

AUSBRS⁰⁹

Australia's Business Elite Survey

AUSBRS09...

Targeting Business

Unprecedented insight into the media consumption, business expenditure and lifestyle habits of Australia's most senior business decision makers

Robust sample of 2000

Surveys around 2000 of Australia's business leaders - 53% sit on their company board, 46% are C-suite

Get the complete picture

Multi media analysis allows you to create 'media day in the life' for your target. Compare 'time spent' between different media.

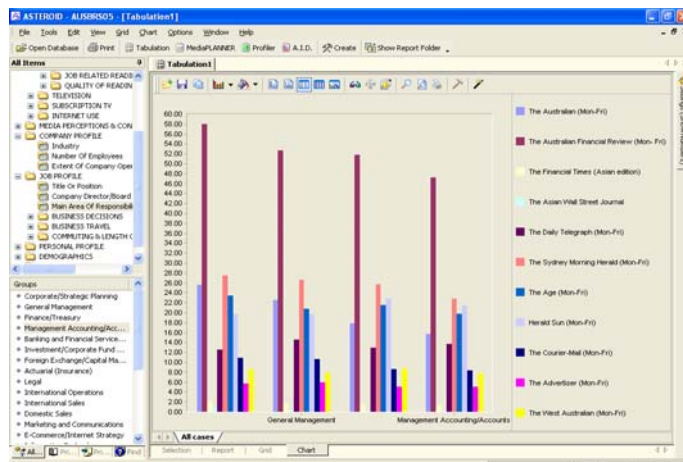
Asteroid software

Survey delivered in easy to use Asteroid software – analyse then create media schedules

The Ipsos Media team has completed the survey of Australia's business elite. This is the fourth survey of this important group of senior executives.

AUSBRS is one of more than thirty business readership surveys conducted around the world by Ipsos Media – surveys are conducted throughout Europe, United States, Latin America, and Asia. This proven survey method is now 'the currency' for planning and buying media for this hard to reach group.

AUSBRS surveys business executives through their place of work ensuring optimal targeting of the sample and allowing a focus on their business activities plus their media consumption for business.



Asteroid software offers charting capabilities and all data can be exported to Excel

The universe of AUSBRS is defined as senior business executives from medium and large companies in industrial, commercial and finance sectors. The executives targeted are defined as CEO's/MD's and heads of specific functions – eligible job functions vary by company size. The universe for the last AUSBRS survey was 75,858 and covers the top 30% of Australian business.

The typical AUSBRS executive is a 47 year old male earning \$229,000.00 per annum living with a partner and children. He has a nett wealth of \$1.9 million and is more interested in sport than cultural activities.

AUSBRS is conducted in two stages:

1. CATI (telephone) screening of companies to identify eligible individuals.
2. Self-complete questionnaire mailed to eligible individuals

AUSBRS was conducted between November '08 and early January '09.

Media Outlet	TOTAL	Corporate/Finance/Management	Business/Accounting/Operations
The Australian (Mon-Fri)	10,510	8,958	2,056
The Australian Financial Review (Mon-Fri)	20,716	20,440	27,708
The Financial Times (Asian edition)	11,043	10,544	22,562
The Sydney Morning Herald (Mon-Fri)	48,268	18,248	12,776
The Age (Mon-Fri)	1,294	1,412	1,112
The Australian Financial Review (Mon-Fri)	2,298	2,298	1,112
The Sydney Morning Herald (Mon-Fri)	1,294	1,294	1,112
The Age (Mon-Fri)	1,294	1,294	1,112
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