

# MACKAY & SARINA MIDWEEK

## READER PROFILE

**FILTER: MACKAY TOTAL DISTRIBUTION AREA**  
**MARKET POTENTIAL: 115,000**

**TOTAL READERSHIP: 39,000\***

### GENDER

	REACH %	PUBLICATION PROFILE %	MACKAY AREA POPULATION PROFILE %
Male	35	53	52
Female	33	47	48

### AGE

	REACH %	PUBLICATION PROFILE %	MACKAY AREA POPULATION PROFILE %
14-24	28	16	19
25-34	25	13	18
35-49	34	29	28
50-64	41	27	22
65+	42	16	13
Average age		47 years	44 years

### EMPLOYMENT

	REACH %	PUBLICATION PROFILE %	MACKAY AREA POPULATION PROFILE %
Employed full-time or part-time	34	66	67
Retired	44	18	14

### OCCUPATION

	REACH %	PUBLICATION PROFILE %	MACKAY AREA POPULATION PROFILE %
Professionals / managers <sup>†</sup>	26	15	19
White collar workers <sup>†</sup>	35	20	20
Small business owner / business decision maker	32	21	22

### SOCIO-ECONOMIC STATUS

	REACH %	PUBLICATION PROFILE %	MACKAY AREA POPULATION PROFILE %
AB / C quintiles	29	29	35

### HOUSEHOLD DETAILS

	REACH %	PUBLICATION PROFILE %	MACKAY AREA POPULATION PROFILE %
Own or paying off own home	38	72	65
Main grocery buyer	36	70	66
Household decision maker	35	89	86
Children under 18 in household	33	42	44

### MEDIA CONSUMPTION<sup>^</sup>

	REACH %	PUBLICATION PROFILE %	MACKAY AREA POPULATION PROFILE %
Light / non commercial TV viewers	28	36	44
Light / non commercial radio listeners	34	67	68
Light / non cinema attendees	32	58	62

### FINANCE

	REACH %	PUBLICATION PROFILE %	MACKAY AREA POPULATION PROFILE %
Average household income		\$94,900	\$103,300
Average savings and investments (excl. property)		\$247,200	\$240,000



Source: Morgan September 2011; Mackay total distribution area  
<sup>\*</sup>APN total distribution area <sup>†</sup>Based on main income earner  
<sup>^</sup>Light/non TV ≤ 2hrs/day; Light/non radio ≤ 2hrs/day;  
 Light/non cinema ≤ 1 visit in last 3-12months