

Readership Profile

The Australian Financial Review Magazine Readership Profile

	Reach ('000s)	Profile (%)	Population (%)
TOTAL	297	100%	100%
GENDER			
Men	201	68%	49%
Women	96	32%	51%
AGE			
18-24	27	9%	12%
25-34	55	18%	17%
35-49	102	34%	26%
50-64	82	27%	22%
65 and Over	30	10%	17%
STATES			
NSW	99	33%	34%
VIC	82	28%	25%
QLD	73	24%	20%
SA	12	4%	7%
WA	26	9%	10%
TAS	5	2%	2%
NT	0	0%	1%
SOCIO - ECONOMIC QUINTILE			
AB Quintile	152	51%	20%
C Quintile	60	20%	20%
PERSONAL INCOME			
\$60,000+	166	56%	24%
\$70,000+	139	47%	18%
\$80,000+	119	40%	14%
\$100,000+	87	29%	8%
OCCUPATION OF RESPONDENT			
C-Suite (Top 6 Self Coded)	67	23%	9%
Professional/Manager	142	48%	16%
Cmpy Acctant/ Treasurer/ Cmpy Sec.	6	2%	1%
Prof/Man PI \$70K+	113	38%	11%
The average income for a <i>Financial Review Magazine</i> reader is \$83,230 compared to the general population is \$41,660			
BUSINESS DECISION MAKERS			
TOTAL BDM	104	35%	13%
Real Estate Investments	41	14%	3%
IT BDMs	24	8%	3%
Bank - Insurance BDM	24	8%	3%
Hiring People/Recruitment	31	11%	3%
BUSINESS TRAVEL (last 12 months)			
Travelled by air within Australia	96	32%	12%
Travelled by air outside Australia	27	9%	3%
INVESTMENTS			
Have a Managed Investment	261	88%	69%
Have Shares	142	48%	20%
Real Estate Investment	62	21%	9%
Have over \$500K in Sav/Investments	55	18%	8%
Have \$1 million+ in Sav/Investments	29	10%	3%
MEDIA USAGE			
Light or no Commercial TV (<2 hrs per day)	144	48%	38%
Light or no Commercial Radio (<1 hrs per day)	51	17%	17%

Source: Roy Morgan Research, September 2011