

THE GYMPIE TIMES

TUESDAY TO SATURDAY READER PROFILE

FILTER: GYMPIE TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 33,000

TOTAL READERSHIP: 12,000 DAILY*

	REACH %	PUBLICATION PROFILE %	GYMPIE AREA POPULATION PROFILE %
Primary readership	46	55	42

GENDER

Male	30	43	49
Female	38	57	51

AGE

14-24	31	9	10
25-34	37	16	15
35-49	30	26	29
50-64	28	22	27
65+	48	27	20
Average age		52 years	50 years

EMPLOYMENT

Employed full-time or part-time	34	45	46
Retired	43	35	28

OCCUPATION

Professionals / managers [†]	22	6	10
White collar workers [†]	30	17	19
Small business owner / business decision maker	28	18	22

SOCIO-ECONOMIC STATUS

AB / C quintiles	17	7	13
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HOUSEHOLD DETAILS

Own or paying off own home	32	70	75
Main grocery buyer	34	67	67
Household decision maker	35	95	92
Children under 18 in household	36	47	45

MEDIA CONSUMPTION[^]

Light / non commercial TV viewers	33	31	32
Light / non commercial radio listeners	38	77	70
Light / non cinema attendees	34	75	76

FINANCE

Average household income		\$51,900	\$59,300
Average savings and investments (excl. property)		\$159,500	\$194,200