

Readership Profile – June 2010

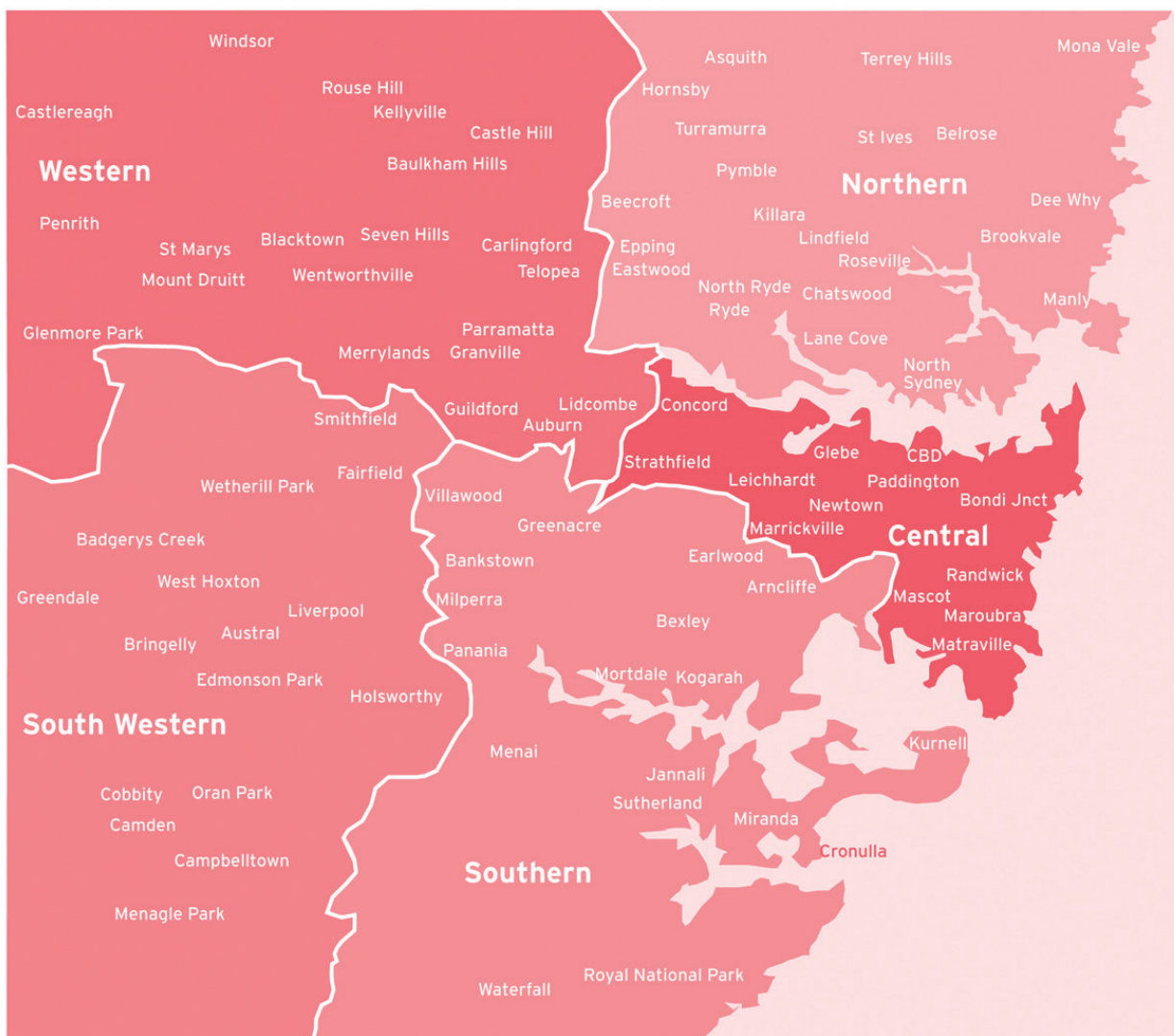
SUNDAY READERSHIP

| BASE = NEW SOUTH WALES | REACH ('000) | REACH (%) | PROFILE (%) | POPULATION PROFILE (%) |
|------------------------|--------------|-----------|-------------|------------------------|
| TOTAL | 1,140 | 19 | 100 | 100 |
| SEX | | | | |
| Male | 549 | 18 | 48 | 49 |
| Female | 591 | 19 | 52 | 51 |
| AGE | | | | |
| 14-17 | 36 | 9 | 3 | 6 |
| 18-24 | 80 | 11 | 7 | 12 |
| 25-34 | 128 | 12 | 11 | 17 |
| 35-49 | 298 | 19 | 26 | 26 |
| 50+ | 598 | 25 | 52 | 39 |
| SOCIO ECONOMIC | | | | |
| AB | 395 | 28 | 35 | 23 |
| C | 247 | 21 | 22 | 20 |
| D | 189 | 16 | 17 | 20 |
| E | 186 | 15 | 16 | 20 |
| FG | 123 | 11 | 11 | 18 |
| OCCUPATION | | | | |
| Prof/Manager | 307 | 24 | 27 | 21 |
| White Collar | 236 | 22 | 21 | 17 |
| Skilled Trades | 48 | 12 | 4 | 6 |
| Semi-skilled | 85 | 13 | 7 | 11 |
| WORK STATUS | | | | |
| Full-time | 479 | 20 | 42 | 39 |
| Part-time | 222 | 19 | 19 | 19 |
| Not employed | 439 | 17 | 38 | 41 |
| PERSONAL INCOME | | | | |
| Under \$30,000 | 495 | 15 | 43 | 52 |
| \$30,000+ | 645 | 22 | 57 | 48 |
| \$50,000+ | 459 | 25 | 40 | 30 |
| \$70,000+ | 292 | 27 | 26 | 18 |
| \$100,000+ | 141 | 30 | 12 | 8 |

READERSHIP PROFILE – June 2010

| SYDNEY METRO AREA | SUN-HERALD READERSHIP ('000) | PENETRATION TO AREA (%) |
|----------------------|------------------------------|-------------------------|
| CENTRAL | 196 | 28 |
| SOUTHERN | 141 | 22 |
| SOUTH WEST | 51 | 11 |
| WESTERN | 136 | 15 |
| NORTHERN | 243 | 35 |
| GOSFORD/WYONG | 49 | 19 |
| TOTAL SYDNEY | 816 | 22 |
| TOTAL NSW | 1,140 | 19 |

Source: Roy Morgan Research, June 2010. All people 14 +.
Base: NSW. Based on SH readership.



Roy Morgan Readership Map (not to scale)