

BALLINA SHIRE ADVOCATE

READER PROFILE

FILTER: BALLINA SHIRE TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 36,000

TOTAL READERSHIP: 24,000*

GENDER

	REACH %	PUBLICATION PROFILE %	BALLINA SHIRE AREA POPULATION PROFILE %
Male	55	45	48
Female	62	55	52

AGE

	REACH %	PUBLICATION PROFILE %	BALLINA SHIRE AREA POPULATION PROFILE %
14-24	44	12	16
25-34	29	6	11
35-49	64	25	23
50-64	60	26	26
65+	77	31	24
Average age		54 years	50 years

EMPLOYMENT

	REACH %	PUBLICATION PROFILE %	BALLINA SHIRE AREA POPULATION PROFILE %
Employed full-time or part-time	50	51	59
Retired	77	32	24

OCCUPATION

	REACH %	PUBLICATION PROFILE %	BALLINA SHIRE AREA POPULATION PROFILE %
Professionals / managers†	43	15	20
White collar workers†	68	52	45
Small business owner / business decision maker	43	17	23

SOCIO-ECONOMIC STATUS

	REACH %	PUBLICATION PROFILE %	BALLINA SHIRE AREA POPULATION PROFILE %
AB / C quintiles	59	39	39

HOUSEHOLD DETAILS

	REACH %	PUBLICATION PROFILE %	BALLINA SHIRE AREA POPULATION PROFILE %
Own or paying off own home	65	72	65
Main grocery buyer	62	65	62
Household decision maker	62	87	83
Children under 18 in household	52	31	35

MEDIA CONSUMPTION^

	REACH %	PUBLICATION PROFILE %	BALLINA SHIRE AREA POPULATION PROFILE %
Light / non commercial TV viewers	59	42	42
Light / non commercial radio listeners	56	74	79
Light / non cinema attendees	62	45	43

FINANCE

	REACH %	PUBLICATION PROFILE %	BALLINA SHIRE AREA POPULATION PROFILE %
Average household income		\$61,300	\$73,400
Average savings and investments (excl. property)		\$169,900	\$162,800



Source: Morgan September 2011; Ballina Shire total distribution area
 *APN total distribution area †Based on main income earner ^Light/non TV ≤ 2hrs/day;
 Light/non radio ≤ 2hrs/day; Light/non cinema ≤ 1 visit in last 3-12months