

	REACH (000's)	REACH (%)	PROFILE (%)	POPULATION PROFILE (%)
<b>TOTAL</b>	<b>367</b>	<b>2%</b>	<b>100%</b>	<b>100%</b>
<b>GENDER</b>				
Male	260	3%	71%	49%
Female	106	1%	29%	51%
<b>AGE</b>				
14-17	2	0%	1%	7%
18-24	21	1%	6%	12%
25-34	63	2%	17%	17%
35-49	135	3%	37%	26%
50-64	108	3%	29%	22%
65 and Over	36	1%	10%	17%
<b>STATES</b>				
N.S.W.	139	2%	38%	34%
VIC	107	2%	29%	25%
QLD	57	2%	16%	20%
SA	14	1%	4%	8%
WA	42	2%	11%	10%
TAS	7	2%	2%	2%
NT	0	0%	0%	1%
<b>SOCIO-ECONOMIC SCALE</b>				
AB Quintile	240	7%	65%	20%
C Quintile	63	2%	17%	20%
D Quintile	36	1%	10%	20%
E Quintile	15	0%	4%	20%
FG Quintile	13	0%	4%	20%
<b>PERSONAL INCOME</b>				
\$50000+	251	5%	68%	29%
\$60000+	226	6%	62%	22%
\$70000+	209	7%	57%	16%
\$80000+	183	8%	50%	12%
\$100000+	141	12%	38%	7%
<b>OCCUPATION OF RESPONDENT</b>				
C-Suite (Top 6 Self-Coded)	106	7%	29%	8%
Professional/Manager	238	7%	65%	20%
Cmpy Accountant/ Treasurer/ Company Sec.	10	12%	3%	1%
Prof/Manager \$80k+	164	11%	45%	8%
The average income for a Life & Leisure reader is \$100,810 compared to the population average of \$39,891				
<b>BUSINESS DECISIONS MAKERS</b>				
Total Business Decision Maker	120	5%	33%	13%
Real estate investments	39	8%	11%	3%
IT BDM	75	7%	20%	7%
Bank - insurance services	40	8%	11%	3%
Hiring people/Recruitment	48	8%	13%	3%
<b>BUSINESS TRAVEL</b>				
Travelled within Australia (In last 12 months)	145	7%	40%	12%
Travelled outside Australia (In last 12 months)	31	6%	8%	3%
<b>INVESTMENTS</b>				
Have a Managed Investment	337	3%	92%	69%
Shares	215	6%	59%	21%
Real Estate Investment	92	6%	25%	9%
Savings & Investments \$500k+	109	7%	30%	8%
Savings & Investments \$1m+	63	11%	17%	3%
<b>MEDIA USAGE</b>				
Light or No Commercial TV (<2 hrs per day)	223	3%	61%	45%
Light or No Commercial Radio (<1 hrs per day)	233	2%	63%	56%