

GATTON, LOCKYER AND BRISBANE VALLEY STAR

READER PROFILE

FILTER: GATTON STAR TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 44,000

TOTAL READERSHIP: 29,000*

GENDER

	REACH %	PUBLICATION PROFILE %	GATTON STAR AREA POPULATION PROFILE %
Male	55	49	50
Female	58	51	50

AGE

	REACH %	PUBLICATION PROFILE %	GATTON STAR AREA POPULATION PROFILE %
14-24	43	13	18
25-34	39	10	14
35-49	55	26	27
50-64	63	28	25
65+	80	23	16
Average age		50 years	46 years

EMPLOYMENT

	REACH %	PUBLICATION PROFILE %	GATTON STAR AREA POPULATION PROFILE %
Employed full-time or part-time	41	42	58
Retired	83	29	20

OCCUPATION

	REACH %	PUBLICATION PROFILE %	GATTON STAR AREA POPULATION PROFILE %
Professionals / managers [†]	39	7	10
White collar workers [†]	61	25	24
Small business owner / business decision maker	55	16	16

SOCIO-ECONOMIC STATUS

	REACH %	PUBLICATION PROFILE %	GATTON STAR AREA POPULATION PROFILE %
AB / C quintiles	47	17	20

HOUSEHOLD DETAILS

	REACH %	PUBLICATION PROFILE %	GATTON STAR AREA POPULATION PROFILE %
Own or paying off own home	64	80	71
Main grocery buyer	54	60	63
Household decision maker	54	80	84
Children under 18 in household	50	38	43

MEDIA CONSUMPTION[^]

	REACH %	PUBLICATION PROFILE %	GATTON STAR AREA POPULATION PROFILE %
Light / non commercial TV viewers	49	44	51
Light / non commercial radio listeners	58	75	73
Light / non cinema attendees	56	70	71

FINANCE

	REACH %	PUBLICATION PROFILE %	GATTON STAR AREA POPULATION PROFILE %
Average household income		\$56,500	\$67,200
Average savings and investments (excl. property)		\$120,600	\$156,200



Source: Morgan September 2011; Gatton Star 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