

BUSINESS ELITE AUSTRALIA SURVEY 2012



BE:AUSTRALIA

The Media Survey of Australia's Business Elite

ABOUT THE BUSINESS ELITE SURVEY

The IPSOS Business Elite Australia survey tracks the behaviour and opinions of senior executives at the pinnacle of corporate Australia.

The results are a unique opportunity to gain insight into the most influential and affluent business audience.

KEY INSIGHTS

- **Newspapers continue to be the most reliable source of business and financial news** for this audience, still 17 percentage points above the internet.
- The **Financial Review remains the number 1 title** read by senior business executives, reaching 43%.
- Together, the Financial Review Group (FRG) print titles and websites reach **64% of Australia's senior business executives** and **70% of c-suite executives**.
- FRG has four of the top five **most important publications for personal investing** AND three of the top five **most important publications for their job**.
- The FRG audience are:
 - **High income earners** with an average annual salary of \$242k p.a. (13% higher the average senior executive)
 - **High net worth individuals** with an average net worth of \$2.1m (12% higher than average)
 - **Investors**: 89% have an investment portfolio, and 69% own Australian shares
 - **Buyers**: 75% intend to purchase a technology or luxury item in the next 12 months, up from 43% in 2011

90%

OF SENIOR BUSINESS
EXECUTIVES FEEL IT'S
**IMPERATIVE TO KEEP UP TO
DATE WITH BUSINESS NEWS
AND CURRENT AFFAIRS**

64%

FINANCIAL REVIEW GROUP
REACH INTO SENIOR
BUSINESS EXECUTIVES

Source: Business Elite Australia Survey 2012 n=2,000 | FRG titles & websites: AFR, Weekend AFR, BOSS, AFR Magazine, Sophisticated Traveller, AFR Luxury magazine, BRW, Smart Investor, afr.com, brw.com.au, afrsmartinvestor.com.au

ADVERTISING ENQUIRIES

For more information on the Business Elite Australia Survey 2012, or to discover how to reach this exclusive audience, contact: Lara Andrews on (02) 9282 2473 or email landrews@fairfaxmedia.com.au

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FINANCIAL REVIEW
group