

FRASER COAST CHRONICLE – MARYBOROUGH/HERVEY BAY

MONDAY TO SATURDAY READER PROFILE

FILTER: FRASER COAST TOTAL DISTRIBUTION AREA MARKET POTENTIAL: 84,000	REACH %	PUBLICATION PROFILE %	FRASER COAST AREA POPULATION PROFILE %
TOTAL READERSHIP: 27,000 DAILY*	31	100	-
Primary readership	34	85	78
GENDER			
Male	31	49	49
Female	31	51	51
AGE			
14-24	21	10	14
25-34	39	13	10
35-49	23	18	25
50-64	32	27	26
65+	43	33	24
Average age		54 years	50 years
EMPLOYMENT			
Employed full-time or part-time	37	45	39
Retired	39	38	31
OCCUPATION			
Professionals / managers [†]	41	11	8
White collar workers [†]	35	36	32
Small business owner / business decision maker	22	9	12
SOCIO-ECONOMIC STATUS			
AB / C quintiles	34	20	18
HOUSEHOLD DETAILS			
Own or paying off own home	36	67	58
Main grocery buyer	32	73	72
Household decision maker	32	92	90
Children under 18 in household	25	29	37
MEDIA CONSUMPTION[^]			
Light / non commercial TV viewers	25	21	26
Light / non commercial radio listeners	31	65	67
Light / non cinema attendees	30	65	69
FINANCE			
Average household income		\$57,500	\$52,500
Average savings and investments (excl. property)		\$112,000	\$101,000