

The logo consists of a white circle containing the text "Fairfax Media" in a dark, sans-serif font. The background of the entire page is a low-angle, upward-looking shot of a modern glass skyscraper, with the sky visible through the panes. The image has a strong blue and teal color cast.

Fairfax Media

BUSINESS ELITE 2014

FOR ADVERTISING OPPORTUNITIES CONTACT

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**FOR MORE RESEARCH & BUSINESS
INTELLIGENCE CONTACT**

Lara Andrews

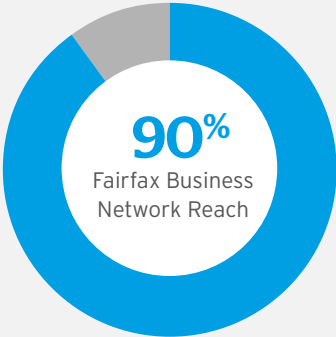
landrews@fairfaxmedia.com.au

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Business Elite is an annual survey that represents the media use and views of the top 52,000 senior executives in Australian companies

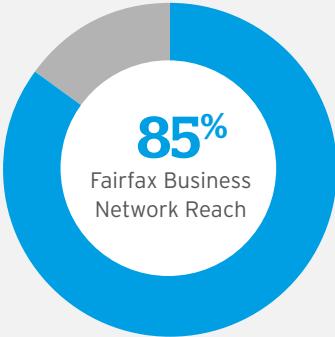
C suite

83% male
17% female (up from 11%*)
\$241k avg salary
\$2.2m avg net worth
Responsible for \$3.0m in annual business decisions



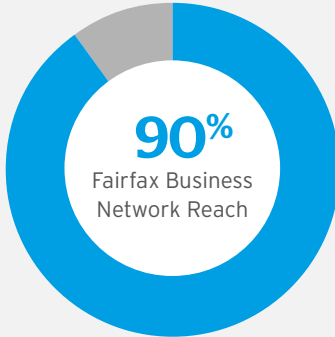
senior managers

76% male
24% female
\$157k avg salary
\$1.2m avg net worth
2 in 5 manage large corporations^



business owners

86% male
14% female
\$256k avg salary
\$3.7m avg net worth
75% own shares
70% have property investments



Source: Business Elite Australia Survey, 2014 n=2000; *vs. 2012 survey; ^large corporations = 500+ employees

The Business Elite are an influential group, each responsible for **\$2.5 million** in annual business expenditure

What factors will have the largest impact on their businesses in 2014?

POSITIVE IMPACT

48%

Stability in global financial markets and stronger share markets

48%

Reduced political uncertainty and new policy directions from a new Federal government

40%

RBA holding interest rates at all-time lows

NEGATIVE IMPACT

47%

Australia's high cost base

33%

Fragile consumer confidence and a continued high household savings rate

30%

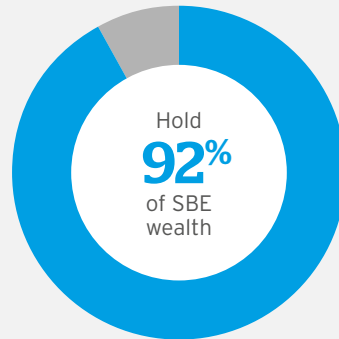
Restrictions on workplace flexibility

Source: Business Elite Australia Survey, 2014 n=2000

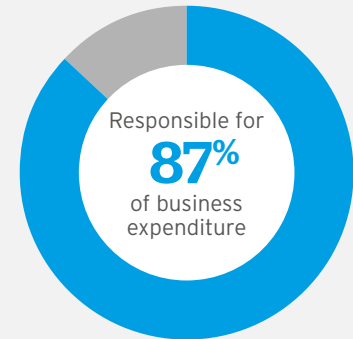
Fairfax Business Network Reaches 88% of the Business Elite who...



\$9.4 billion
combined annual salary



\$87 billion
combined net worth

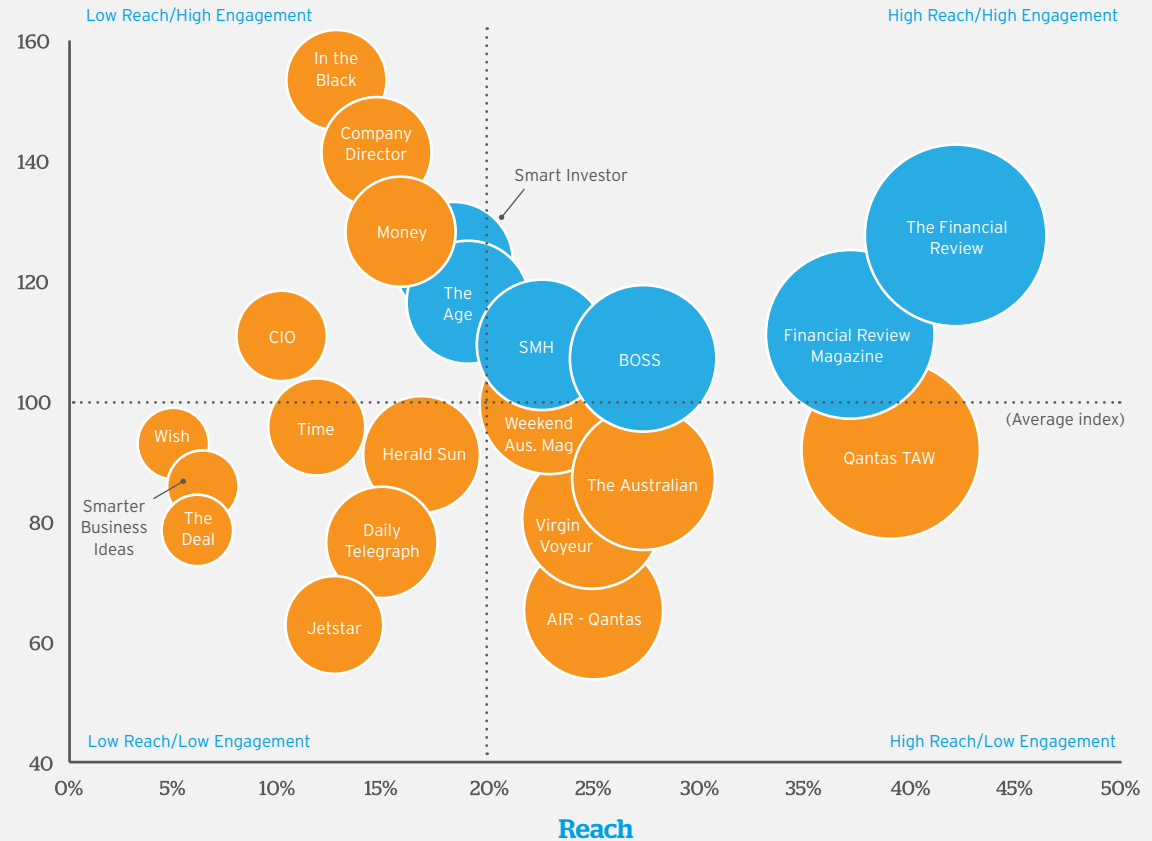


\$122 billion
in business decisions annually

Source: Business Elite Australia Survey, 2014 n=2000

Fairfax Business Network Publications have the **highest reach and engagement scores** among the Business Elite

**Engagement
index**



Source: Business Elite Australia Survey, 2014 n=2000