

# The Sun-Herald

Sports Newspaper of the Year

## Readership Profile – June 2011

### SUNDAY READERSHIP

BASE = NEW SOUTH WALES	REACH ('000)	REACH (%)	PROFILE (%)	POPULATION PROFILE (%)
<b>TOTAL</b>	<b>1,077</b>	<b>17</b>	<b>100</b>	<b>100</b>
<b>SEX</b>				
Male	528	17	49	49
Female	549	17	51	51
<b>AGE</b>				
14-17	33	8	3	6
18-24	74	10	7	12
25-34	113	10	11	18
35-49	281	17	26	26
50+	577	24	54	39
<b>SOCIO ECONOMIC</b>				
AB	370	26	34	22
C	231	19	22	20
D	192	16	18	19
E	156	12	15	20
FG	128	11	12	19
<b>OCCUPATION</b>				
Prof/Manager	307	23	29	22
White Collar	221	21	21	17
Skilled Trades	49	13	5	6
Semi-skilled	66	11	6	9
<b>WORK STATUS</b>				
Full-time	452	18	42	40
Part-time	216	18	20	19
Not employed	409	16	38	41
<b>PERSONAL INCOME</b>				
Under \$30,000	457	14	42	52
\$30,000+	621	20	58	49
\$50,000+	436	23	41	31
\$70,000+	294	25	27	19
\$100,000+	153	28	14	9

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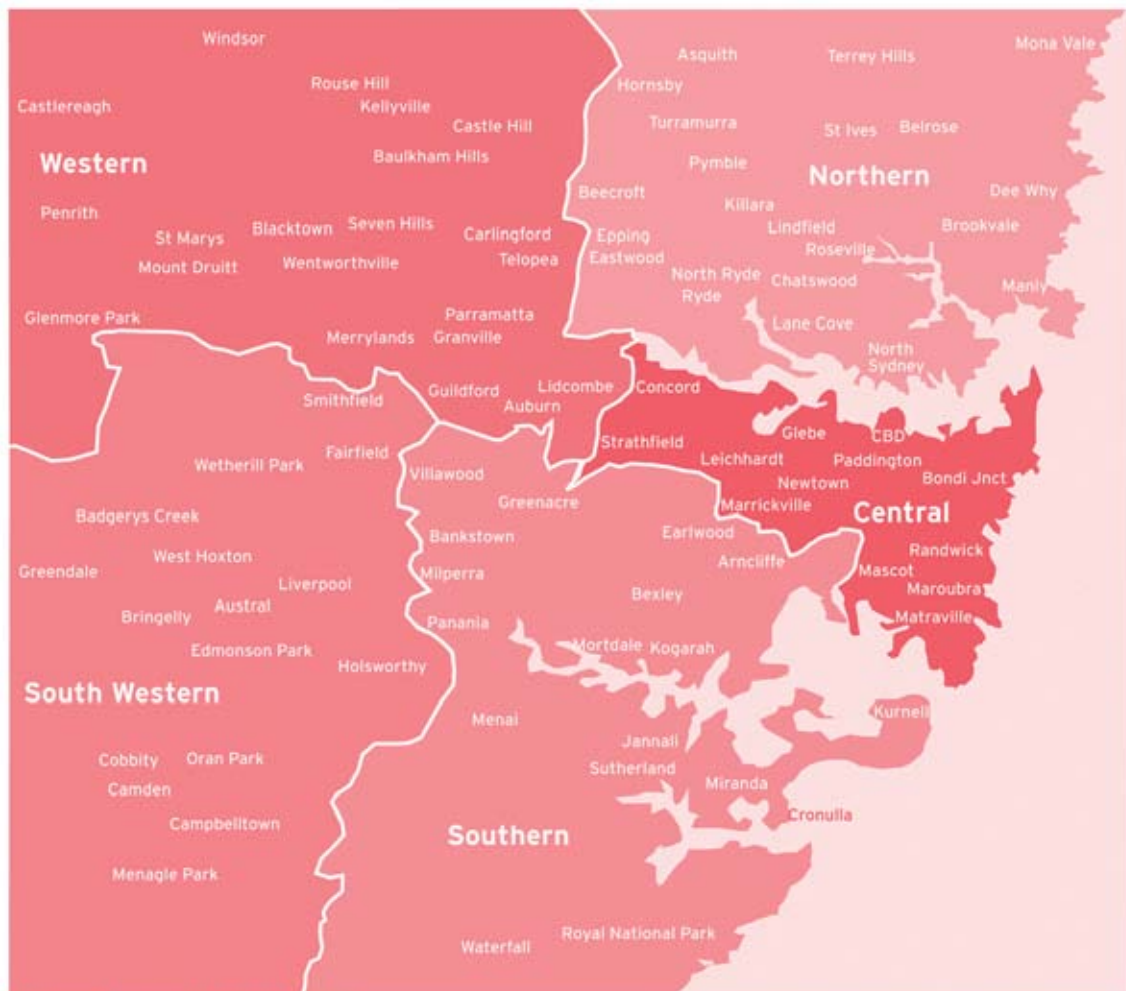
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SYDNEY METRO AREA	SUN-HERALD READERSHIP ('000)	PENETRATION TO AREA (%)
CENTRAL	196	27
SOUTHERN	123	19
SOUTH WEST	45	9
WESTERN	126	14
NORTHERN	246	35
GOSFORD/WYONG	49	19
<b>TOTAL SYDNEY</b>	<b>785</b>	<b>21</b>
<b>TOTAL NSW</b>	<b>1,077</b>	<b>17</b>

Source: Roy Morgan Research, June 2011. All people 14+.  
Base: NSW. Based on SH readership.



Roy Morgan Readership Map (not to scale)