

# MAROOCY WEEKLY

## READER PROFILE

**FILTER: MAROOCY WEEKLY TOTAL DISTRIBUTION AREA**  
**MARKET POTENTIAL: 32,000**

**TOTAL READERSHIP: 18,000\***

### GENDER

|        | REACH % | PUBLICATION PROFILE % | MAROOCY WEEKLY AREA POPULATION PROFILE % |
|--------|---------|-----------------------|--|
| Male   | 34      | 46                    | 49                                       |
| Female | 37      | 54                    | 51                                       |

### AGE

|             |    |          |          |
|-------------|----|----------|----------|
| 14-24       | 11 | 6        | 19       |
| 25-34       | 18 | 8        | 16       |
| 35-49       | 31 | 19       | 21       |
| 50-64       | 53 | 34       | 23       |
| 65+         | 54 | 32       | 21       |
| Average age |    | 56 years | 47 years |

### EMPLOYMENT

|                                 |    |    |    |
|---------------------------------|----|----|----|
| Employed full-time or part-time | 29 | 42 | 51 |
| Retired                         | 61 | 45 | 26 |

### OCCUPATION

|  |    |    |    |
|--|----|----|----|
| Professionals / managers <sup>†</sup>          | 49 | 24 | 17 |
| White collar workers <sup>†</sup>              | 37 | 34 | 32 |
| Small business owner / business decision maker | 12 | 6  | 17 |

### SOCIO-ECONOMIC STATUS

|                  |    |    |    |
|------------------|----|----|----|
| AB / C quintiles | 32 | 28 | 30 |
|------------------|----|----|----|

### HOUSEHOLD DETAILS

|                                |    |    |    |
|--------------------------------|----|----|----|
| Own or paying off own home     | 40 | 63 | 56 |
| Main grocery buyer             | 39 | 79 | 72 |
| Household decision maker       | 37 | 89 | 84 |
| Children under 18 in household | 33 | 23 | 25 |

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

|  |    |    |    |
|--|----|----|----|
| Light / non commercial TV viewers      | 29 | 30 | 36 |
| Light / non commercial radio listeners | 36 | 84 | 82 |
| Light / non cinema attendees           | 40 | 57 | 50 |

### FINANCE

|  |  |           |           |
|--|--|-----------|-----------|
| Average household income                         |  | \$59,300  | \$73,500  |
| Average savings and investments (excl. property) |  | \$294,700 | \$206,700 |



**MaroochyWeekly**

Source: Morgan September 2011; Maroochy Weekly 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