

# Readership Profile

Monday - Friday

## The Australian Financial Review

### Readership Profile Monday - Friday

|  | REACH (000's) | REACH (%) | PROFILE (%) | POPULATION PROFILE (%) |
|--|---------------|-----------|-------------|------------------------|
| <b>TOTAL</b>   | <b>250</b>    | <b>1%</b> | <b>100%</b> | <b>100%</b>            |
| <b>GENDER</b>  |               |           |             |                        |
| Male   | 187           | 2%        | 75%         | 49%                    |
| Female   | 64            | 1%        | 25%         | 51%                    |
| <b>AGE</b>   |               |           |             |                        |
| 14-17  | 0             | 0%        | 0%          | 6%                     |
| 18-24  | 12            | 1%        | 5%          | 12%                    |
| 25-34  | 48            | 1%        | 19%         | 17%                    |
| 35-49  | 99            | 2%        | 39%         | 26%                    |
| 50-64  | 65            | 2%        | 26%         | 22%                    |
| 65 and Over  | 26            | 1%        | 10%         | 17%                    |
| <b>STATES</b>  |               |           |             |                        |
| N.S.W.   | 98            | 2%        | 39%         | 34%                    |
| VIC  | 79            | 2%        | 32%         | 25%                    |
| QLD  | 40            | 1%        | 16%         | 20%                    |
| SA   | 13            | 1%        | 5%          | 7%                     |
| WA   | 17            | 1%        | 7%          | 10%                    |
| TAS  | 3             | 1%        | 1%          | 2%                     |
| NT   | 0             | 0%        | 0%          | 1%                     |
| <b>SOCIO-ECONOMIC SCALE</b>  |               |           |             |                        |
| AB Quintile  | 170           | 5%        | 68%         | 20%                    |
| C Quintile   | 34            | 1%        | 13%         | 20%                    |
| D Quintile   | 25            | 1%        | 10%         | 20%                    |
| E Quintile   | 12            | 0%        | 5%          | 20%                    |
| FG Quintile  | 9             | 0%        | 3%          | 20%                    |
| <b>PERSONAL INCOME</b>   |               |           |             |                        |
| \$50000+   | 191           | 3%        | 76%         | 31%                    |
| \$60000+   | 179           | 4%        | 72%         | 24%                    |
| \$70000+   | 157           | 5%        | 63%         | 18%                    |
| \$80000+   | 137           | 5%        | 55%         | 14%                    |
| \$100000+  | 116           | 8%        | 46%         | 8%                     |
| <b>OCCUPATION OF RESPONDENT</b>  |               |           |             |                        |
| C-Suite (Top 6 Self-Coded)   | 77            | 5%        | 31%         | 9%                     |
| Professional/Manager   | 165           | 6%        | 66%         | 16%                    |
| Cmpy Accountant/ Treasurer/ Company Sec.   | 9             | 8%        | 4%          | 1%                     |
| Prof/Manager \$70k+  | 143           | 7%        | 57%         | 11%                    |
| The average income for a Financial Review (M-F) reader is \$113,500 compared to the population average of \$41,660 |               |           |             |                        |
| <b>BUSINESS DECISION MAKERS</b>  |               |           |             |                        |
| Total Business Decision Maker  | 98            | 4%        | 39%         | 13%                    |
| Real estate investments  | 39            | 8%        | 16%         | 3%                     |
| IT BDM   | 33            | 7%        | 13%         | 3%                     |
| Bank - insurance services  | 26            | 5%        | 11%         | 3%                     |
| Hiring people/Recruitment  | 41            | 7%        | 16%         | 3%                     |
| <b>BUSINESS TRAVEL</b>   |               |           |             |                        |
| Travelled by air within Australia (In last 12 months)  | 111           | 5%        | 44%         | 12%                    |
| Travelled by air outside Australia (In last 12 months)   | 28            | 5%        | 11%         | 3%                     |
| <b>INVESTMENTS</b>   |               |           |             |                        |
| Have a Managed Investment  | 234           | 2%        | 93%         | 69%                    |
| Shares   | 140           | 4%        | 56%         | 20%                    |
| Real Estate Investment   | 52            | 3%        | 21%         | 9%                     |
| Savings & Investments \$500k+  | 61            | 4%        | 24%         | 8%                     |
| Savings & Investments \$1m+  | 35            | 6%        | 14%         | 3%                     |
| <b>MEDIA USAGE</b>   |               |           |             |                        |
| Light or No Commercial TV (<2 hrs per day)   | 133           | 2%        | 53%         | 38%                    |
| Light or No Commercial Radio (<1 hrs per day)  | 51            | 2%        | 20%         | 17%                    |

Source: Roy Morgan Research September 2011