

# TWEED BORDER MAIL

## READER PROFILE

**FILTER: TWEED TOTAL DISTRIBUTION AREA**  
**MARKET POTENTIAL: 73,000**

**TOTAL READERSHIP: 43,000\***

### GENDER

	REACH %	PUBLICATION PROFILE %	TWEED AREA POPULATION PROFILE %
Male	49	48	49
Female	51	52	51

### AGE

14-24	21	6	15
25-34	40	8	10
35-49	61	28	23
50-64	51	25	24
65+	59	33	28
Average age		55 years	51 years

### EMPLOYMENT

Employed full-time or part-time	44	47	54
Retired	61	37	30

### OCCUPATION

Professionals / managers†	48	15	16
White collar workers†	55	40	36
Small business owner / business decision maker	46	25	27

### SOCIO-ECONOMIC STATUS

AB / C quintiles	44	26	30
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### HOUSEHOLD DETAILS

Own or paying off own home	56	89	80
Main grocery buyer	52	53	50
Household decision maker	54	90	83
Children under 18 in household	45	33	36

### MEDIA CONSUMPTION^

Light / non commercial TV viewers	39	37	48
Light / non commercial radio listeners	50	86	86
Light / non cinema attendees	56	63	55

### FINANCE

Average household income		\$57,800	\$76,300
Average savings and investments (excl. property)		\$216,400	\$258,800



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Source: Morgan September 2011; Tweed 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