

35-49 Building and growing

I'm married with a family. I work hard and my salary is above average. I'm very internet savvy and use the internet to research new products and shop around for the best possible deal. I like being out and about with my family, exercising and meeting friends. And I'm concerned about the environment.



- 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*

- 67% are families
- 42% have a household income over \$100,000 pa
- More likely to purchase whitegoods, cars and computers in the next 12 months

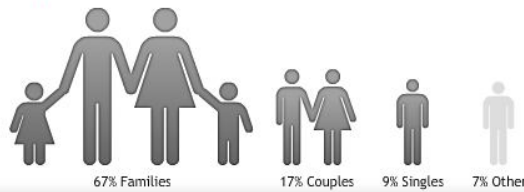
REA sites visited*

- 1 realestate.com.au - Buy
- 1 realestate.com.au - Build
- 1 realestate.com.au - Renovate
- 1 realholidays.com.au

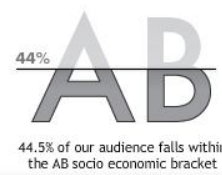
Gender*



Lifecycle*



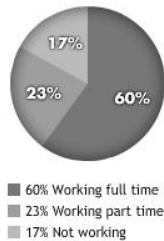
Socio Economic Profile*



Household income*

\$0 to \$39,999	10%
\$40,000 to \$69,000	22%
\$70,000 to \$99,000	26%
\$100,000 to \$140,000	21%
\$140,000+	17%
Don't know	4%

Work status*



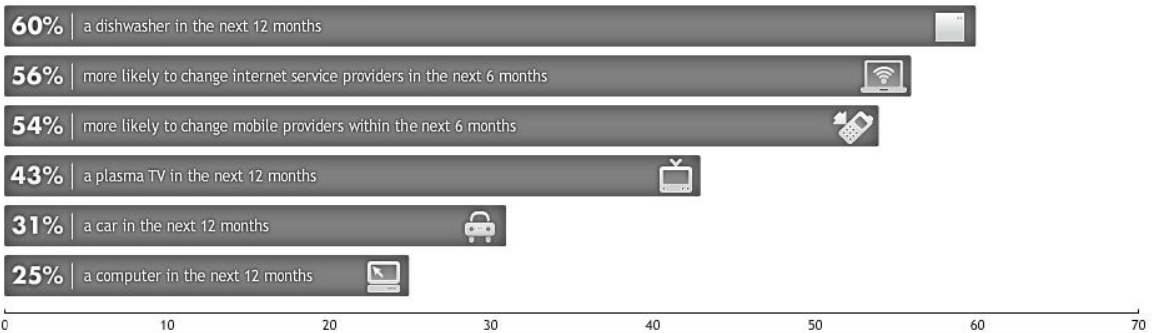
Occupation*

Professional	20%
Manager / Administrator	17%
Home duties	11%
Clerk	11%
Salesperson / Personal service work	8%
Labourers and related	9%
Trades and related	7%
Para professional	6%
Plant and machine operator / Driver	6%
Other	5%

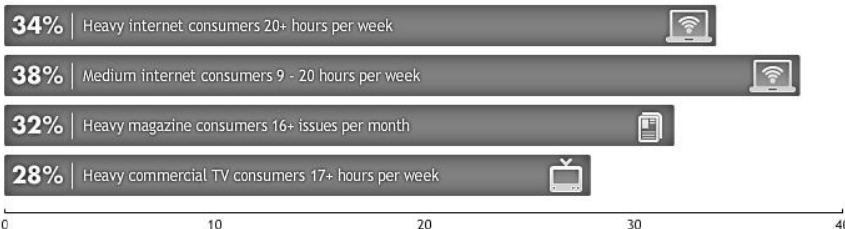
Attitudinal Profile*

Think it is important to recycle	93%
Check the internet to plan a trip	92%
Plan for the future	66%
Interested in no frills / cheap airfares	65%
Believe now is a good time to invest more	33%
Say ads prompt me to search the internet	24%

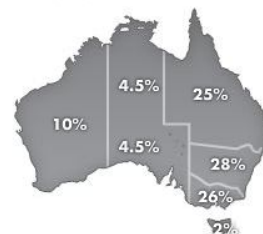
Purchase intent within next 12 months* More likely than the general population to purchase



Media consumption*



Geographic location*



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