

FRASER COAST CHRONICLE – MARYBOROUGH/HERVEY BAY

MONDAY TO SATURDAY READER PROFILE

FILTER: FRASER COAST TOTAL DISTRIBUTION AREA MARKET POTENTIAL: 80,000	REACH %	PUBLICATION PROFILE %	FRASER COAST AREA POPULATION PROFILE %
TOTAL READERSHIP: 22,000 DAILY*	27	100	-
Primary readership	31	88	78
GENDER			
Male	28	50	49
Female	27	50	51
AGE			
14-24	33	17	14
25-34	13	6	13
35-49	26	22	23
50-64	30	29	27
65+	31	27	24
Average age		52 years	50 years
EMPLOYMENT			
Employed full-time or part-time	29	46	43
Retired	30	36	33
OCCUPATION			
Professionals / managers [†]	34	14	11
White collar workers [†]	25	32	36
Small business owner / business decision maker	24	13	15
SOCIO-ECONOMIC STATUS			
AB / C quintiles	32	20	18
HOUSEHOLD DETAILS			
Own or paying off own home	28	74	71
Main grocery buyer	27	72	74
Household decision maker	28	96	94
Children under 18 in household	24	35	40
MEDIA CONSUMPTION[^]			
Light / non commercial TV viewers	29	20	19
Light / non commercial radio listeners	28	60	58
Light / non cinema attendees	26	70	72
FINANCE			
Average household income		\$54,200	\$53,300
Average savings and investments (excl. property)		\$152,100	\$129,900