

	REACH (000's)	REACH (%)	PROFILE (%)	POPULATION PROFILE (%)
TOTAL	368	2%	100%	100%
GENDER				
Male	261	3%	71%	49%
Female	108	1%	29%	51%
AGE				
14-17	2	0%	1%	7%
18-24	20	1%	5%	12%
25-34	63	2%	17%	17%
35-49	133	3%	36%	26%
50-64	115	3%	31%	22%
65 and Over	35	1%	10%	16%
STATES				
N.S.W.	137	2%	37%	34%
VIC	104	2%	28%	25%
QLD	61	2%	17%	20%
SA	17	1%	5%	8%
WA	43	2%	12%	10%
TAS	7	2%	2%	2%
NT	1	1%	0%	1%
SOCIO-ECONOMIC SCALE				
AB Quintile	234	7%	64%	20%
C Quintile	64	2%	17%	20%
D Quintile	39	1%	11%	20%
E Quintile	16	0%	4%	20%
FG Quintile	16	0%	4%	20%
PERSONAL INCOME				
\$50000+	246	5%	67%	28%
\$60000+	221	6%	60%	21%
\$70000+	204	7%	55%	16%
\$80000+	175	8%	48%	12%
\$100000+	135	12%	37%	7%
OCCUPATION OF RESPONDENT				
C-Suite (Top 6 Self-Coded)	100	7%	27%	8%
Professional/Manager	227	7%	62%	19%
Cmpy Accountant/ Treasurer/ Company Sec.	10	11%	3%	0%
Prof/Manager \$80k+	155	11%	42%	8%
The average income for a Life & Leisure reader is \$99,630 compared to the population average of \$39,380				
BUSINESS DECISION MAKERS				
Total Business Decision Maker	120	5%	33%	13%
Real estate investments	37	8%	10%	3%
IT BDM	78	7%	21%	7%
Bank - insurance services	39	8%	11%	3%
Hiring people/Recruitment	48	8%	13%	3%
BUSINESS TRAVEL				
Travelled within Australia (In last 12 months)	139	7%	38%	11%
Travelled outside Australia (In last 12 months)	31	6%	8%	3%
INVESTMENTS				
Have a Managed Investment	338	3%	92%	69%
Shares	220	6%	60%	21%
Real Estate Investment	88	6%	24%	9%
Savings & Investments \$500k+	109	8%	30%	8%
Savings & Investments \$1m+	61	11%	17%	3%
MEDIA USAGE				
Light or No Commercial TV (<2 hrs per day)	224	3%	61%	45%
Light or No Commercial Radio (<1 hrs per day)	234	2%	64%	55%