

BRIBIE WEEKLY

READER PROFILE

FILTER: BRIBIE WEEKLY TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 21,000

TOTAL READERSHIP: 19,000*

GENDER

	REACH %	PUBLICATION PROFILE %	BRIBIE WEEKLY AREA POPULATION PROFILE %
Male	71	46	48
Female	78	54	52

AGE

14-24	76	9	8
25-34	45	7	11
35-49	62	14	17
50-64	80	31	28
65+	85	40	35
Average age		57 years	55 years

EMPLOYMENT

Employed full-time or part-time	56	27	35
Retired	86	55	47

OCCUPATION

Professionals / managers [†]	88	20	16
White collar workers [†]	67	23	26
Small business owner / business decision maker	52	10	14

SOCIO-ECONOMIC STATUS

AB / C quintiles	84	23	20
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HOUSEHOLD DETAILS

Own or paying off own home	76	67	65
Main grocery buyer	74	76	76
Household decision maker	74	93	93
Children under 18 in household	78	27	25

MEDIA CONSUMPTION[^]

Light / non commercial TV viewers	66	27	30
Light / non commercial radio listeners	75	69	68
Light / non cinema attendees	69	53	57

FINANCE

Average household income		\$51,600	\$59,500
Average savings and investments (excl. property)		\$187,100	\$179,100



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Source: Morgan September 2011; Bribie Weekly 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