

ExplorOz Audience Demographic



State & Distribution

Gender & Age

Household

Employment

Access to Internet

Quick Facts



- Online survey conducted over a period of 1 month – June 2008.
- 3216 respondents
- 40 questions
- 52% agreed to opt-in to receive information from major sponsor
- Survey questions covered Demographics, Vehicle Ownership, Brand of Tyres used, Equipment Buying Considerations, and Holiday Preferences.

Respondents were also asked to rate the site based on content, accuracy, ease of use, presentation, performance and customer service.

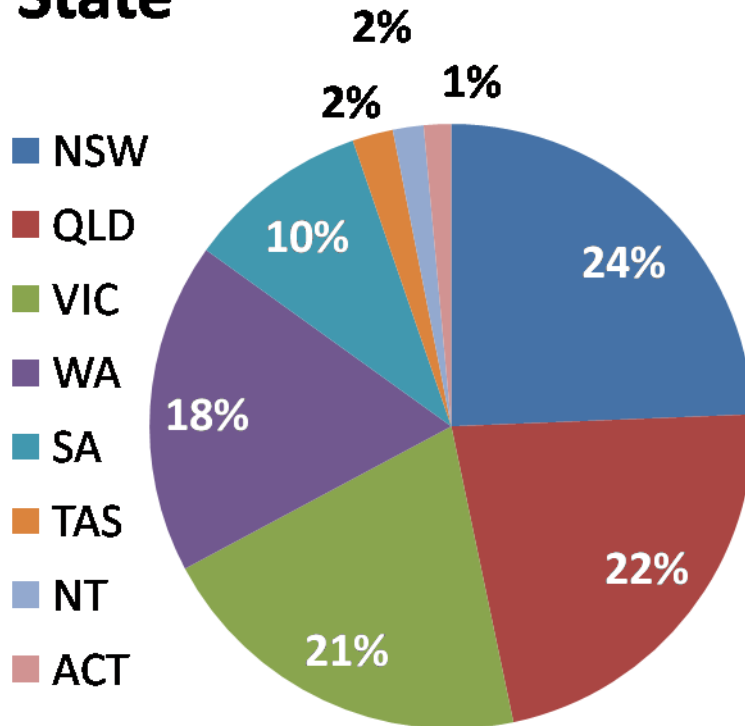
Demographic data from the survey is contained within this report.

Other data available upon request.

