

# Readership Profile

## BRW Magazine Readership Profile

	REACH 000's	PROFILE %	POPULATION PROFILE %
<b>TOTAL</b>	<b>207</b>	<b>100%</b>	<b>100%</b>
<b>GENDER</b>			
Men	128	62%	49%
Women	79	38%	51%
<b>AGE</b>			
18-24	13	7%	12%
25-34	52	25%	17%
35-49	70	34%	26%
50-64	54	26%	22%
65 and Over	15	7%	17%
<b>STATES</b>			
N.S.W.	66	32%	34%
Victoria	53	26%	25%
Queensland	52	25%	20%
South Australia	11	5%	7%
Western Australia	20	10%	10%
Tasmania	3	1%	2%
NT	2	1%	1%
<b>SOCIO-ECONOMIC SCALE</b>			
AB Quintile	109	53%	20%
C Quintile	46	22%	20%
<b>INCOME OF RESPONDENT</b>			
\$60000 or More	122	59%	24%
\$70000 or More	105	51%	18%
\$80000 or More	89	43%	14%
\$100000 or More	66	32%	8%
<b>OCCUPATION OF RESPONDENT</b>			
C-Suite Executive	48	23%	9%
Professional/Manager	103	50%	16%
Cmpy Acctant/ Treasurer/ Cmpy Sec.	3	1%	1%
Prof/Manager \$70k+	84	40%	11%
The average income for a BRW reader is \$83,930 compared to the general population of \$41,660			
<b>BUSINESS DECISION MAKERS</b>			
Business Decision Maker	77	37%	13%
Real Estate Investments	24	12%	3%
IT BDM	23	11%	3%
Bank - insurance services	20	10%	3%
Hiring people/Recruitment	25	12%	3%
<b>BUSINESS TRAVEL (last 12 months)</b>			
Travelled by air within Australia	63	30%	12%
Travelled by air outside Australia	25	12%	3%
<b>INVESTMENTS</b>			
Have a Managed Investment	183	88%	69%
Shares	90	44%	20%
Real Estate Investment	38	18%	9%
Savings & Investments - \$500k+	38	18%	8%
Savings & Investments - \$1mil+	20	9%	3%
<b>MEDIA USAGE</b>			
Light or no Commercial TV Viewing (<2 hours per day)	100	48%	38%
Light or no Commercial Radio Listening (<1 hours per day)	34	16%	17%

Source: Roy Morgan Research, September 2011

# BRW.