

# SUNSHINE COAST DAILY

## MONDAY TO SATURDAY READER PROFILE

<b>FILTER: SUNSHINE COAST TOTAL DISTRIBUTION AREA MARKET POTENTIAL: 250,000</b>	<b>REACH %</b>	<b>PUBLICATION PROFILE %</b>	<b>SUNSHINE COAST AREA POPULATION PROFILE %</b>
<b>TOTAL READERSHIP: 53,000 DAILY*</b>	21	100	-
Primary readership	24	79	68
<b>GENDER</b>			
Male	21	48	48
Female	21	52	52
<b>AGE</b>			
14-24	10	7	16
25-34	21	13	13
35-49	24	31	27
50-64	25	30	24
65+	19	19	21
Average age		50 years	48 years
<b>EMPLOYMENT</b>			
Employed full-time or part-time	24	68	59
Retired	20	25	25
<b>OCCUPATION</b>			
Professionals / managers <sup>†</sup>	25	28	24
White collar workers <sup>†</sup>	19	28	29
Small business owner / business decision maker	21	25	25
<b>SOCIO-ECONOMIC STATUS</b>			
AB / C quintiles	22	38	37
<b>HOUSEHOLD DETAILS</b>			
Own or paying off own home	22	74	70
Main grocery buyer	21	62	62
Household decision maker	22	94	88
Children under 18 in household	21	37	37
<b>MEDIA CONSUMPTION<sup>^</sup></b>			
Light / non commercial TV viewers	22	41	38
Light / non commercial radio listeners	20	76	78
Light / non cinema attendees	23	60	55
<b>FINANCE</b>			
Average household income		\$82,500	\$75,800
Average savings and investments (excl. property)		\$215,500	\$235,400