

THE NORTHERN RIVERS ECHO

READER PROFILE

FILTER: NORTHERN RIVERS TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 131,000

TOTAL READERSHIP: 36,000*

GENDER

	REACH %	PUBLICATION PROFILE %	NORTHERN RIVERS AREA POPULATION PROFILE %
Male	25	45	49
Female	29	55	51

AGE

	REACH %	PUBLICATION PROFILE %	NORTHERN RIVERS AREA POPULATION PROFILE %
14-24	25	16	17
25-34	36	15	11
35-49	27	26	26
50-64	23	22	26
65+	28	20	20
Average age		47 years	48 years

EMPLOYMENT

	REACH %	PUBLICATION PROFILE %	NORTHERN RIVERS AREA POPULATION PROFILE %
Employed full-time or part-time	25	54	57
Retired	26	21	21

OCCUPATION

	REACH %	PUBLICATION PROFILE %	NORTHERN RIVERS AREA POPULATION PROFILE %
Professionals / managers [†]	23	13	16
White collar workers [†]	28	35	34
Small business owner / business decision maker	29	27	24

SOCIO-ECONOMIC STATUS

	REACH %	PUBLICATION PROFILE %	NORTHERN RIVERS AREA POPULATION PROFILE %
AB / C quintiles	28	30	29

HOUSEHOLD DETAILS

	REACH %	PUBLICATION PROFILE %	NORTHERN RIVERS AREA POPULATION PROFILE %
Own or paying off own home	25	64	68
Main grocery buyer	28	60	58
Household decision maker	28	85	83
Children under 18 in household	28	41	40

MEDIA CONSUMPTION[^]

	REACH %	PUBLICATION PROFILE %	NORTHERN RIVERS AREA POPULATION PROFILE %
Light / non commercial TV viewers	26	45	46
Light / non commercial radio listeners	25	69	76
Light / non cinema attendees	29	56	53

FINANCE

	REACH %	PUBLICATION PROFILE %	NORTHERN RIVERS AREA POPULATION PROFILE %
Average household income		\$64,100	\$67,300
Average savings and investments (excl. property)		\$108,800	\$172,600



Source: Morgan September 2011; Northern Rivers 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