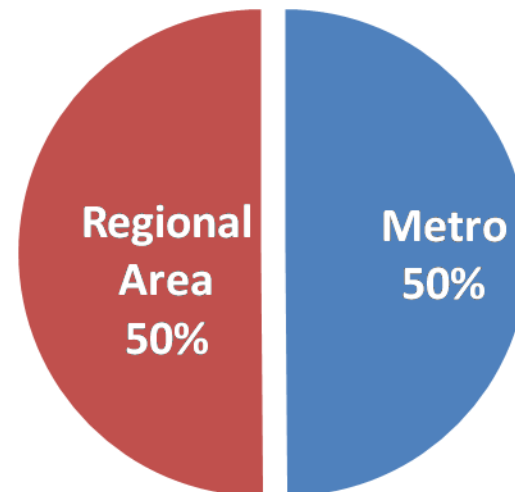
Location Profile



State



Urban Distribution

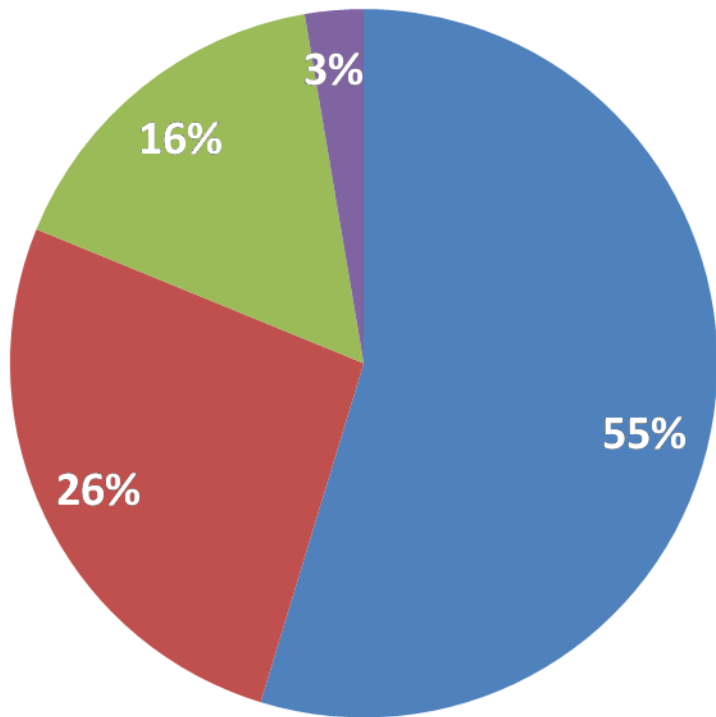


The site penetrates a National audience and reaches both city and country populations.

Gender & Age by Generation Profile



Age Generations



■ Baby Boomers (1946 - 1961)

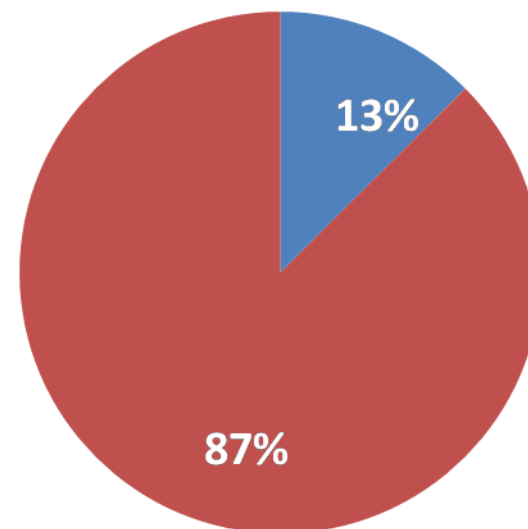
■ Generation X (1962 - 1979)

■ Silent Generation (1925 - 1946)

■ Generation Y (post 1980)

Gender

■ Female ■ Male

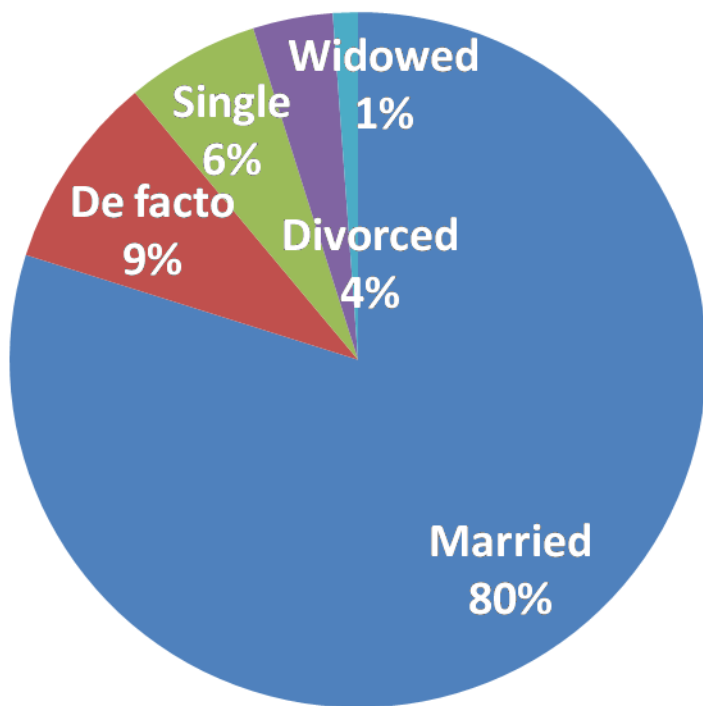


More than 80% of the audience is male, aged between 30 – 67 years.

