

BASE= MACKAY*

REACH
%

PROFILE
%

MACKAY POPULATION
PROFILE %

APN Australian Publishing
TOTAL AREA
POPULATION PROFILE %

	44,000**	39	100	100	100
TOTAL READERSHIP					
Primary Readership		46	83	-	-
SEX					
Male		39	51	51	49
Female		39	49	49	51
AGE					
14-24		38	18	19	18
25-34		31	14	17	15
35-49		36	26	29	27
50-64		45	25	22	23
65+		48	17	13	17
Average age			46 years	44 years	46 years
SOCIO-ECONOMIC					
AB/C quintile		42	40	37	32
OCCUPATION†					
Professional/managers		41	20	19	19
White collar workers		38	17	18	27
Professional/manager/white collar worker		40	37	37	46
WORK STATUS					
Full-time workers		40	48	46	39
Full/part-time workers		40	62	61	59
HOUSEHOLD					
Young parent household		31	22	28	26
Mid-life household		44	31	29	29
Own/paying off home		41	69	66	68
Main grocery buyer		44	44	39	59
MEDIA CONSUMPTION					
Light/non commercial TV viewers		35	25	27	36
Light/non commercial radio listeners		36	61	66	71
Light/non cinema attendees		38	65	68	60
Light/non Internet users		35	32	35	38
Light/non magazine readers		27	16	22	32
FINANCE					
Average household income			\$91,900	\$87,200	\$67,900
Average savings and investments			\$252,900	\$214,700	\$176,400



Source: Morgan June 2008 *Total Distribution Area **APN Total Distribution Area †Main income earner
 Young parent household: Head of household is aged under 45, and household has child(ren) under 16 present (also includes single parents). Mid-life household: Head of household is aged between 45 and 64 and household has no children under 16. Light/non TV viewer ≤ 2 hrs/day; Light/non radio listener ≤ 2 hrs/day; Light/non cinema attendee ≤ 1 visit in last 3-12months; Light/non Internet user ≤ once/week; Light/non magazine reader ≤ 1 issue read lately.