

BASE= MACKAY\*

REACH  
%

PROFILE  
%

MACKAY POPULATION  
PROFILE %

APN Australian Publishing  
TOTAL AREA  
POPULATION PROFILE %

	REACH %	PROFILE %	MACKAY POPULATION PROFILE %	APN Australian Publishing TOTAL AREA POPULATION PROFILE %
<b>TOTAL READERSHIP</b>	<b>52,000**</b>	<b>47</b>	<b>100</b>	<b>100</b>
Primary Readership	54	81	-	-
<b>SEX</b>				
Male	47	51	51	49
Female	46	49	49	51
<b>AGE</b>				
14-24	44	18	19	18
25-34	39	14	17	15
35-49	49	31	29	27
50-64	48	23	22	23
65+	51	14	13	17
Average age		45 years	44 years	46 years
<b>SOCIO-ECONOMIC</b>				
AB/C quintile	51	41	37	32
<b>OCCUPATION†</b>				
Professional/managers	48	19	19	19
White collar workers	42	16	18	27
Professional/manager/white collar worker	45	35	37	46
<b>WORK STATUS</b>				
Full-time workers	49	48	46	39
Full/part-time workers	49	64	61	59
<b>HOUSEHOLD</b>				
Young parent household	43	26	28	27
Mid-life household	51	31	29	29
Own/paying off home	49	68	66	68
Main grocery buyer	49	41	39	58
<b>MEDIA CONSUMPTION</b>				
Light/non commercial TV viewers	41	24	27	36
Light/non commercial radio listeners	43	61	66	71
Light/non cinema attendees	46	67	68	60
Light/non Internet users	41	31	35	38
Light/non magazine readers	26	12	22	32
<b>FINANCE</b>				
Average household income		\$91,900	\$87,200	\$67,900
Average savings and investments		\$245,500	\$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.