

Readership Profile

Financial Review BOSS

Readership Profile

	Reach ('000s)	Profile (%)	Population (%)
TOTAL	133	100%	100%
GENDER			
Men	94	71%	49%
Women	39	29%	51%
AGE			
18-24	4	3%	12%
25-34	26	20%	17%
35-49	54	41%	26%
50-64	37	28%	22%
65 and Over	9	7%	17%
STATES			
NSW	64	48%	34%
VIC	34	26%	25%
QLD	22	16%	20%
SA	5	4%	7%
WA	6	5%	10%
TAS	2	2%	2%
NT	0	0%	1%
SOCIO - ECONOMIC QUINTILE			
AB Quintile	85	64%	20%
C Quintile	20	15%	20%
PERSONAL INCOME			
\$60,000+	92	69%	24%
\$70,000+	85	64%	18%
\$80,000+	72	54%	14%
\$100,000+	62	46%	8%
OCCUPATION OF RESPONDENT			
C-Suite (Top 6 - Self Coded)	44	33%	9%
Professional/Manager	81	61%	16%
Cmpy Acctant/ Treasurer/ Cmpy Sec.	3	3%	1%
Prof/Manager \$70k+	72	54%	11%
The average income for a <i>Financial Review BOSS</i> reader is \$109,220 compared to the average population of \$41,660			
BUSINESS DECISION MAKERS			
TOTAL BDM	53	40%	13%
Real Estate Investments	21	16%	3%
IT BDMs	13	10%	3%
Bank - Insurance BDM	15	11%	3%
Hiring People/Recruitment	24	18%	3%
BUSINESS TRAVEL (last 12 months)			
Travelled by air within Australia	57	43%	12%
Travelled by air outside Australia	11	8%	3%
INVESTMENTS			
Have a Managed Investment	124	93%	69%
Have Shares	71	53%	20%
Real Estate Investment	32	24%	9%
Have over \$500K in Sav/Investments	32	24%	8%
Have \$1 million+ in Sav/Investments	19	14%	3%
MEDIA USAGE			
Light or no Commercial TV (<2 hrs per day)	67	50%	38%
Light or no Commercial Radio (<1 hrs per day)	26	20%	17%

Source: Roy Morgan Research, September 2011