

THE NORTHERN STAR – LISMORE/NORTHERN RIVERS

MONDAY TO SATURDAY READER PROFILE

FILTER: NORTHERN RIVERS TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 128,000

TOTAL READERSHIP: 37,000 DAILY*

	REACH %	PUBLICATION PROFILE %	NORTHERN RIVERS AREA POPULATION PROFILE %
Primary readership	29	96	94
GENDER			
Male	28	49	49
Female	28	51	51
AGE			
14-24	23	14	17
25-34	25	11	12
35-49	30	27	25
50-64	25	23	26
65+	36	25	20
Average age		50 years	48 years
EMPLOYMENT			
Employed full-time or part-time	29	57	56
Retired	32	23	20
OCCUPATION			
Professionals / managers [†]	25	16	18
White collar workers [†]	26	32	34
Small business owner / business decision maker	24	21	25
SOCIO-ECONOMIC STATUS			
AB / C quintiles	23	24	28
HOUSEHOLD DETAILS			
Own or paying off own home	30	73	70
Main grocery buyer	31	65	59
Household decision maker	29	85	81
Children under 18 in household	25	34	38
MEDIA CONSUMPTION[^]			
Light / non commercial TV viewers	24	40	47
Light / non commercial radio listeners	26	73	79
Light / non cinema attendees	31	58	53
FINANCE			
Average household income		\$63,000	\$65,300
Average savings and investments (excl. property)		\$149,200	\$153,600