



# THE DAILY EXAMINER – GRAFTON/CLARENCE VALLEY

## MONDAY TO SATURDAY READER PROFILE

<b>FILTER: GRAFTON TOTAL DISTRIBUTION AREA MARKET POTENTIAL: 43,000</b>	<b>REACH %</b>	<b>PUBLICATION PROFILE %</b>	<b>GRAFTON AREA POPULATION PROFILE %</b>
<b>TOTAL READERSHIP: 13,000 DAILY*</b>	28	100	-
Primary readership	29	37	35
<b>GENDER</b>			
Male	27	46	49
Female	29	54	51
<b>AGE</b>			
14-24	11	4	9
25-34	28	10	11
35-49	33	32	27
50-64	27	27	28
65+	30	27	25
Average age		53 years	51 years
<b>EMPLOYMENT</b>			
Employed full-time or part-time	32	59	51
Retired	24	27	31
<b>OCCUPATION</b>			
Professionals / managers <sup>†</sup>	25	12	13
White collar workers <sup>†</sup>	27	38	40
Small business owner / business decision maker	38	36	26
<b>SOCIO-ECONOMIC STATUS</b>			
AB / C quintiles	28	26	27
<b>HOUSEHOLD DETAILS</b>			
Own or paying off own home	27	71	74
Main grocery buyer	31	70	63
Household decision maker	30	91	86
Children under 18 in household	33	42	36
<b>MEDIA CONSUMPTION<sup>^</sup></b>			
Light / non commercial TV viewers	21	29	38
Light / non commercial radio listeners	26	68	72
Light / non cinema attendees	30	75	71
<b>FINANCE</b>			
Average household income		\$68,900	\$69,200
Average savings and investments (excl. property)		\$167,900	\$161,700