

SUNSHINE COAST SUNDAY

READER PROFILE

FILTER: SUNSHINE COAST TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 260,000

TOTAL READERSHIP: 24,000*

GENDER

| | REACH % | PUBLICATION PROFILE % | SUNSHINE COAST AREA POPULATION PROFILE % |
|--------|---------|-----------------------|--|
| Male | 9 | 100 | - |
| Female | 8 | 51 | 51 |

AGE

| | REACH % | PUBLICATION PROFILE % | SUNSHINE COAST AREA POPULATION PROFILE % |
|-------------|---------|-----------------------|--|
| 14-24 | 6 | 11 | 16 |
| 25-34 | 7 | 11 | 13 |
| 35-49 | 11 | 34 | 25 |
| 50-64 | 11 | 31 | 24 |
| 65+ | 6 | 14 | 21 |
| Average age | | 48 years | 48 years |

EMPLOYMENT

| | REACH % | PUBLICATION PROFILE % | SUNSHINE COAST AREA POPULATION PROFILE % |
|---------------------------------|---------|-----------------------|--|
| Employed full-time or part-time | 9 | 61 | 58 |
| Retired | 7 | 21 | 25 |

OCCUPATION

| | REACH % | PUBLICATION PROFILE % | SUNSHINE COAST AREA POPULATION PROFILE % |
|--|---------|-----------------------|--|
| Professionals / managers† | 10 | 27 | 23 |
| White collar workers† | 7 | 28 | 34 |
| Small business owner / business decision maker | 12 | 33 | 23 |

SOCIO-ECONOMIC STATUS

| | REACH % | PUBLICATION PROFILE % | SUNSHINE COAST AREA POPULATION PROFILE % |
|------------------|---------|-----------------------|--|
| AB / C quintiles | 9 | 41 | 37 |

HOUSEHOLD DETAILS

| | REACH % | PUBLICATION PROFILE % | SUNSHINE COAST AREA POPULATION PROFILE % |
|--------------------------------|---------|-----------------------|--|
| Own or paying off own home | 8 | 66 | 70 |
| Main grocery buyer | 8 | 65 | 67 |
| Household decision maker | 9 | 87 | 85 |
| Children under 18 in household | 10 | 48 | 39 |

MEDIA CONSUMPTION^

| | REACH % | PUBLICATION PROFILE % | SUNSHINE COAST AREA POPULATION PROFILE % |
|--|---------|-----------------------|--|
| Light / non commercial TV viewers | 6 | 30 | 41 |
| Light / non commercial radio listeners | 8 | 73 | 80 |
| Light / non cinema attendees | 10 | 60 | 52 |

FINANCE

| | REACH % | PUBLICATION PROFILE % | SUNSHINE COAST AREA POPULATION PROFILE % |
|--|---------|-----------------------|--|
| Average household income | | \$79,900 | \$81,700 |
| Average savings and investments (excl. property) | | \$310,900 | \$265,900 |



Source: Morgan September 2011; Sunshine Coast 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