

# QT THE QUEENSLAND TIMES – IPSWICH

## MONDAY TO SATURDAY READER PROFILE

<b>FILTER: IPSWICH TOTAL DISTRIBUTION AREA MARKET POTENTIAL: 167,000</b>	<b>REACH %</b>	<b>PUBLICATION PROFILE %</b>	<b>IPSWICH AREA POPULATION PROFILE %</b>
<b>TOTAL READERSHIP: 22,000 DAILY*</b>	13	100	-
Primary readership	19	48	33
<b>GENDER</b>			
Male	11	45	50
Female	14	55	50
<b>AGE</b>			
14-24	8	13	20
25-34	4	6	17
35-49	11	25	28
50-64	19	33	22
65+	22	24	13
Average age		52 years	44 years
<b>EMPLOYMENT</b>			
Employed full-time or part-time	13	64	62
Retired	19	25	17
<b>OCCUPATION</b>			
Professionals / managers <sup>†</sup>	12	18	18
White collar workers <sup>†</sup>	10	17	22
Small business owner / business decision maker	11	15	17
<b>SOCIO-ECONOMIC STATUS</b>			
AB / C quintiles	10	22	29
<b>HOUSEHOLD DETAILS</b>			
Own or paying off own home	14	76	70
Main grocery buyer	14	68	61
Household decision maker	14	89	82
Children under 18 in household	11	42	49
<b>MEDIA CONSUMPTION<sup>^</sup></b>			
Light / non commercial TV viewers	8	20	33
Light / non commercial radio listeners	11	57	67
Light / non cinema attendees	13	61	58
<b>FINANCE</b>			
Average household income		\$68,700	\$71,900
Average savings and investments (excl. property)		\$146,800	\$133,700