

# Readership Profile

## BRW Magazine

	REACH 000's	PROFILE %	POPULATION PROFILE %
<b>TOTAL</b>	<b>192</b>	<b>100%</b>	<b>100%</b>
<b>GENDER</b>			
Men	119	62%	49%
Women	73	38%	51%
<b>AGE</b>			
18-24	17	9%	12%
25-34	41	22%	17%
35-49	69	36%	26%
50-64	42	22%	22%
65 and Over	20	10%	17%
<b>STATES</b>			
N.S.W.	63	33%	34%
Victoria	57	30%	25%
Queensland	33	17%	20%
South Australia	16	8%	7%
Western Australia	19	10%	10%
Tasmania	2	1%	2%
NT	1	1%	1%
<b>SOCIO-ECONOMIC SCALE</b>			
AB Quintile	97	50%	20%
C Quintile	39	20%	20%
<b>INCOME OF RESPONDENT</b>			
\$60,000 or More	98	51%	25%
\$70,000 or More	89	46%	19%
\$80,000 or More	74	38%	15%
\$100,000 or More	54	28%	9%
<b>OCCUPATION OF RESPONDENT</b>			
C-Suite Executive	46	24%	9%
Professional/Manager	84	44%	16%
Cmpy Acctant/ Treasurer/ Cmpy Sec.	4	2%	1%
Prof/Manager \$70k+	70	37%	11%
The average income for a BRW reader is \$77,580 compared to the general population of \$42,990			
<b>BUSINESS DECISION MAKERS</b>			
Business Decision Maker	56	29%	12%
Real Estate Investments	16	8%	3%
IT BDM	37	19%	6%
Bank - insurance services	16	8%	2%
Hiring people/Recruitment	23	12%	3%
<b>BUSINESS TRAVEL (last 12 months)</b>			
Travelled by air within Australia	48	25%	10%
Travelled by air outside Australia	17	9%	3%
<b>INVESTMENTS</b>			
Have a Managed Investment	23	12%	5%
Shares	34	34%	19%
Real Estate Investment	41	21%	10%
Savings & Investments - \$500k+	27	14%	8%
Savings & Investments - \$1mil+	13	7%	3%
<b>MEDIA USAGE</b>			
Light or no Commercial TV Viewing (<2 hours per day)	108	56%	48%
Light or no Commercial Radio Listening (<1 hours per day)	106	55%	57%

Source: Roy Morgan Research, September 2012

# BRW.