



National Readership Profile

Base = National	Reach ('000)	Reach (h%)	Profile (v%)	Population Profile (%)
Total	1,653	9	100	100
Sex				
Male	780	9	48	49
Female	855	9	52	51
Age				
14-17	25	2	2	7
18-24	103	6	5	12
25-34	219	7	13	17
35-49	458	10	28	26
50+	830	12	51	39
Socio economic				
AB	658	18	40	20
C	406	11	25	20
Occupation				
Prof/manager	523	15	32	20
White collar	387	12	24	18
Personal income				
\$50,000+	707	14	43	29
\$60,000+	576	15	35	22
\$70,000+	468	16	29	16
\$80,000+	368	17	23	12
\$90,000+	285	18	17	9
\$100,000+	231	19	14	7
Household income				
\$100,000+	541	13	33	24
Average household income: National Good Weekend Reader: \$114,700 National Population: \$85,850				
Value segments				
Visible achievement	370	12	23	17
Socially aware	580	21	36	15
Young optimism	139	10	9	8
Business/Lifestyles Indicators				
Business decision makers	279	12	17	13
Big spenders	825	14	51	33
Main grocery buyers	1,095	10	67	63
Own/paying off home	1,278	11	78	68
Have any investment	1,422	11	87	73
Have a credit card	1,184	13	72	51
Have pc in home	1,511	10	92	88
Travelled o/s last 12 mths for business	105	21	6	3
Travelled o/s last 12 mths for holiday	496	30	2	1
Travelled interstate air last 12 mths	844	12	52	40
Last interstate trip by air for business	245	12	15	12
Last interstate trip by air for holiday	585	9	2	2

