



The Australian Financial Review

	REACH (000's)	PROFILE (%)	POPULATION PROFILE (%)
TOTAL	229	100%	100%
GENDER			
Male	162	70%	49%
Female	67	30%	51%
AGE			
18-24	18	8%	12%
25-34	45	20%	17%
35-49	80	35%	26%
50-64	56	24%	22%
65 and Over	28	12%	17%
STATES			
N.S.W.	85	37%	34%
VIC	64	28%	25%
QLD	31	13%	20%
SA	16	7%	7%
WA	30	13%	10%
TAS	1	1%	2%
NT	2	1%	1%
SOCIO-ECONOMIC SCALE			
AB Quintile	158	69%	20%
C Quintile	31	13%	20%
D Quintile	25	11%	20%
E Quintile	10	4%	20%
FG Quintile	7	3%	20%
PERSONAL INCOME			
\$50000+	172	75%	31%
\$60000+	157	68%	25%
\$70000+	142	62%	19%
\$80000+	129	57%	15%
\$100000+	103	45%	9%
OCCUPATION OF RESPONDENT			
C-Suite (Top 6 Self-Coded)	64	28%	9%
Professional/Manager	148	65%	16%
Cmpy Accountant/ Treasurer/ Company Sec.	7	3%	1%
Prof/Manager \$70k+	128	56%	11%
The average income for a Financial Review (M-F) reader is \$112,390 compared to the population average of \$42,990			
BUSINESS DECISIONS MAKERS			
Total Business Decision Maker	77	33%	12%
Real estate investments	28	12%	3%
IT BDM	45	20%	6%
Bank - insurance services	24	11%	2%
Hiring people/Recruitment	37	16%	3%
BUSINESS TRAVEL			
Travelled by air within Australia (In last 12 months)	79	35%	10%
Travelled by air outside Australia (In last 12 months)	23	10%	3%
INVESTMENTS			
Have a Managed Investment	32	14%	5%
Shares	119	52%	19%
Real Estate Investment	55	24%	10%
Savings & Investments \$500k+	58	25%	8%
Savings & Investments \$1m+	31	14%	3%
MEDIA USAGE			
Light or No Commercial TV (<2 hrs per day)	147	64%	48%
Light or No Commercial Radio (<1 hrs per day)	143	62%	57%

Source: Roy Morgan Research September 2012

FINANCIAL REVIEW
THE DAILY HABIT OF SUCCESSFUL PEOPLE.