

CALOUNdra WEEKLY INCORPORATING CALOUNdra CITY NEWS

READER PROFILE

FILTER: CALOUNdra WEEKLY TOTAL DISTRIBUTION AREA MARKET POTENTIAL: 47,000	REACH %	PUBLICATION PROFILE %	CALOUNdra WEEKLY AREA POPULATION PROFILE %
TOTAL READERSHIP: 36,000*	54	100	-
GENDER			
Male	50	44	47
Female	57	56	53
AGE			
14-24	42	12	15
25-34	39	9	12
35-49	47	20	23
50-64	54	24	24
65+	74	35	25
Average age		54 years	50 years
EMPLOYMENT			
Employed full-time or part-time	44	46	56
Retired	76	40	29
OCCUPATION			
Professionals / managers†	53	20	20
White collar workers†	49	37	41
Small business owner / business decision maker	39	17	24
SOCIO-ECONOMIC STATUS			
AB / C quintiles	44	25	30
HOUSEHOLD DETAILS			
Own or paying off own home	55	72	70
Main grocery buyer	56	70	67
Household decision maker	57	94	88
Children under 18 in household	45	31	37
MEDIA CONSUMPTION^			
Light / non commercial TV viewers	50	35	38
Light / non commercial radio listeners	56	81	79
Light / non cinema attendees	58	55	51
FINANCE			
Average household income		\$66,800	\$75,500
Average savings and investments (excl. property)		\$300,700	\$227,200