

# 50-64 Sound and secure

I'm settled in life, I've raised my family and now they have left home. I'm still working, but I'm actively preparing for retirement. Family, keeping fit and healthy and travel are important to me. I'm comfortable using the internet and use it for research. I've secured my wealth through smart financial decisions - and I'm always looking for new opportunities and experiences.



- 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\*

- 73% find computers and technology makes life easier
- 34% have a household income over \$100,000 pa
- 69% are medium or heavy internet users

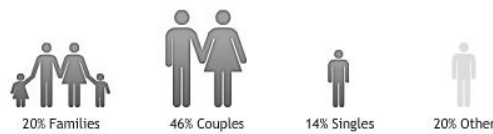
## REA sites visited\*

- 1 realestate.com.au - Buy
- 1 realestate.com.au - Retire
- 2 realholidays.com.au

## Gender\*



## Lifecycle\*



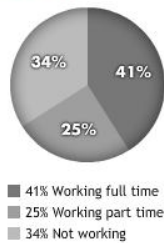
## Socio Economic Profile\*



## Household income\*

\$0 to \$39,999	24%
\$40,000 to \$69,000	23%
\$70,000 to \$99,000	19%
\$100,000 to \$140,000	19%
\$140,000+	14%
Don't know	1%

## Work status\*



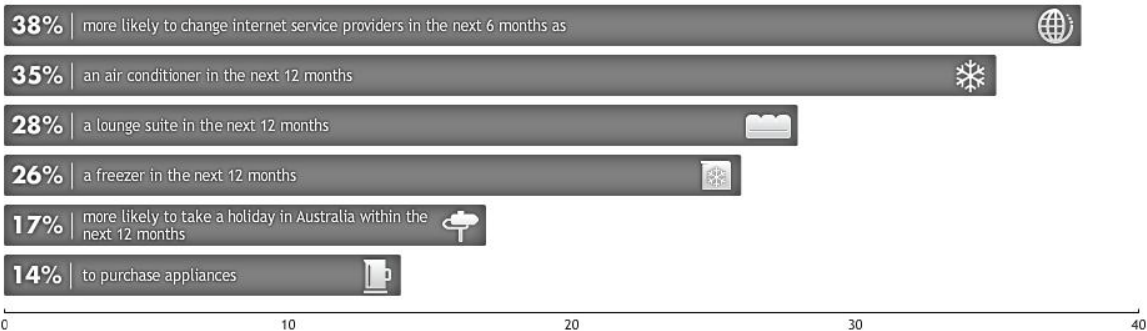
## Occupation\*

Professional	12%
Manager / Administrator	12%
Home duties	8%
Clerk	10%
Salesperson / Personal service work	8%
Labourers and related	8%
Trades and related	7%
Para professional	6%
Retired	21%
Other	8%

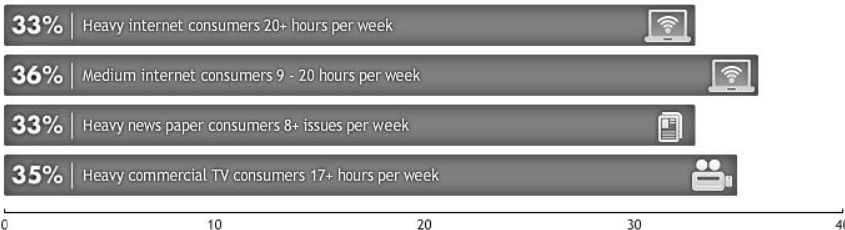
## Attitudinal Profile\*

Check the internet to plan a trip	88%
Concerned for the environment	85%
Find computers and technology make life easier	73%
Prefer ads that give me a price	67%
Exercise regularly	49%
Use mobile phone more than home phone	34%

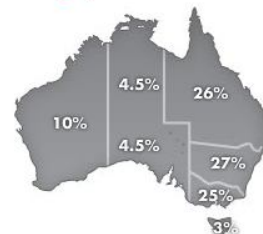
## Purchase intent within next 12 months\* More likely than the general population to purchase



## Media consumption\*



## Geographic location\*



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