

25-34 Getting established

At the moment, I'm going through a major shift in life stage, I'm on the move looking to up-size my home. My salary is above average and I'm confident about my finances and building wealth in the future. I'm happy to indulge in the finer things in life and travel is important to me, I plan to go overseas in the next 12 months.



- 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*

- 44% have a household income over \$100,000 pa
- 78% spend more for good quality
- 45% of our audience falls within the AB socio economic bracket

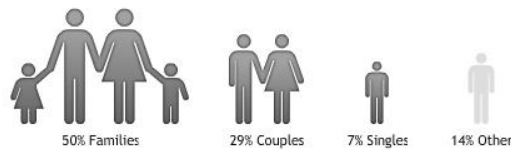
REA sites visited*

- 1 realstate.com.au - Buy
- 1 realstate.com.au - Build
- 1 realstate.co.au - Renovate
- 1 realholidays.com.au

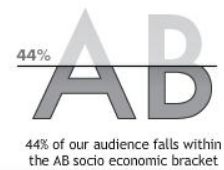
Gender*



Lifecycle*



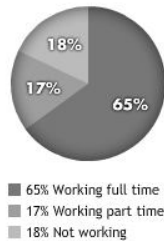
Socio Economic Profile*



Household income*

\$0 to \$39,000	10%
\$40,000 to \$69,000	21%
\$70,000 to \$99,000	25%
\$100,000 to \$140,000	22%
\$140,000+	17%
Don't know	5%

Work status*



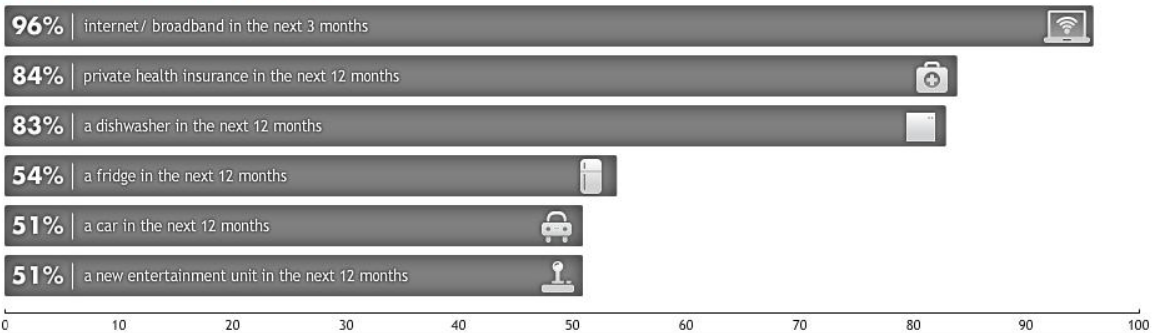
Occupation*

Professional	26%
Manager / Administrator	13%
Home duties	13%
Clerk	10%
Salesperson / Personal service work	8%
Labourers and related	8%
Trades and related	6%
Para professional	6%
Other	10%

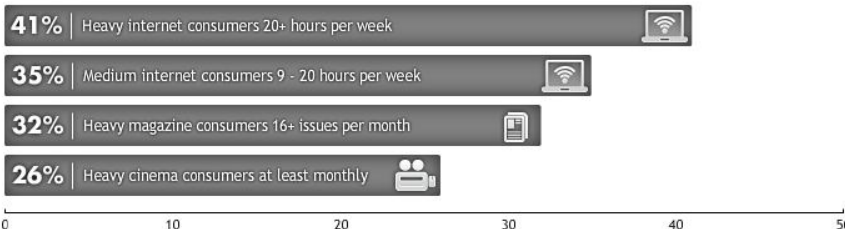
Attitudinal Profile*

Spend more for good quality	78%
Plan for the future	73%
Like to go for the finer things in life	53%
Find it easy to deal with money	42%
Find ads prompt them to search the internet	33%
take a risk when investing	31%

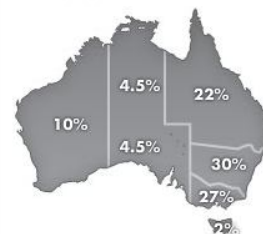
Purchase intent within 12 months* More likely than the general population to purchase



Media consumption*



Geographic location*



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