

DAILY MERCURY – MACKAY

MONDAY TO SATURDAY READER PROFILE

FILTER: MACKAY TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 115,000

TOTAL READERSHIP: 38,000 DAILY*

	REACH %	PUBLICATION PROFILE %	MACKAY AREA POPULATION PROFILE %
Primary readership	38	89	74
GENDER			
Male	34	55	52
Female	29	45	48
AGE			
14-24	23	13	19
25-34	29	16	18
35-49	27	24	28
50-64	41	28	22
65+	43	18	13
Average age		47 years	44 years
EMPLOYMENT			
Employed full-time or part-time	34	72	67
Retired	42	18	14
OCCUPATION			
Professionals / managers [†]	33	20	19
White collar workers [†]	31	19	20
Small business owner / business decision maker	36	25	22
SOCIO-ECONOMIC STATUS			
AB / C quintiles	34	37	35
HOUSEHOLD DETAILS			
Own or paying off own home	36	73	65
Main grocery buyer	33	69	66
Household decision maker	34	91	86
Children under 18 in household	26	35	44
MEDIA CONSUMPTION[^]			
Light / non commercial TV viewers	28	39	44
Light / non commercial radio listeners	29	62	68
Light / non cinema attendees	31	61	62
FINANCE			
Average household income		\$110,200	\$103,300
Average savings and investments (excl. property)		\$280,900	\$240,000

