

THE IPSWICH ADVERTISER

READER PROFILE

FILTER: IPSWICH TOTAL DISTRIBUTION AREA
MARKET POTENTIAL: 173,000

TOTAL READERSHIP: 47,000*

GENDER

	REACH %	PUBLICATION PROFILE %	IPSWICH AREA POPULATION PROFILE %
Male	23	44	50
Female	30	56	50

AGE

14-24	14	11	20
25-34	22	14	17
35-49	22	24	28
50-64	32	26	22
65+	51	26	13
Average age		50 years	43 years

EMPLOYMENT

Employed full-time or part-time	22	49	59
Retired	40	26	17

OCCUPATION

Professionals / managers [†]	20	13	18
White collar workers [†]	25	24	25
Small business owner / business decision maker	20	11	15

SOCIO-ECONOMIC STATUS

AB / C quintiles	21	24	31
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HOUSEHOLD DETAILS

Own or paying off own home	27	69	69
Main grocery buyer	29	72	65
Household decision maker	29	90	83
Children under 18 in household	23	42	48

MEDIA CONSUMPTION[^]

Light / non commercial TV viewers	21	37	46
Light / non commercial radio listeners	26	74	75
Light / non cinema attendees	28	60	57

FINANCE

Average household income		\$68,500	\$84,300
Average savings and investments (excl. property)		\$184,100	\$168,700

