

BUSINESS LEADERS SURVEY 2015

The Business Leaders Survey is the largest survey of Australia's senior business executives.

If your client targets C-Suite executives or a premium business audience, book a time now for a presentation of the survey results.

For more information, contact your Fairfax Media representative or [click here](#).



RESEARCH HIGHLIGHTS



1.12 million

BUSINESS LEADERS IN AUSTRALIA

EACH RESPONSIBLE FOR

\$2.6 million

IN ANNUAL BUSINESS EXPENDITURE

536,000

C-SUITE EXECUTIVES

EACH RESPONSIBLE FOR
\$3.3 million

239,000

SENIOR MANAGERS

EACH RESPONSIBLE FOR
\$2.2 million

249,000

DEPARTMENT HEADS

EACH RESPONSIBLE FOR
\$1.2 million

They are facing a diversity of business challenges and require credible and impartial information on the Australian and global economy.

Top 3 predicted impacts

ON THEIR BUSINESS SUCCESS IN 2015:

1

CONSUMER CONFIDENCE

2

INTEREST RATES

3

GLOBAL FINANCIAL MARKETS

They are influential opinion leaders, sharing knowledge with other business leaders and colleagues.

8 in 10 business leaders

ARE KEY OPINION LEADERS OR EXPERTS ON SPECIFIC BUSINESS TOPICS

55%

POST THEIR OPINIONS VIA SOCIAL MEDIA

70%

SHARE LINKS TO BUSINESS ARTICLES ON SOCIAL MEDIA

70%

SHARE NEWS AND INFO WITH OTHER BUSINESS LEADERS

77%

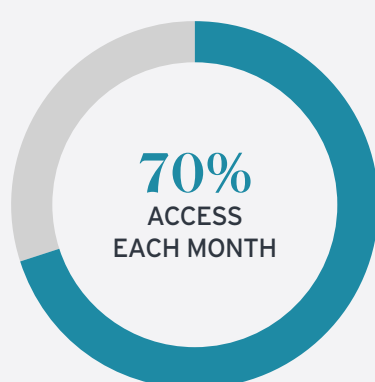
SHARE NEWS AND INFO WITH EMPLOYEES

Interacting with media throughout their business day, this audience demand timely and accessible business information when and where their job takes them.

Fairfax Media brands reach 9 in 10 business leaders, with most accessing a number of different brands and platforms.

FINANCIAL REVIEW

THE MOST ACCESSED AND INFLUENTIAL NEWS MASTHEAD FOR AUSTRALIAN BUSINESS LEADERS



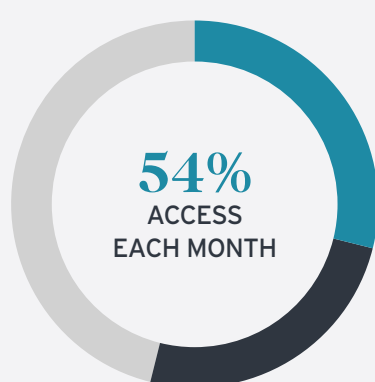
KEY ENGAGEMENT DRIVER:

“The Financial Review provides information important to my job.”

The Sydney Morning Herald

THE AGE

REGARDED AS HIGHLY ENGAGING BY THIS AUDIENCE



KEY ENGAGEMENT DRIVER:

“The Sydney Morning Herald/The Age is an essential read for people like me.”



BACKGROUND & METHODOLOGY

The 2015 Business Leaders Survey was conducted by GfK Australia, on behalf of Fairfax Media.

Drawing on the responses of more than 1,200 business leaders in companies with 20+ employees, the study has a representative sample of decision makers in major industry groups.

The data paints a portrait of key decision makers in Australia's private sector, explores how they use media throughout the business day, and personifies their relationship with major media brands.

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