

WARWICK DAILY NEWS

MONDAY TO SATURDAY READER PROFILE

FILTER: WARWICK TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 30,000

TOTAL READERSHIP: 9,000 DAILY*

	REACH %	PUBLICATION PROFILE %	WARWICK AREA POPULATION PROFILE %
Primary readership	40	73	49
GENDER			
Male	23	44	49
Female	29	56	51
AGE			
14-24	2	1	13
25-34	36	21	15
35-49	27	25	25
50-64	33	32	25
65+	25	21	22
Average age		52 years	49 years
EMPLOYMENT			
Employed full-time or part-time	32	62	52
Retired	27	26	25
OCCUPATION			
Professionals / managers [†]	25	12	12
White collar workers [†]	18	17	25
Small business owner / business decision maker	32	42	35
SOCIO-ECONOMIC STATUS			
AB / C quintiles	36	22	16
HOUSEHOLD DETAILS			
Own or paying off own home	28	76	72
Main grocery buyer	28	67	63
Household decision maker	28	100	93
Children under 18 in household	36	45	33
MEDIA CONSUMPTION[^]			
Light / non commercial TV viewers	30	59	53
Light / non commercial radio listeners	24	66	72
Light / non cinema attendees	20	54	70
FINANCE			
Average household income		\$60,400	\$53,700
Average savings and investments (excl. property)		\$519,000	\$268,700

