

Readership Profile

Saturday

Weekend Financial Review

Readership Profile
Monday - Friday

| | REACH (000's) | REACH (%) | PROFILE (%) | POPULATION PROFILE (%) |
|---|---------------|-----------|-------------|------------------------|
| TOTAL | 159 | 1% | 100% | 100% |
| GENDER | | | | |
| Male | 103 | 1% | 65% | 49% |
| Female | 56 | 1% | 35% | 51% |
| AGE | | | | |
| 14-17 | 0 | 0% | 0% | 6% |
| 18-24 | 8 | 0% | 5% | 12% |
| 25-34 | 22 | 1% | 14% | 17% |
| 35-49 | 44 | 1% | 28% | 26% |
| 50-64 | 59 | 1% | 37% | 22% |
| 65 and Over | 25 | 1% | 16% | 17% |
| STATES | | | | |
| N.S.W. | 48 | 1% | 30% | 34% |
| VIC | 43 | 1% | 27% | 25% |
| QLD | 29 | 1% | 19% | 20% |
| SA | 13 | 1% | 8% | 7% |
| WA | 21 | 1% | 13% | 10% |
| TAS | 3 | 1% | 2% | 2% |
| NT | 2 | 2% | 1% | 1% |
| SOCIO-ECONOMIC SCALE | | | | |
| AB Quintile | 89 | 2% | 56% | 20% |
| C Quintile | 31 | 1% | 19% | 20% |
| D Quintile | 23 | 1% | 14% | 20% |
| E Quintile | 12 | 0% | 7% | 20% |
| FG Quintile | 5 | 0% | 3% | 20% |
| INCOME OF RESPONDENT | | | | |
| \$50000+ | 105 | 2% | 66% | 31% |
| \$60000+ | 97 | 2% | 61% | 24% |
| \$70000+ | 84 | 3% | 53% | 18% |
| \$80000+ | 73 | 3% | 46% | 14% |
| \$100000+ | 58 | 4% | 36% | 8% |
| OCCUPATION OF RESPONDENT | | | | |
| C-Suite (Top 6 Self-Coded) | 47 | 3% | 29% | 9% |
| Professional/Manager | 77 | 3% | 49% | 16% |
| Cmpy Accountant/ Treasurer/ Company Sec. | 1 | 1% | 1% | 1% |
| Prof/Manager \$70k+ | 69 | 3% | 43% | 11% |
| The average income for a Weekend Financial Review reader is \$95,320 compared to the population average of \$41,660 | | | | |
| BUSINESS DECISIONS MAKERS | | | | |
| Business Decision Maker | 57 | 2% | 36% | 13% |
| Real estate investments | 22 | 4% | 14% | 3% |
| IT BDM | 13 | 3% | 8% | 3% |
| Bank - insurance services | 16 | 3% | 10% | 3% |
| Hiring people/Recruitment | 22 | 4% | 14% | 3% |
| BUSINESS TRAVEL | | | | |
| Travelled within Australia (In last 12 months) | 45 | 2% | 29% | 12% |
| Travelled outside Australia (In last 12 months) | 17 | 3% | 11% | 3% |
| INVESTMENTS | | | | |
| Have a Managed Investment | 140 | 1% | 88% | 69% |
| Shares | 93 | 2% | 59% | 20% |
| Real Estate Investment | 50 | 3% | 31% | 9% |
| Savings & Investments \$500k+ | 51 | 3% | 32% | 8% |
| Savings & Investments \$1m+ | 33 | 6% | 21% | 3% |
| MEDIA USAGE | | | | |
| Light or No Commercial TV (<2 hrs per day) | 79 | 1% | 50% | 38% |
| Light or No Commercial Radio (<1 hrs per day) | 28 | 1% | 18% | 17% |

Source: Roy Morgan Research September 2011