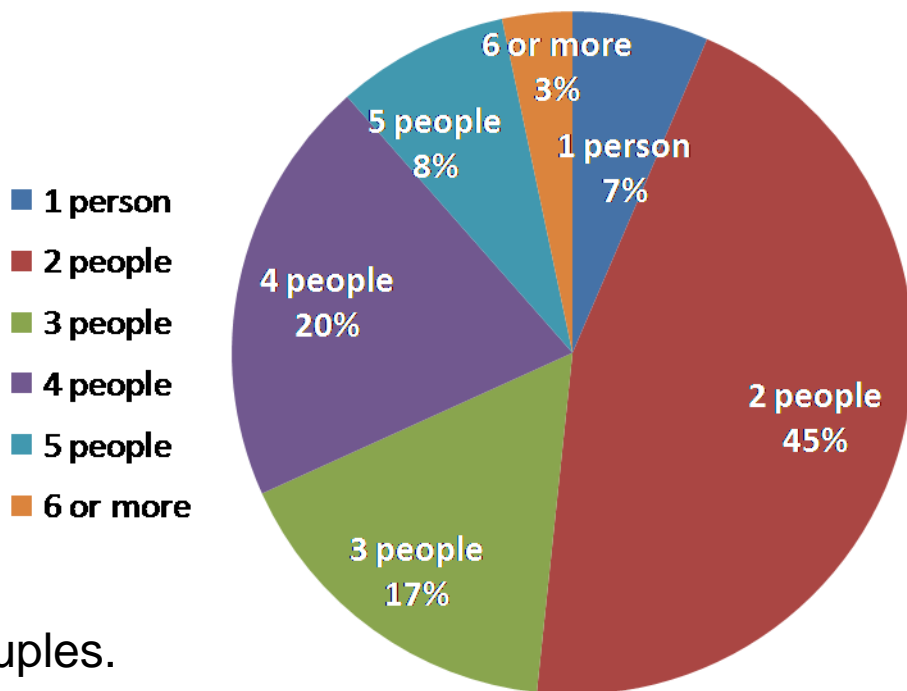
Household Profile



Marital Status



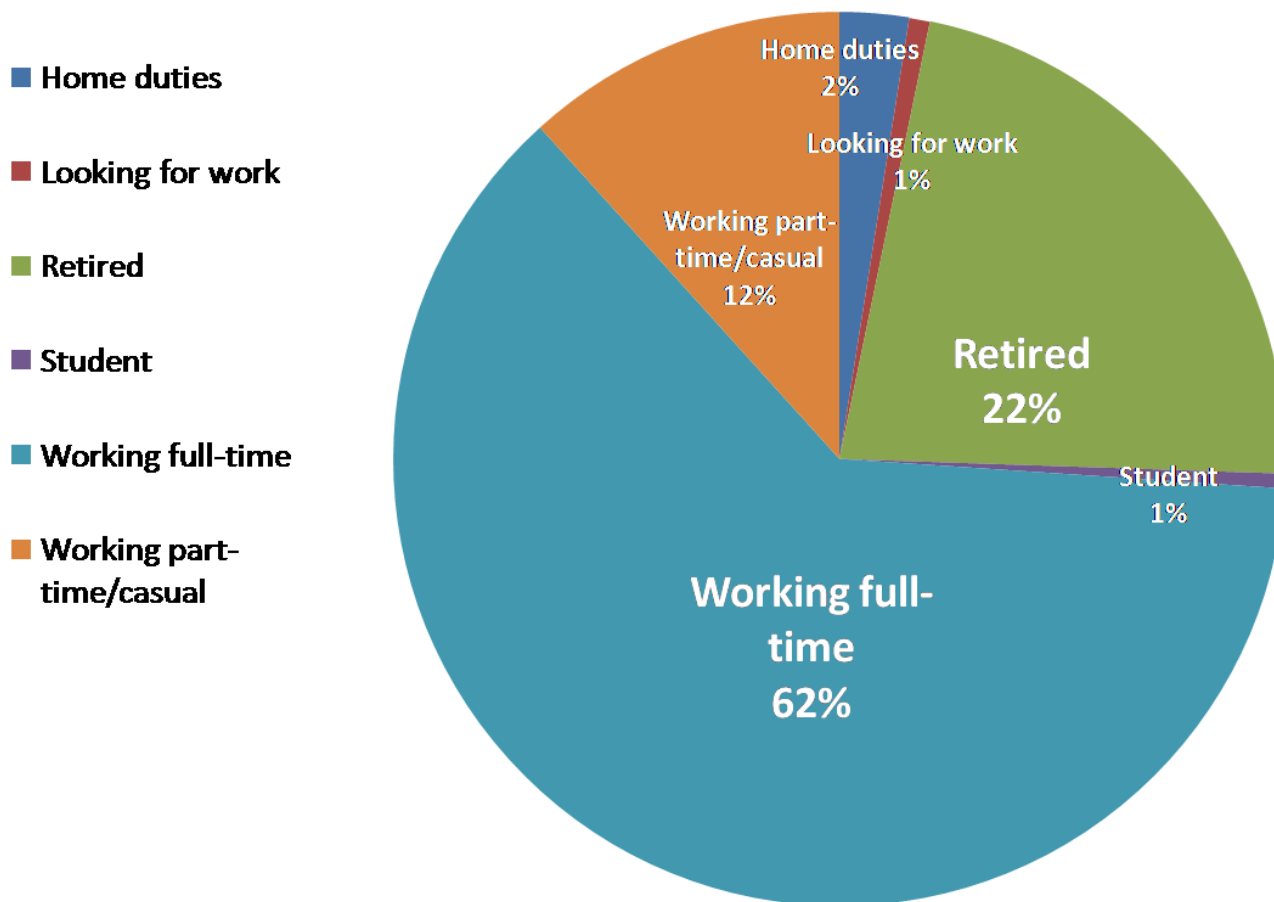
People in Home



Audience is predominately married couples.

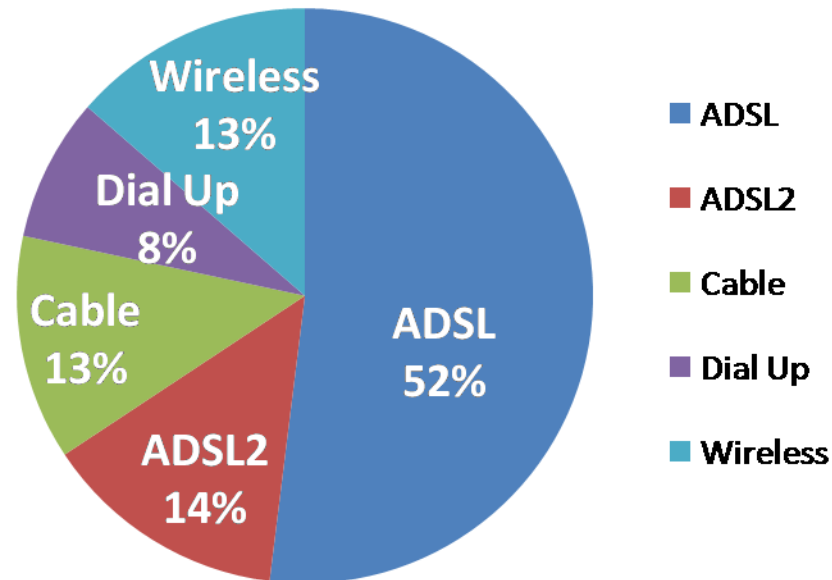
Employment

Employment Status



Most of the audience is still in the workforce however age trends indicate they are likely to be nearing retirement. A large percentage is already retired.

Home Internet Connection



The majority of the audience have broadband internet access.