



	Reach 000s	Profile %	Population %
TOTAL	240	100%	100%
GENDER			
Men	159	65%	49%
Women	81	35%	51%
AGE			
18-24	21	9%	12%
25-34	52	22%	17%
35-49	82	34%	26%
50 and Over	83	35%	38%
STATES			
NSW	84	35%	34%
VIC	67	28%	25%
QLD	45	19%	20%
SA	15	6%	8%
WA	22	9%	10%
TAS	5	2%	2%
NT	1	1%	1%
SOCIO - ECONOMIC QUINTILE			
AB Quintile	128	53%	20%
C Quintile	55	23%	20%
PERSONAL INCOME			
\$60,000+	124	51%	21%
\$70,000+	107	45%	16%
\$80,000+	89	37%	12%
\$100,000+	66	27%	7%
\$130,000+	42	17%	3%
OCCUPATION OF RESPONDENT			
C-Suite (Top 6 Self Coded)	59	24%	8%
Professional/Manager	130	54%	19%
Prof/Man PI \$80K+	75	31%	8%
Prof/Man PI \$100K+	57	24%	5%
The average income for a Financial Review Magazine reader is \$81,560 compared to the general population is \$39,380			
BUSINESS DECISION MAKERS			
TOTAL BDM	72	30%	13%
Real Estate Investments	26	11%	3%
IT BDMs	48	20%	7%
Bank - Insurance BDM	23	9%	3%
Hiring People/Recruitment	32	14%	3%
BUSINESS TRAVEL (last 12 months)			
Travelled by air within Australia	67	28%	11%
Travelled by air outside Australia	19	8%	3%
INVESTMENTS			
Have a Managed Investment	207	86%	69%
Have Shares	111	46%	21%
Real Estate Investment	48	20%	9%
Have over \$100K in Sav/Investments	110	46%	25%
Have over \$500K in Sav/Investments	52	22%	8%
Have \$1 million+ in Sav/Investments	31	13%	3%
MEDIA USAGE			
Light or no Commercial TV (<2 hrs per day)	137	57%	45%
Light or no Commercial Radio (<1 hrs per day)	135	56%	55%