

A readership driven to succeed, and not afraid to spend along the way



AFR BOSS Magazine conducted a reader survey in November 2009.

The aim of the survey was to provide a deeper level of understanding of the AFR BOSS reader, their media & retail habits as well as their engagement with the magazine.

The results will give advertisers an unprecedented insight into what is an enthusiastic and affluent audience who are keen to drive themselves further, and are not afraid to spend up on the way.

Reader Survey Findings

- Ave. salary of AFR BOSS readers, \$224,250
- 15 business & personal trips on average per year
- 84% are Business Decision Makers
- Ave. reader to spend over \$69,025 on next vehicle purchase
- Spent over \$3,000 for their last watch purchase on ave.
- Ave. intend to spend on next property purchase - \$766,089
- Average reader accesses media content on their mobile 6 times per week
- 68% intend to increase their exposure to Australian share in the next 12 months

AFR BOSS Survey Nov 2009, N=300

The complete findings include more insights on:

Media Habits | Travel | Property | Clothing & Accessories | Motoring | Home/Products | Alcohol | Lifestyle | Attitudes

For more information on the AFR BOSS Reader Survey, or to discover how to reach this exclusive audience, please contact:
Clara Yoon on (02) 9282 1939, cyoon@ afr.com.au