

COOLUM & NORTH SHORE NEWS

READER PROFILE

FILTER: COOLUM TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 25,000

TOTAL READERSHIP: 17,000*

GENDER

	REACH %	PUBLICATION PROFILE %	COOLUM AREA POPULATION PROFILE %
Male	67	50	47
Female	59	50	53

AGE

	REACH %	PUBLICATION PROFILE %	COOLUM AREA POPULATION PROFILE %
14-24	9	2	13
25-34	44	13	18
35-49	73	34	29
50-64	82	30	23
65+	80	21	17
Average age		52 years	46 years

EMPLOYMENT

	REACH %	PUBLICATION PROFILE %	COOLUM AREA POPULATION PROFILE %
Employed full-time or part-time	55	61	68
Retired	85	31	23

OCCUPATION

	REACH %	PUBLICATION PROFILE %	COOLUM AREA POPULATION PROFILE %
Professionals / managers [†]	55	25	28
White collar workers [†]	80	37	29
Small business owner / business decision maker	53	22	26

SOCIO-ECONOMIC STATUS

	REACH %	PUBLICATION PROFILE %	COOLUM AREA POPULATION PROFILE %
AB / C quintiles	60	42	44

HOUSEHOLD DETAILS

	REACH %	PUBLICATION PROFILE %	COOLUM AREA POPULATION PROFILE %
Own or paying off own home	75	72	60
Main grocery buyer	68	72	65
Household decision maker	73	92	78
Children under 18 in household	52	37	44

MEDIA CONSUMPTION[^]

	REACH %	PUBLICATION PROFILE %	COOLUM AREA POPULATION PROFILE %
Light / non commercial TV viewers	55	41	46
Light / non commercial radio listeners	61	83	85
Light / non cinema attendees	82	47	36

FINANCE

	REACH %	PUBLICATION PROFILE %	COOLUM AREA POPULATION PROFILE %
Average household income		\$81,300	\$92,100
Average savings and investments (excl. property)		\$216,600	\$205,800



Source: Morgan September 2011; Coolum 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