

THE OBSERVER – GLADSTONE

MONDAY TO SATURDAY READER PROFILE

FILTER: GLADSTONE TOTAL DISTRIBUTION AREA MARKET POTENTIAL: 51,000	REACH %	PUBLICATION PROFILE %	GLADSTONE AREA POPULATION PROFILE %
TOTAL READERSHIP: 20,000 DAILY*	38	100	-
Primary readership	50	96	73
GENDER			
Male	36	49	52
Female	41	51	48
AGE			
14-24	32	17	20
25-34	36	16	17
35-49	41	33	31
50-64	44	23	20
65+	35	11	13
Average age		44 years	44 years
EMPLOYMENT			
Employed full-time or part-time	44	74	64
Retired	28	11	14
OCCUPATION			
Professionals / managers [†]	45	21	18
White collar workers [†]	46	23	20
Small business owner / business decision maker	48	19	15
SOCIO-ECONOMIC STATUS			
AB / C quintiles	47	41	34
HOUSEHOLD DETAILS			
Own or paying off own home	43	78	69
Main grocery buyer	31	49	60
Household decision maker	39	88	87
Children under 18 in household	44	53	47
MEDIA CONSUMPTION[^]			
Light / non commercial TV viewers	37	24	25
Light / non commercial radio listeners	38	73	75
Light / non cinema attendees	35	56	62
FINANCE			
Average household income		\$106,600	\$102,300
Average savings and investments (excl. property)		\$235,500	\$275,100