

HERVEY BAY OBSERVER

WEDNESDAY / FRIDAY READER PROFILE

FILTER: HERVEY BAY TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 40,000

TOTAL READERSHIP: 24,000 PER DAY*

GENDER

	REACH %	PUBLICATION PROFILE %	HERVEY BAY AREA POPULATION PROFILE %
Male	46	44	48
Female	55	56	52

AGE

14-24	16	5	15
25-34	44	10	11
35-49	50	21	21
50-64	54	27	25
65+	71	38	27
Average age		56 years	50 years

EMPLOYMENT

Employed full-time or part-time	38	31	42
Retired	72	46	33

OCCUPATION

Professionals / managers†	56	10	9
White collar workers†	57	42	37
Small business owner / business decision maker	52	11	11

SOCIO-ECONOMIC STATUS

AB / C quintiles	51	23	23
------------------	----	----	----

HOUSEHOLD DETAILS

Own or paying off own home	56	61	55
Main grocery buyer	51	73	74
Household decision maker	54	93	88
Children under 18 in household	43	29	34

MEDIA CONSUMPTION^

Light / non commercial TV viewers	38	19	25
Light / non commercial radio listeners	48	65	69
Light / non cinema attendees	52	64	63

FINANCE

Average household income		\$54,400	\$58,500
Average savings and investments (excl. property)		\$125,800	\$114,700



Hervey Bay
Observer

Source: Morgan September 2011; Hervey Bay total distribution area
 *Average daily readership; 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