

18-24 Just starting out

I'm living away from home for the first time and working part time whilst finishing my degree. Technology is a major part of my life and I have a high usage of the internet for shopping, research and keeping in touch with friends. I'm open to new experiences and I love trying new products.



- 25-54 Our core audience
- 18-24 Just starting out
- 25-34 Getting established
- 35-49 Building and growing
- 50-64 Sound and secure
- 65+ Downsizing

Like to know more? Call REA Group Media on 1300 134 174

Audience highlights*

- 46% are heavy internet consumers
- 65% like to try new household products
- 75% are planning for the future

REA sites visited*

- 1 realstate.com.au - Buy
- 1 realstate.com.au - Share
- 1 realstate.com.au - Rent

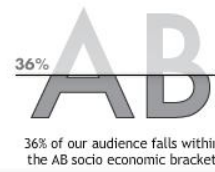
Gender*



Lifecycle*



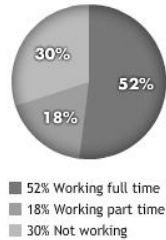
Socio Economic Profile*



Household income*

\$0 to \$39,000	14%
\$40,000 to \$69,000	22%
\$70,000 to \$99,000	20%
\$100,000 to \$140,000	17%
\$140,000+	18%
Don't know	9%

Work status*



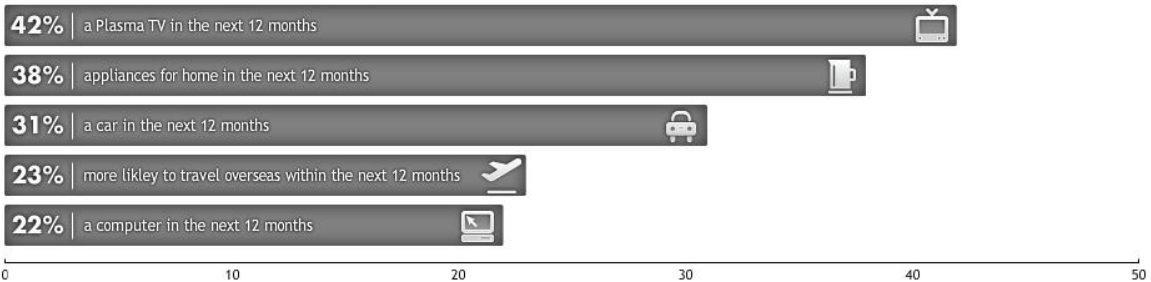
Occupation*

Student	18%
Professional	18%
Manager / Administrator	7%
Home duties	8%
Clerk	11%
Salesperson / Personal service work	14%
Labourers and related	8%
Trades and related	8%
Para professional	6%
Other	8%

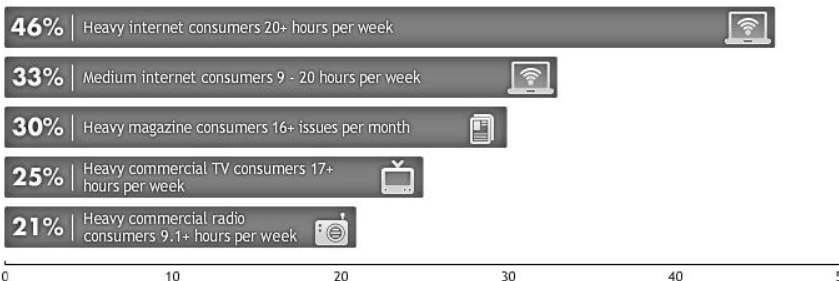
Attitudinal Profile*

Are interested in getting a personal loan	31%
Plan for the future	75%
Like to try new household products	65%
Shop for specials and bargains	61%
Find it easy to deal with financial matters	38%
Seek brand information on the internet	33%

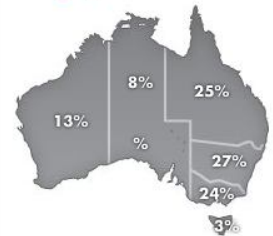
Purchase intent within next 12 months* More likely than the general population to purchase



Media consumption*



Geographic location*



* | Panorama 12 Month National (Jul 07 - Jun 08 Survey 05)