

NEWSMAIL – BUNDABERG

MONDAY TO SATURDAY READER PROFILE

FILTER: BUNDABERG TOTAL DISTRIBUTION AREA MARKET POTENTIAL: 79,000	REACH %	PUBLICATION PROFILE %	BUNDABERG AREA POPULATION PROFILE %
TOTAL READERSHIP: 28,000 DAILY*	35	100	-
Primary readership	40	67	59
GENDER			
Male	32	45	49
Female	38	55	51
AGE			
14-24	27	11	15
25-34	30	8	10
35-49	38	30	28
50-64	34	25	26
65+	41	25	22
Average age		52 years	50 years
EMPLOYMENT			
Employed full-time or part-time	38	52	48
Retired	37	30	28
OCCUPATION			
Professionals / managers [†]	53	21	14
White collar workers [†]	33	27	28
Small business owner / business decision maker	44	21	16
SOCIO-ECONOMIC STATUS			
AB / C quintiles	45	28	22
HOUSEHOLD DETAILS			
Own or paying off own home	39	78	70
Main grocery buyer	34	67	69
Household decision maker	36	93	90
Children under 18 in household	34	38	39
MEDIA CONSUMPTION[^]			
Light / non commercial TV viewers	38	33	30
Light / non commercial radio listeners	34	69	71
Light / non cinema attendees	34	65	66
FINANCE			
Average household income		\$64,800	\$56,800
Average savings and investments (excl. property)		\$158,500	\$123,900