

Readership Profile

Friday / Saturday

Financial Review Life & Leisure

Readership Profile
Monday - Friday

	REACH (000's)	REACH (%)	PROFILE (%)	POPULATION PROFILE (%)
TOTAL	369	2%	100%	100%
GENDER				
Male	259	3%	70%	49%
Female	110	1%	30%	51%
AGE				
14-17	1	0%	0%	6%
18-24	20	1%	6%	12%
25-34	65	2%	18%	17%
35-49	124	3%	34%	26%
50-64	114	3%	31%	22%
65 and Over	45	1%	12%	17%
STATES				
N.S.W.	129	2%	35%	34%
VIC	113	2%	31%	25%
QLD	63	2%	17%	20%
SA	23	2%	6%	7%
WA	32	2%	9%	10%
TAS	6	1%	2%	2%
NT	2	2%	1%	1%
SOCIO-ECONOMIC SCALE				
AB Quintile	232	6%	63%	20%
C Quintile	59	2%	16%	20%
D Quintile	44	1%	12%	20%
E Quintile	21	1%	6%	20%
FG Quintile	12	0%	3%	20%
PERSONAL INCOME				
\$50000+	262	5%	71%	31%
\$60000+	241	5%	65%	24%
\$70000+	211	6%	57%	18%
\$80000+	185	7%	50%	14%
\$100000+	153	10%	42%	8%
OCCUPATION OF RESPONDENT				
C-Suite (Top 6 Self-Coded)	109	0.07	30%	9%
Professional/Manager	214	7%	58%	16%
Cmpy Accountant/ Treasurer/ Company Sec.	11	10%	3%	1%
Prof/Manager \$70k+	185	9%	50%	11%
The average income for a Life & Leisure reader is \$103,850 compared to the population average of \$41,660				
BUSINESS DECISIONS MAKERS				
Total Business Decision Maker	140	6%	38%	13%
Real estate investments	55	11%	15%	3%
IT BDM	43	9%	12%	3%
Bank - insurance services	38	8%	10%	3%
Hiring people/Recruitment	53	8%	14%	3%
BUSINESS TRAVEL				
Travelled within Australia (In last 12 months)	127	6%	35%	12%
Travelled outside Australia (In last 12 months)	37	7%	10%	3%
INVESTMENTS				
Have a Managed Investment	335	3%	91%	69%
Shares	206	5%	56%	20%
Real Estate Investment	88	5%	24%	9%
Savings & Investments \$500k+	105	7%	28%	8%
Savings & Investments \$1m+	60	11%	16%	3%
MEDIA USAGE				
Light or No Commercial TV (<2 hrs per day)	197	3%	53%	38%
Light or No Commercial Radio (<1 hrs per day)	71	2%	19%	17%

Source: Roy Morgan Research September 2011

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