

# Audience Profile

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## **MTC audiences are more likely to be:**

- *owners of new cars*
- *takers of holidays overseas*
- *wine drinkers*
- *cinema goers*

## **Gender**

- 77% female
- 23% male

## **Age**

- under 35 = 11%
- 36-54 = 36%
- 55+ = 53%

## **Lifestage**

- 25% live within a traditional family
- 37% are SINKS/DINKS
- 39% are empty nesters

## **Work Status**

- 70% are working, most as professionals
- 30% are not working, most of whom are retired

## **Household Income**

- 49% enjoy a household income of over \$70k per year
- 19% enjoy a household income of over \$150k per year

## **Education**

- 37% are university graduates
- 39% have post-graduate qualifications

## **Media Habits of Audience**

- around 95% are regular Age readers
- around 50% are regular 774 ABC radio listeners
- around 38% are regular ABC Classic FM listeners

**MTC provides an opportunity for you to reach this hard-to-reach niche market segment in a meaningful way.**