

CABOOLTURE NEWS

READER PROFILE

FILTER: CABOOLTURE TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 107,000

TOTAL READERSHIP: 46,000*

GENDER

	REACH %	PUBLICATION PROFILE %	CABOOLTURE AREA POPULATION PROFILE %
Male	43	54	50
Female	37	46	50

AGE

	REACH %	PUBLICATION PROFILE %	CABOOLTURE AREA POPULATION PROFILE %
14-24	14	7	20
25-34	45	19	17
35-49	45	30	27
50-64	45	25	23
65+	51	19	14
Average age		49 years	44 years

EMPLOYMENT

	REACH %	PUBLICATION PROFILE %	CABOOLTURE AREA POPULATION PROFILE %
Employed full-time or part-time	40	58	58
Retired	52	27	20

OCCUPATION

	REACH %	PUBLICATION PROFILE %	CABOOLTURE AREA POPULATION PROFILE %
Professionals / managers [†]	37	18	19
White collar workers [†]	42	27	26
Small business owner / business decision maker	57	21	15

SOCIO-ECONOMIC STATUS

	REACH %	PUBLICATION PROFILE %	CABOOLTURE AREA POPULATION PROFILE %
AB / C quintiles	39	31	31

HOUSEHOLD DETAILS

	REACH %	PUBLICATION PROFILE %	CABOOLTURE AREA POPULATION PROFILE %
Own or paying off own home	45	76	67
Main grocery buyer	38	56	58
Household decision maker	44	92	83
Children under 18 in household	37	49	53

MEDIA CONSUMPTION[^]

	REACH %	PUBLICATION PROFILE %	CABOOLTURE AREA POPULATION PROFILE %
Light / non commercial TV viewers	36	30	33
Light / non commercial radio listeners	36	68	75
Light / non cinema attendees	41	56	55

FINANCE

	REACH %	PUBLICATION PROFILE %	CABOOLTURE AREA POPULATION PROFILE %
Average household income		\$79,300	\$82,800
Average savings and investments (excl. property)		\$225,300	\$166,700



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Source: Morgan September 2011; Caboolture 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