

NOOSA NEWS

TUESDAY / FRIDAY READER PROFILE

FILTER: NOOSA TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 47,000

TOTAL READERSHIP: 31,000 PER DAY*

GENDER

	REACH %	PUBLICATION PROFILE %	NOOSA AREA POPULATION PROFILE %
Male	55	41	48
Female	73	59	52

AGE

	REACH %	PUBLICATION PROFILE %	NOOSA AREA POPULATION PROFILE %
14-24	64	12	12
25-34	42	7	11
35-49	56	25	29
50-64	72	31	28
65+	80	26	21
Average age		51 years	49 years

EMPLOYMENT

	REACH %	PUBLICATION PROFILE %	NOOSA AREA POPULATION PROFILE %
Employed full-time or part-time	58	51	57
Retired	81	33	26

OCCUPATION

	REACH %	PUBLICATION PROFILE %	NOOSA AREA POPULATION PROFILE %
Professionals / managers†	63	27	28
White collar workers†	73	38	34
Small business owner / business decision maker	53	19	24

SOCIO-ECONOMIC STATUS

	REACH %	PUBLICATION PROFILE %	NOOSA AREA POPULATION PROFILE %
AB / C quintiles	67	47	45

HOUSEHOLD DETAILS

	REACH %	PUBLICATION PROFILE %	NOOSA AREA POPULATION PROFILE %
Own or paying off own home	71	79	72
Main grocery buyer	69	72	67
Household decision maker	66	90	88
Children under 18 in household	60	43	46

MEDIA CONSUMPTION^

	REACH %	PUBLICATION PROFILE %	NOOSA AREA POPULATION PROFILE %
Light / non commercial TV viewers	60	46	50
Light / non commercial radio listeners	63	83	86
Light / non cinema attendees	67	57	54

FINANCE

	REACH %	PUBLICATION PROFILE %	NOOSA AREA POPULATION PROFILE %
Average household income		\$78,000	\$84,200
Average savings and investments (excl. property)		\$312,700	\$301,400

