

# DAILY MERCURY – MACKAY

## MONDAY TO SATURDAY READER PROFILE

**FILTER: MACKAY TOTAL DISTRIBUTION AREA**  
**MARKET POTENTIAL: 110,000**

**TOTAL READERSHIP: 44,000 DAILY\***

	REACH %	PUBLICATION PROFILE %	MACKAY AREA POPULATION PROFILE %
Primary readership	44	88	75
<b>GENDER</b>			
Male	40	55	52
Female	36	45	48
<b>AGE</b>			
14-24	26	13	19
25-34	28	13	17
35-49	38	29	29
50-64	51	29	22
65+	45	15	13
Average age		48 years	44 years
<b>EMPLOYMENT</b>			
Employed full-time or part-time	38	65	63
Retired	48	19	15
<b>OCCUPATION</b>			
Professionals / managers <sup>†</sup>	38	22	22
White collar workers <sup>†</sup>	27	12	17
Small business owner / business decision maker	40	22	20
<b>SOCIO-ECONOMIC STATUS</b>			
AB / C quintiles	36	39	41
<b>HOUSEHOLD DETAILS</b>			
Own or paying off own home	43	68	59
Main grocery buyer	32	50	59
Household decision maker	38	89	87
Children under 18 in household	35	40	44
<b>MEDIA CONSUMPTION<sup>^</sup></b>			
Light / non commercial TV viewers	33	30	35
Light / non commercial radio listeners	34	60	66
Light / non cinema attendees	38	64	62
<b>FINANCE</b>			
Average household income		\$107,700	\$102,600
Average savings and investments (excl. property)		\$294,200	\$245,700