

25-54 REA's core audience

I'm married with children and live comfortably, bringing in a household income of over \$100,000. I use the Internet often for shopping, researching and communication. I can see myself purchasing things like a major appliance, holiday, car, mobile and insurance 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*

- 43% are classified as AB's
- 38% have a household income of over \$100,000
- 73% are heavy to medium internet users

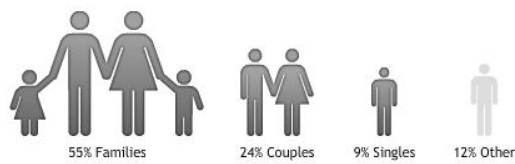
REA sites visited*

- realestate.com.au
- realcommercial.com.au
- realholidays.com.au

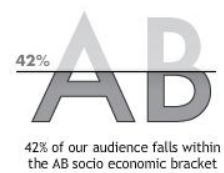
Gender*



Lifecycle*



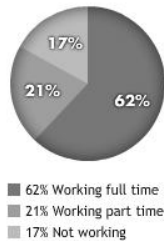
Socio Economic Profile*



Household income*

\$0 to \$39,000	11%
\$40,000 to \$69,000	21%
\$70,000 to \$99,000	25%
\$100,000 to \$140,000	21%
\$140,000+	17%
Don't know	5%

Work status*



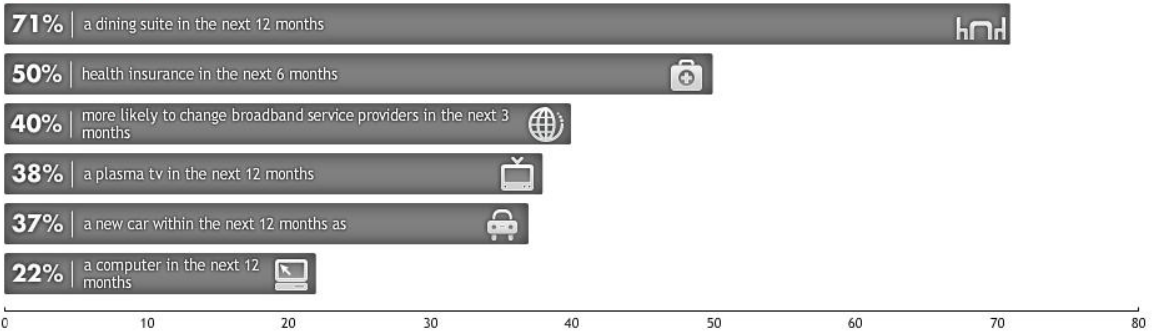
Occupation*

Professional	21%
Manager / Administrator	15%
Home duties	11%
Clerk	11%
Salesperson / Personal service work	9%
Labourers and related	8%
Trades and related	7%
Para professional	6%
Plant and machine operator / Driver	5%
Other	7%

Attitudinal Profile*

Check the internet to plan a trip	92%
Plan for the future	69%
Like to try new products	61%
Say success is important to them	60%
Save for the future	41%
Say ads prompt them to search the internet	27%

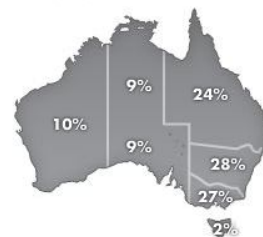
Purchase intent* More likely than the general population to purchase



Media consumption*



Geographic location*



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