

BRW.

Reader Survey Results October 2010

AN ENTHUSIASTIC, ENGAGED & ENTREPRENEURIAL AUDIENCE



BRW Magazine conducted a reader survey in October 2010.

The aim of the survey was to provide a deeper level of understanding of the *BRW* reader, their business, media & retail habits, as well as their engagement with the *BRW* brand.

The results will give advertisers an unparalleled insight into what is an enthusiastic, engaged & entrepreneurial audience, who are passionate about succeeding in business and living a full life.

Reader Survey Findings

- On average, readers spend over an hour (63 mins) with each issue of *BRW*.
- 40% of *BRW* readers own or operate a small business (under 20 employees).
- Ave. *BRW* reader earns \$162,000 per year.
- Two-thirds of readers (66%) consider advertising in *BRW* to have a positive impact on a brand's image.
- 54% of *BRW* readers have visited an advertiser's website upon seeing an advertisement in *BRW*.
- 42% of *BRW* readers intend to purchase a new vehicle in the next 12 months.
- Ave. *BRW* reader has \$1.3million in savings & investments.
- 37% of *BRW* readers intend to buy an i-Pad / e-reader / tablet in next 12 months.

BRW Survey October 2010, N=282

The complete findings include more insights on:

Media Habits | Travel | Small Business | IT&T | Motoring | Industry | Investments | Advertising | Attitudes

For more information on the *BRW* Reader Survey, or to discover how to reach this exclusive audience, please contact:
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