

# TWEED DAILY NEWS

## MONDAY TO SATURDAY READER PROFILE

**FILTER: TWEED TOTAL DISTRIBUTION AREA**  
**MARKET POTENTIAL: 70,000**

**TOTAL READERSHIP: 8,000 DAILY\***

### GENDER

	REACH %	PUBLICATION PROFILE %	TWEED AREA POPULATION PROFILE %
Male	7	38	49
Female	11	62	51

### AGE

14-24	4	6	15
25-34	8	8	10
35-49	14	35	24
50-64	10	27	25
65+	8	24	28
Average age		53 years	51 years

### EMPLOYMENT

Employed full-time or part-time	12	60	46
Retired	8	30	35

### OCCUPATION

Professionals / managers†	10	22	21
White collar workers†	8	33	39
Small business owner / business decision maker	14	24	17

### SOCIO-ECONOMIC STATUS

AB / C quintiles	9	31	31
------------------	---	----	----

### HOUSEHOLD DETAILS

Own or paying off own home	9	83	84
Main grocery buyer	10	53	49
Household decision maker	10	92	85
Children under 18 in household	9	33	35

### MEDIA CONSUMPTION^

Light / non commercial TV viewers	10	45	41
Light / non commercial radio listeners	9	87	86
Light / non cinema attendees	12	67	53

### FINANCE

Average household income		\$99,800	\$75,800
Average savings and investments (excl. property)		\$249,500	\$282,300