

# THE COFFS COAST ADVOCATE

## READER PROFILE

**FILTER: COFFS COAST TOTAL DISTRIBUTION AREA**  
**MARKET POTENTIAL: 74,000**

	MON/TUE/THU/FRI PUBLICATION PROFILE %	WED/SAT PUBLICATION PROFILE %	COFFS COAST AREA POPULATION PROFILE %
<b>TOTAL READERSHIP</b>	<b>11,000 PER DAY*</b>	<b>41,000 PER DAY*</b>	
Primary readership area	71	77	74
<b>GENDER</b>			
Male	43	46	49
Female	57	54	51
<b>AGE</b>			
14-24	11	11	17
25-34	7	13	10
35-49	32	25	25
50-64	26	26	26
65+	24	25	22
Average age	51 years	51 years	49 years
<b>EMPLOYMENT</b>			
Employed full-time or part-time	62	52	50
Retired	27	30	27
<b>OCCUPATION</b>			
Professionals / managers <sup>†</sup>	32	20	19
White collar workers <sup>†</sup>	34	35	34
Small business owner / business decision maker	22	19	17
<b>SOCIO-ECONOMIC STATUS</b>			
AB / C quintiles	36	22	23
<b>HOUSEHOLD DETAILS</b>			
Own or paying off own home	76	70	65
Main grocery buyer	74	71	64
Household decision maker	92	90	83
Children under 18 in household	38	37	41
<b>MEDIA CONSUMPTION<sup>^</sup></b>			
Light / non commercial TV viewers	33	27	31
Light / non commercial radio listeners	81	75	78
Light / non cinema attendees	61	65	68
<b>FINANCE</b>			
Average household income	\$69,000	\$54,800	\$56,200
Average savings and investments (excl. property)	\$180,500	\$150,100	\$150,100