

Victoria Readership Profile

Base = Victoria	Reach ('000)	Reach (%)	Profile (%)	Population Profile (%)
Total	818	19	100	100
Sex				
Male	380	18	47	49
Female	437	19	54	51
Age				
14-17	17	6	2	7
18-24	66	13	8	11
25-34	97	12	12	18
35-49	240	21	29	27
50+	398	24	49	38
Socio economic				
AB	308	35	38	20
C	212	23	26	21
Occupation				
Prof/manager	252	29	31	20
White collar	199	24	24	19
Personal income				
\$50,000+	327	28	40	27
\$60,000+	263	29	32	20
\$70,000+	201	31	25	15
\$80,000+	150	32	18	11
\$90,000+	119	33	15	8
\$100,000+	92	33	11	6
Household income				
\$100,000+	257	29	31	20
Average household income: VIC Good Weekend Reader: \$107,490 VIC Population: \$81,600				
Values Segment				
Visible achievement	194	24	24	18
Socially aware	272	40	33	15
Young optimism	72	18	9	9
Business/Lifestyles Indicators				
Business decision makers	143	25	18	13
Big spenders	420	27	51	35
Main grocery buyers	541	20	66	63
Own/paying off home	646	20	79	71
Have any investment	708	22	87	73
Have a credit card	610	26	75	53
Have pc in home	770	20	94	87
Travelled o/s last 12 mths for business	48	33	6	3
Travelled o/s last 12 mths for holiday	178	27	22	15
Travelled interstate by air last 12 mths	485	27	59	41
Last interstate trip by air for business	138	33	17	9
Last interstate trip by air for holiday	278	25	34	25

Source: Roy Morgan Single Source, September 2009 (mag data) BASE: Victoria

