

ourbrisbane.com user profiles

GENDER	Profile
Female	60%
Male	40%
AGE	Profile
2 – 11	2%
12 – 17	3%
18 – 24	7%
25 – 34	18%
35 – 54	43%
55+	27%
INCOME	Profile
Under 19,999	5%
20,000 – 34,999	15%
35,000 – 49,999	15%
50,000 – 74,999	26%
75,000 – 99,999	16%
100,000+	23%
HOUSEHOLD STRUCTURE	Profile
Couple, kids at home	30%
Couple, no kids	23%
Young Single	11%
Older Single	10%
Couple, kids left home	9%
Group/Shared accommodation	8%
Single, kids at home	6%
Other	3%
GEOGRAPHIC LOCATION	Profile
Brisbane	52.6%
Sydney	11.9%
Melbourne	4.5%
Rest of Australia	30.6%
International	0.4%



Source: NetView July 2007
Hitwise 2007
Omniture 2007