

The Sydney Morning Herald

Readership Profile — June 2011

SATURDAY READERSHIP

BASE = NEW SOUTH WALES	REACH ('000)	REACH (%)	PROFILE (%)	POPULATION PROFILE (%)
TOTAL	1,013	16	100	100
SEX				
Male	503	16	50	49
Female	510	16	50	51
AGE				
14-17	31	8	3	6
18-24	80	11	8	12
25-34	116	11	12	18
35-49	268	17	27	26
50+	517	21	51	39
SOCIO ECONOMIC				
AB	429	31	42	22
C	230	18	23	20
D	176	15	17	19
E	109	9	11	20
FG	68	6	7	19
OCCUPATION				
Prof/Manager	330	24	33	22
White Collar	228	21	23	17
Skilled Trades	33	9	3	6
Semi-Skilled	53	9	5	9
WORK STATUS				
Full-time	451	18	45	40
Part-time	215	18	21	19
Not employed	346	13	34	41
PERSONAL INCOME				
Under \$30,000	389	12	38	52
\$30,000+	624	20	62	49
\$50,000+	458	24	45	31
\$70,000+	315	26	31	19
\$100,000+	168	31	17	9

Source: Roy Morgan Readership, June 2011. All people 14+.
Base NSW. Based on SMH (Sat) Readership.

