

Readership Profile

	Reach 000s	Profile %	Population %
TOTAL	153	100%	100%
GENDER			
Men	107	70%	49%
Women	46	30%	51%
AGE			
18-24	9	6%	12%
25-34	32	21%	17%
35-49	71	46%	26%
50 and Over	41	27%	38%
STATES			
NSW	69	45%	34%
VIC	37	24%	25%
QLD	23	15%	20%
SA	8	5%	8%
WA	13	9%	10%
TAS	3	2%	2%
NT	0	0%	1%
SOCIO - ECONOMIC QUINTILE			
AB Quintile	103	67%	20%
C Quintile	28	18%	20%
PERSONAL INCOME			
\$60,000+	96	62%	22%
\$70,000+	87	57%	16%
\$80,000+	82	53%	12%
\$100,000+	66	43%	7%
\$130,000+	45	29%	3%
OCCUPATION OF RESPONDENT			
C-Suite (Top 6 - Self Coded)	39	26%	8%
Professional/Manager	100	65%	20%
Prof/Man PI \$80K+	74	48%	8%
Prof/Man PI \$100K+	61	40%	5%
The average income for an AFR BOSS reader is \$103,430 compared to the average population of \$39,890			
BUSINESS DECISION MAKERS			
TOTAL BDM	53	35%	13%
Real Estate Investments	19	12%	3%
IT BDMs	36	24%	6%
Bank - Insurance BDM	16	11%	3%
Hiring People/Recruitment	28	18%	3%
BUSINESS TRAVEL (last 12 months)			
Travelled by air within Australia	62	40%	12%
Travelled by air outside Australia	19	12%	3%
INVESTMENTS			
Have a Managed Investment	141	92%	69%
Have Shares	83	54%	21%
Real Estate Investment	34	22%	9%
Have over \$100K in Sav/Investments	80	52%	25%
Have over \$500K in Sav/Investments	41	27%	8%
Have \$1 million+ in Sav/Investments	25	16%	3%
MEDIA USAGE			
Light or no Commercial TV (<2 hrs per day)	85	55%	45%
Light or no Commercial Radio (<1 hrs per day)	89	58%	56%