

Readership Profile of am730

Updated as of 28 December, 2011

	Total Population	am730
Universe ('000)	5,410	956
Sex		
Male	46.9%	45.6%
Female	53.1%	54.5%
Age		
12-19 Years Old	11.8%	10.1%
20-34 Years Old	29.0%	29.6%
35-44 Years Old	21.2%	25.6%
45-54 Years Old	22.9%	24.6%
55-64 Years Old	15.1%	10.0%
Education		
Primary Completed or Below	12.6%	8.1%
Secondary & Post Secondary School (F1-F7)	56.7%	58.3%
University or Above	26.8%	29.0%
Occupation		
Professional/Manager/Executive/Biz Man	16.2%	16.1%
White Collar	23.0%	29.0%
Blue Collar	23.6%	20.7%
Monthly Household Income		
HK\$40,000+	21.6%	20.9%
HK\$30,000-HK\$39,999	10.2%	10.7%
HK\$20,000-HK\$29,999	17.3%	17.4%
HK\$10,000-HK\$19,999	26.1%	27.2%
Monthly Personal Income		
HK\$30,000+	10.8%	9.6%
HK\$20,000-HK\$29,999	6.9%	7.8%
HK\$15,000-HK\$19,999	7.7%	9.2%
HK\$10,000-HK\$14,999	13.9%	16.8%

Source: Nielsen Media Index 2011 Q3 Report (Oct 2010 - Sep 2011)

Sample size: 6,075

Population Covered: People aged 12-64