

# The Age Readership Profile

● September 2011



## Monday - Friday Avg Readership

|              | Readership (000) | Age Readers Profile (%) | Reach to Victoria (%) | Compared to Victorian Population Profile (%) |
|--------------|------------------|-------------------------|-----------------------|--|
| <b>Total</b> | <b>668,000</b>   | <b>100%</b>             | <b>15%</b>            | <b>100%</b>                                  |

### SEX

|        |         |     |     |     |
|--------|---------|-----|-----|-----|
| Male   | 342,000 | 51% | 15% | 49% |
| Female | 326,000 | 49% | 14% | 51% |

### AGE

|         |         |     |     |     |
|---------|---------|-----|-----|-----|
| 14 - 17 | 23,000  | 3%  | 8%  | 6%  |
| 18 - 24 | 61,000  | 9%  | 11% | 12% |
| 25 - 34 | 88,000  | 13% | 11% | 18% |
| 35 - 49 | 149,000 | 22% | 12% | 26% |
| 50+     | 347,000 | 52% | 20% | 38% |

### SOCIO-ECONOMIC

|    |         |     |     |     |
|----|---------|-----|-----|-----|
| AB | 253,000 | 38% | 27% | 20% |
| C  | 171,000 | 26% | 19% | 20% |
| D  | 121,000 | 18% | 13% | 20% |
| E  | 78,000  | 12% | 8%  | 20% |
| FG | 46,000  | 7%  | 5%  | 20% |

### OCCUPATION

|                      |         |     |     |     |
|----------------------|---------|-----|-----|-----|
| Professional/Manager | 181,000 | 27% | 24% | 16% |
| White Collar         | 190,000 | 28% | 18% | 23% |
| Skilled Trades       | 28,000  | 4%  | 8%  | 7%  |
| Semi/Unskilled       | 50,000  | 7%  | 7%  | 15% |

### WORK STATUS

|           |         |     |     |     |
|-----------|---------|-----|-----|-----|
| Full-time | 288,000 | 43% | 15% | 40% |
| Part-time | 162,000 | 24% | 17% | 21% |

### PERSONAL INCOME

|              |         |     |     |     |
|--------------|---------|-----|-----|-----|
| Under \$30K  | 264,000 | 40% | 11% | 51% |
| \$30 - \$39K | 62,000  | 9%  | 13% | 11% |
| \$40 - \$49K | 64,000  | 10% | 14% | 10% |
| \$50 - \$59K | 43,000  | 6%  | 13% | 7%  |
| \$60 - \$69K | 50,000  | 7%  | 17% | 7%  |
| \$70K+       | 185,000 | 28% | 24% | 16% |