

Readership Profile

Friday / Saturday

Financial Review Life & Leisure

	REACH (000's)	PROFILE (%)	POPULATION PROFILE (%)
TOTAL	375	100%	100%
GENDER			
Male	253	68%	49%
Female	122	32%	51%
AGE			
18-24	26	7%	12%
25-34	68	18%	17%
35-49	121	32%	26%
50-64	102	27%	22%
65 and Over	54	14%	17%
STATES			
N.S.W.	127	34%	34%
VIC	113	30%	25%
QLD	51	13%	20%
SA	25	7%	7%
WA	51	14%	10%
TAS	5	1%	2%
NT	3	1%	1%
SOCIO-ECONOMIC SCALE			
AB Quintile	232	62%	20%
C Quintile	61	16%	20%
D Quintile	45	12%	20%
E Quintile	22	6%	20%
FG Quintile	16	4%	20%
PERSONAL INCOME			
\$50000+	255	68%	31%
\$60000+	229	61%	25%
\$70000+	205	55%	19%
\$80000+	186	50%	15%
\$100000+	145	39%	9%
OCCUPATION OF RESPONDENT			
C-Suite (Top 6 Self-Coded)	95	25%	9%
Professional/Manager	205	55%	16%
Cmpy Accountant/ Treasurer/ Company Sec.	9	2%	1%
Prof/Manager \$70k+	174	46%	11%
The average income for a Life & Leisure reader is \$101,080 compared to the population average of \$42,990			
BUSINESS DECISIONS MAKERS			
Total Business Decision Maker	122	33%	12%
Real estate investments	44	12%	3%
IT BDM	73	20%	6%
Bank - insurance services	39	11%	2%
Hiring people/Recruitment	50	13%	3%
BUSINESS TRAVEL			
Travelled within Australia (In last 12 months)	113	30%	10%
Travelled outside Australia (In last 12 months)	38	10%	3%
INVESTMENTS			
Have a Managed Investment	53	14%	5%
Shares	195	52%	19%
Real Estate Investment	88	23%	10%
Savings & Investments \$500k+	96	26%	8%
Savings & Investments \$1m+	56	15%	3%
MEDIA USAGE			
Light or No Commercial TV (<2 hrs per day)	238	63%	48%
Light or No Commercial Radio (<1 hrs per day)	243	65%	57%