

AFR WEEKEND

# READERSHIP PROFILE.



	REACH (000's)	PROFILE (%)	POPULATION PROFILE (%)
<b>TOTAL</b>	<b>160</b>	<b>100%</b>	<b>100%</b>
<b>GENDER</b>			
Male	118	74%	49%
Female	41	26%	51%
<b>AGE</b>			
18-24	10	7%	12%
25-34	20	13%	17%
35-49	39	24%	26%
50-64	51	32%	22%
65 and Over	39	24%	17%
<b>STATES</b>			
N.S.W.	59	37%	34%
VIC	40	25%	25%
QLD	29	18%	20%
SA	14	9%	7%
WA	14	9%	11%
TAS	2	2%	2%
NT	2	1%	1%
<b>SOCIAL GRADE</b>			
A Social Grade	84	52%	20%
B Social Grade	33	21%	20%
C1 Social Grade	28	18%	20%
C2 Social Grade	10	6%	20%
DE Social Grade	5	3%	20%
<b>PERSONAL INCOME</b>			
\$60000+	55	34%	17%
\$70000+	47	29%	14%
\$80000+	41	26%	11%
\$100000+	32	20%	6%
<b>OCCUPATION OF RESPONDENT</b>			
CEO, GM, Legislator	10	6%	1%
Professional/Manager	67	42%	22%
Prof/Manager \$70k+	31	19%	8%
The average full time income for a Weekend Financial Review reader is \$123,674 compared to the population average of \$76,751			
<b>BUSINESS DECISION MAKERS</b>			
Total Business Decision Maker	40	25%	20%
Real estate	7	5%	2%
IT BDM	28	18%	13%
Financial and legal services	16	10%	4%
Other business services	16	10%	7%
<b>BUSINESS TRAVEL</b>			
Travelled by air within Australia (In last 12 months)	58	36%	25%
Travelled by air outside Australia (In last 12 months)	20	13%	4%
<b>INVESTMENTS</b>			
Investments in Managed Funds	17	11%	6%
Shares	63	40%	21%
Savings & Investments \$500k+	32	20%	9%
Savings & Investments \$1m+	14	9%	4%

Source: emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending September 2013

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