

# How do you reach an Affluent & Educated Audience (i.e. AB's)?



## What is an AB?

The socio economic scale is a means by which the population is divided into 5 segments (AB, C, D, E & FG) based on education, income and occupation. Each person is given a score according to their status in each category. The AB socio economic group is the highest level and consists of those people that had the highest scores.

**3.7 million Australians are considered AB's.**  
**At ninemsn we reach 63% of them each month**

### Who are they?

- AB's are more likely to live in a capital city (74% vs. 62% of the population)
- 65% are aged 25yrs-49yrs
- 84% have a degree or a diploma
- 72% of AB's are employed full time
- They earn an average income of \$90,000
- 71% are married or in a de facto relationship
- 41% have children under 16 living at home



### What do they do online?

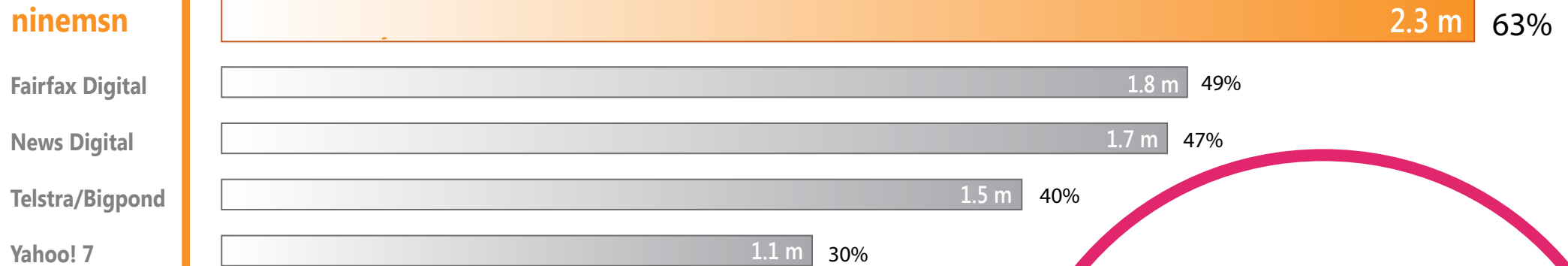
- AB's spend on average **17 hours online** each week which represents 34% of their weekly media time.
- AB's are accessing the Internet while at work. 79% of the AB audience access the Internet while at work compared to 40% of the total population.
- 75% of them own a laptop/notebook computer and 60% more likely than the total population to regularly access the Internet via their mobile phone.
- AB's are regular online shoppers with more than half having made a purchase online in the last 3 months. The most popular products purchased online were **travel** (tickets/accommodation) (27%), **books/magazines** (19%) and **music downloads** (16%).
- Their top 3 online activities are, email, online banking and general browsing.
- They are more likely to access **news content online** and search for **entertainment, restaurants** and **what's on information**.

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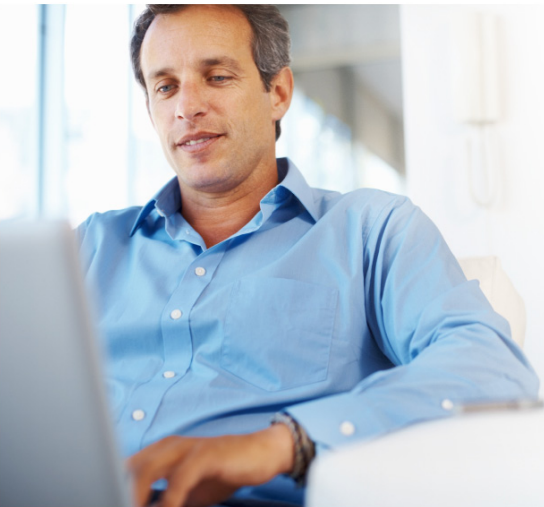
# How to reach AB's

2.3 million AB's regularly visit the ninemsn network each month. This represents a 63% reach of Australia's AB population.

## ONLINE PUBLISHER REACH OF AB SOCIO ECONOMIC AUDIENCE



Roy Morgan single source data Apr'10-Mar'11



## The ninemsn AB Audience

44% of ninemsn's AB audience are Socially Aware. Roy Morgan defines Socially Aware as those people that are community minded and socially active. They are attracted to things which are new and innovative and are generally the first to take up new products or services. They have a thirst for knowledge and information which makes them heavy consumers of news content. They are also frequent fliers which is a catalyst to consumption of online travel information (74% have travelled by air in the last 12 months, compared to 48% of the population).

## Where to reach AB's on ninemsn

The best sites for reaching the AB audience on the ninemsn network

ninemsn site	Reach - ninemsn AB daily visits
9NEWS	206,072
WIDE WORLD OF SPORTS	24,776
9NEWS Finance	19,778
FOXPLAY	8,580
ninemsn travel	5,214

Source: Omniture site catalyst July 2011

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