,000	4%	9%	7%
Semi/Unskilled	51,000	7%	7%	15%

▼ WORK STATUS

Full-time	293,000	42%	16%	40%
Part-time	176,000	25%	18%	21%

▼ PERSONAL INCOME

Under \$30K	274,000	40%	12%	51%
\$30 - \$39K	60,000	9%	12%	11%
\$40 - \$49K	61,000	9%	14%	10%
\$50 - \$59K	50,000	7%	16%	7%
\$60 - \$69K	43,000	6%	15%	6%
\$70K+	201,000	29%	27%	16%