

## Readership Profile

	Reach 000s	Profile %	Population %
<b>TOTAL</b>	<b>155</b>	<b>100%</b>	<b>100%</b>
<b>GENDER</b>			
Men	110	71%	49%
Women	45	29%	51%
<b>AGE</b>			
18-24	6	4%	12%
25-34	30	20%	17%
35-49	69	45%	26%
50 and Over	49	32%	38%
<b>STATES</b>			
NSW	69	45%	34%
VIC	37	24%	25%
QLD	23	15%	20%
SA	10	7%	8%
WA	13	8%	10%
TAS	2	1%	2%
NT	0	0%	1%
<b>SOCIO - ECONOMIC QUINTILE</b>			
AB Quintile	104	67%	20%
C Quintile	26	17%	20%
<b>PERSONAL INCOME</b>			
\$60,000+	92	60%	21%
\$70,000+	85	55%	16%
\$80,000+	78	50%	12%
\$100,000+	63	41%	7%
\$130,000+	46	30%	3%
<b>OCCUPATION OF RESPONDENT</b>			
C-Suite (Top 6 - Self Coded)	41	26%	8%
Professional/Manager	99	64%	19%
Prof/Man PI \$80K+	71	46%	8%
Prof/Man PI \$100K+	60	39%	5%
The average income for an AFR BOSS reader is \$104,200 compared to the average population of \$39,380			
<b>BUSINESS DECISION MAKERS</b>			
TOTAL BDM	49	32%	13%
Real Estate Investments	17	11%	3%
IT BDMs	36	23%	7%
Bank - Insurance BDM	15	10%	3%
Hiring People/Recruitment	26	17%	3%
<b>BUSINESS TRAVEL (last 12 months)</b>			
Travelled by air within Australia	60	39%	11%
Travelled by air outside Australia	20	13%	3%
<b>INVESTMENTS</b>			
Have a Managed Investment	139	90%	69%
Have Shares	86	55%	21%
Real Estate Investment	35	23%	9%
Have over \$100K in Sav/Investments	79	51%	25%
Have over \$500K in Sav/Investments	39	25%	8%
Have \$1 million+ in Sav/Investments	24	16%	3%
<b>MEDIA USAGE</b>			
Light or no Commercial TV (<2 hrs per day)	85	55%	45%
Light or no Commercial Radio (<1 hrs per day)	92	59%	55%