

DEMOGRAPHIC PROFILE



Typical reader

- Male City and Country Educated Married/De facto
- Core 25-54s
 High household income/assets
- Professional White collar Small business owner

Circulation Readership	61,331 184,000	Audit Bureau of Circulations Jul-Dec 2002 Roy Morgan Oct 01-Sep 02	
Reddership	184,000	koy Morgan Oct U1-Sep U2	
		OUTBACK magazine readers	All People (14+)
SEX	Male	59.9%	49.3%
	Female	40.1%	50.7%
REGION	Capital Cities	40.0%	62.9%
	Country Areas	60.0%	37.1%
AGE	18-34	35.0%	30.6%
	35-54	34.0%	36.5%
	55+	26.2%	26.2%
	Mean Age	43	44
MARITAL STATUS	Married/De Facto	61.5%	58.3%
	Single	38.5%	41.7%
SOCIO-ECONOMICS	AB Quintile	22.5%	20.0%
	C Quintile	23.4%	20.0%
EDUCATION	Finished Tech/Year 12	23.0%	18.1%
	Some education/Now at University	10.7%	10.0%
	Have a diploma/degree	26.0%	26.5%
OCCUPATION	Professional/Manager	18.3%	14.0%
	Small Business Owner (inc Agr)	13.6%	6.8%
	White Collar/Skilled	29.7%	29.0%
	Farm owner	5.2%	0.8%
HOUSEHOLD INCOME	\$60,000+	40.4%	30.0%
	\$100,000+	15.2%	10.6%
	\$120,000+	7.3%	5.5%
	Mean Income	\$68,420	\$59,640
	More than one income	61.1%	51.1%
	Own/paying off own home	73.4%	71.9%
	Average amount savings/investmen	ıts \$160k	\$117k

*Source Roy Morgan Research Oct 01-Sep 02

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