

NAMBOUR WEEKLY

READER PROFILE

FILTER: NAMBOUR WEEKLY TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 29,000

TOTAL READERSHIP: 18,000*

GENDER

	REACH %	PUBLICATION PROFILE %	NAMBOUR WEEKLY AREA POPULATION PROFILE %
Male	35	40	49
Female	49	60	51

AGE

	REACH %	PUBLICATION PROFILE %	NAMBOUR WEEKLY AREA POPULATION PROFILE %
14-24	30	12	17
25-34	30	10	14
35-49	43	27	26
50-64	42	24	24
65+	62	28	19
Average age		51 years	46 years

EMPLOYMENT

	REACH %	PUBLICATION PROFILE %	NAMBOUR WEEKLY AREA POPULATION PROFILE %
Employed full-time or part-time	34	42	52
Retired	60	34	24

OCCUPATION

	REACH %	PUBLICATION PROFILE %	NAMBOUR WEEKLY AREA POPULATION PROFILE %
Professionals / managers†	22	10	20
White collar workers†	46	35	32
Small business owner / business decision maker	37	15	17

SOCIO-ECONOMIC STATUS

	REACH %	PUBLICATION PROFILE %	NAMBOUR WEEKLY AREA POPULATION PROFILE %
AB / C quintiles	30	25	35

HOUSEHOLD DETAILS

	REACH %	PUBLICATION PROFILE %	NAMBOUR WEEKLY AREA POPULATION PROFILE %
Own or paying off own home	44	74	71
Main grocery buyer	42	68	68
Household decision maker	44	86	83
Children under 18 in household	37	39	45

MEDIA CONSUMPTION^

	REACH %	PUBLICATION PROFILE %	NAMBOUR WEEKLY AREA POPULATION PROFILE %
Light / non commercial TV viewers	29	29	42
Light / non commercial radio listeners	42	82	83
Light / non cinema attendees	43	55	54

FINANCE

	REACH %	PUBLICATION PROFILE %	NAMBOUR WEEKLY AREA POPULATION PROFILE %
Average household income		\$60,800	\$77,100
Average savings and investments (excl. property)		\$158,300	\$238,400



NambourWeekly

Source: Morgan September 2011; Nambour Weekly 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