

THE MORNING BULLETIN – ROCKHAMPTON

MONDAY TO SATURDAY READER PROFILE

FILTER: ROCKHAMPTON TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 128,000

	REACH %	PUBLICATION PROFILE %	ROCKHAMPTON AREA POPULATION PROFILE %
TOTAL READERSHIP: 48,000 DAILY*	36	100	-
Primary readership	45	85	68
GENDER			
Male	35	50	51
Female	37	50	49
AGE			
14-24	31	18	21
25-34	24	11	17
35-49	32	24	27
50-64	44	26	21
65+	55	21	14
Average age		48 years	44 years
EMPLOYMENT			
Employed full-time or part-time	35	64	67
Retired	52	23	16
OCCUPATION			
Professionals / managers [†]	41	22	19
White collar workers [†]	43	24	20
Small business owner / business decision maker	41	21	18
SOCIO-ECONOMIC STATUS			
AB / C quintiles	30	29	35
HOUSEHOLD DETAILS			
Own or paying off own home	43	68	57
Main grocery buyer	36	62	62
Household decision maker	37	88	86
Children under 18 in household	32	42	47
MEDIA CONSUMPTION[^]			
Light / non commercial TV viewers	34	39	42
Light / non commercial radio listeners	37	77	75
Light / non cinema attendees	39	64	60
FINANCE			
Average household income		\$91,400	\$92,200
Average savings and investments (excl. property)		\$220,500	\$195,400