

# THE CHRONICLE – TOOWOOMBA

## MONDAY TO SATURDAY READER PROFILE

<b>FILTER: TOOWOOMBA TOTAL DISTRIBUTION AREA MARKET POTENTIAL: 164,000</b>	<b>REACH %</b>	<b>PUBLICATION PROFILE %</b>	<b>TOOWOOMBA AREA POPULATION PROFILE %</b>
<b>TOTAL READERSHIP: 53,000 DAILY*</b>	31	100	-
Primary readership	35	59	51
<b>GENDER</b>			
Male	28	45	49
Female	33	55	51
<b>AGE</b>			
14-24	18	12	20
25-34	21	10	15
35-49	33	27	25
50-64	33	24	22
65+	47	27	17
Average age		52 years	45 years
<b>EMPLOYMENT</b>			
Employed full-time or part-time	30	60	61
Retired	45	25	17
<b>OCCUPATION</b>			
Professionals / managers <sup>†</sup>	29	18	19
White collar workers <sup>†</sup>	32	30	28
Small business owner / business decision maker	28	24	27
<b>SOCIO-ECONOMIC STATUS</b>			
AB / C quintiles	28	26	29
<b>HOUSEHOLD DETAILS</b>			
Own or paying off own home	35	75	66
Main grocery buyer	32	71	68
Household decision maker	33	94	88
Children under 18 in household	24	35	45
<b>MEDIA CONSUMPTION<sup>^</sup></b>			
Light / non commercial TV viewers	28	38	41
Light / non commercial radio listeners	30	73	74
Light / non cinema attendees	32	64	60
<b>FINANCE</b>			
Average household income		\$62,800	\$66,600
Average savings and investments (excl. property)		\$180,800	\$155,900