

65+ Downsizing

I'm enjoying my 'twilight' years. My children have moved out and started their own families. I've paid off my home - but continue to explore other investments. I am an early adopter for my age group, so I like to keep up to date with technology and try new things. I'm enjoying travel and am currently planning an overseas holiday in the next year.



- 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 883 240

Audience highlights*

- 60% are female
- 55% like to try new and different products
- 28% are heavy internet consumers

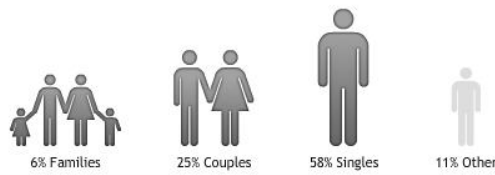
REA sites visited*

- realestate.com.au - Buy
- realestate.com.au - Retire
- realcommercial.com.au

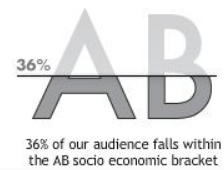
Gender*



Lifecycle*



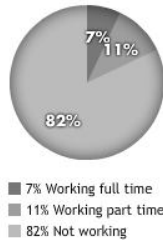
Socio Economic Profile*



Household income*

\$0 to \$39,999	54%
\$40,000 to \$69,000	27%
\$70,000 to \$99,000	8%
\$100,000 to \$140,000	3%
\$140,000+	4%
Don't know	4%

Work status*



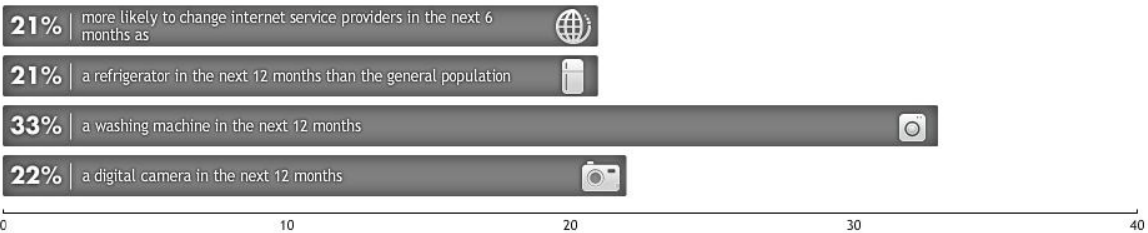
Occupation*

Professional	6%
Retired	78%
Other	16%

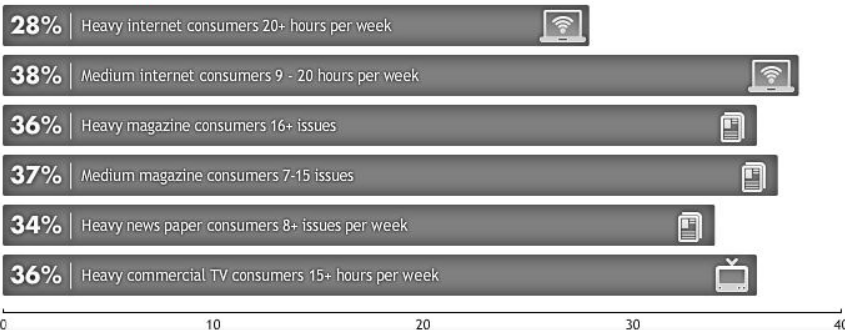
Attitudinal Profile*

Check the internet to book a trip	86%
Get pleasure from their garden	74%
Like to try new and different products	55%
Go for the finer things in life	48%
Like to try new food products	46%
Like to look stylish at all times	40%

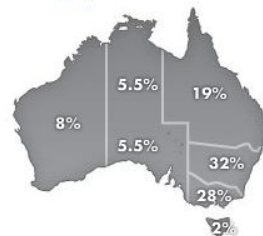
Purchase intent within next 12 months* More likely than the general population to purchase



Media consumption*



Geographic location*



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