



Know which way business is heading.

Readership Profile

	REACH 000's	PROFILE %	POPULATION PROFILE %
TOTAL	182	100%	100%
GENDER			
Men	118	65%	49%
Women	64	35%	51%
AGE			
18-24	19	10%	12%
25-34	35	19%	17%
35-49	54	30%	26%
50-64	56	31%	22%
65 and Over	15	8%	16%
STATES			
N.S.W.	52	29%	34%
Victoria	53	29%	25%
Queensland	38	21%	20%
South Australia	12	7%	8%
Western Australia	21	11%	10%
Tasmania	5	3%	2%
NT	1	1%	1%
SOCIO-ECONOMIC SCALE			
AB Quintile	94	52%	20%
C Quintile	35	19%	20%
INCOME OF RESPONDENT			
\$60000 or More	93	51%	21%
\$70000 or More	82	45%	16%
\$80000 or More	68	38%	12%
\$100000 or More	55	30%	7%
\$130000 or More	30	16%	3%
OCCUPATION OF RESPONDENT			
C-Suite Executive	44	24%	8%
Professional/Manager	92	51%	19%
Prof. Mgr & Income \$80K +	58	32%	8%
Prof Mgr & Income \$100k +	47	26%	5%
The average income for a BRW reader is \$77,560 compared to the general population of \$39,370			
BUSINESS DECISION MAKERS			
Business Decision Maker	65	36%	13%
Real Estate Investments	21	12%	3%
Bank - insurance services	19	11%	3%
Hiring people/Recruitment	25	14%	3%
IT BDM	40	22%	7%
BUSINESS TRAVEL (last 12 months)			
Travelled by air within Australia	50	27%	11%
Travelled by air outside Australia	12	7%	3%
INVESTMENTS			
Have a Managed Investment	159	87%	69%
Shares	80	44%	21%
Real Estate Investment	45	25%	9%
Savings & Investments - \$100K+	79	43%	25%
Savings & Investments - \$500k+	40	22%	8%
MEDIA USAGE			
Light or no Commercial TV Viewing (<2 hours per day)	97	53%	45%
Light or no Commercial Radio Listening (<1 hours per day)	106	58%	55%

Source: Roy Morgan Research, March 2010