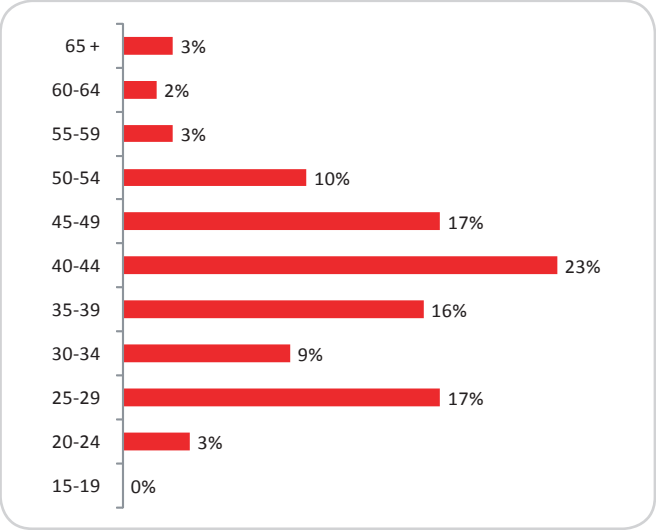
AudienceProfile

topfranchise.com.au
Australia's Best Rated Franchises

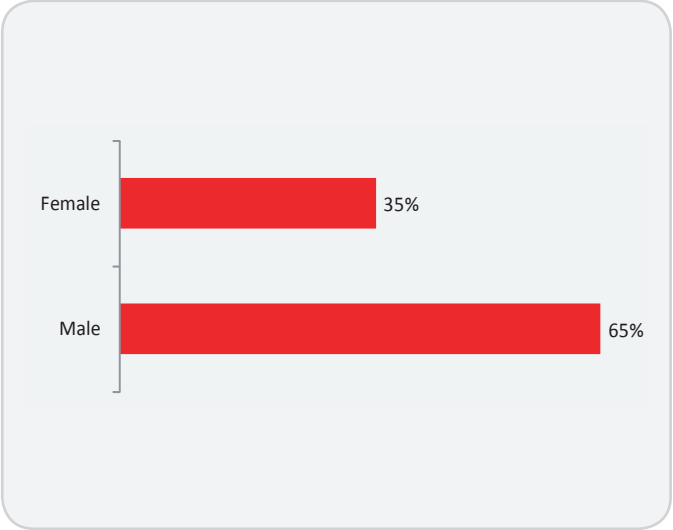
The Topfranchise.com.au audience are **prospective franchisees** seeking to pick the best franchise opportunities through the business resources and tips provided on the **topfranchise**.com.au website.

Topfranchise readers are **educated** (with 71% of them holding a University, Trade or Tafe qualification), **entrepreneurial**, with 63% of them who have run a business before, and **cashed-up**, with 52% planning on using a property they own to finance their franchise purchase and 17% using cash.

Age

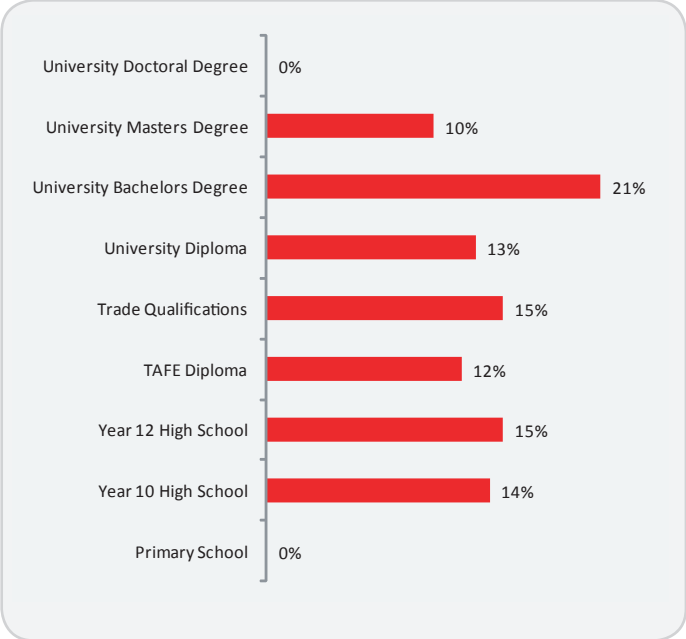


Gender

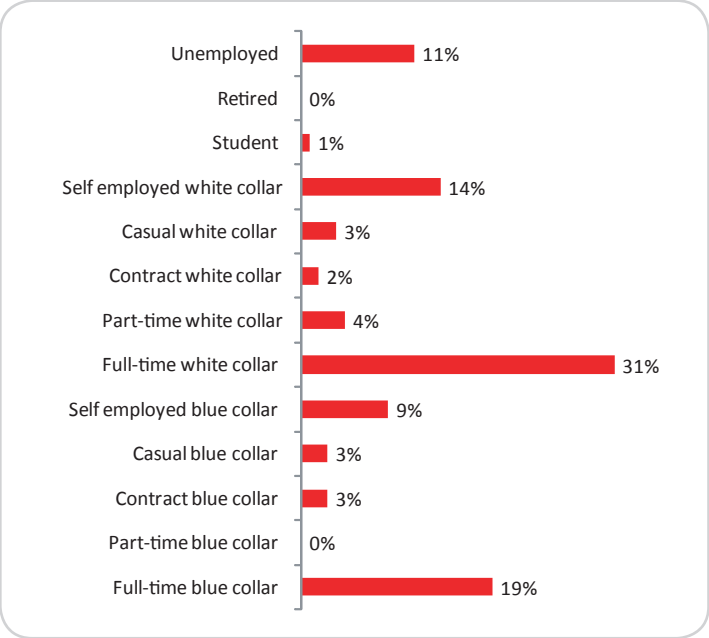


- ✓ 82% of readers within 25-49 age bracket
- ✓ 71% have a University, Trade or Tafe qualification
- ✓ Almost two thirds are men and one third are women
- ✓ 54% come from a white collar background & 34% are from a blue collar background

Education



Occupation



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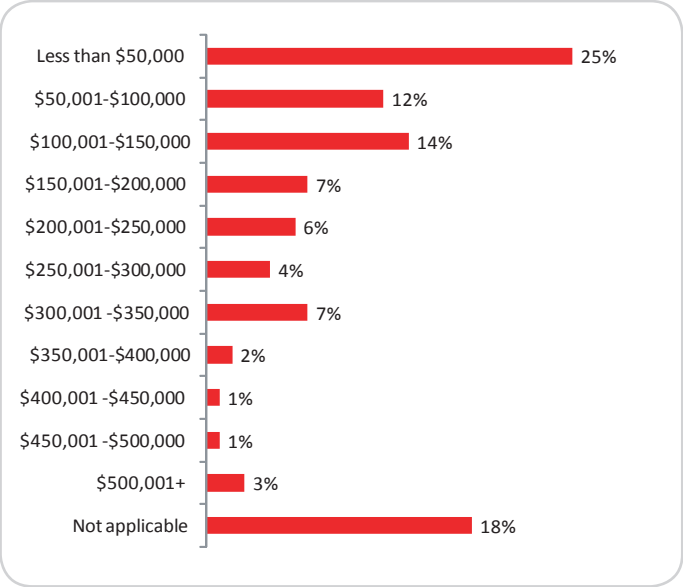
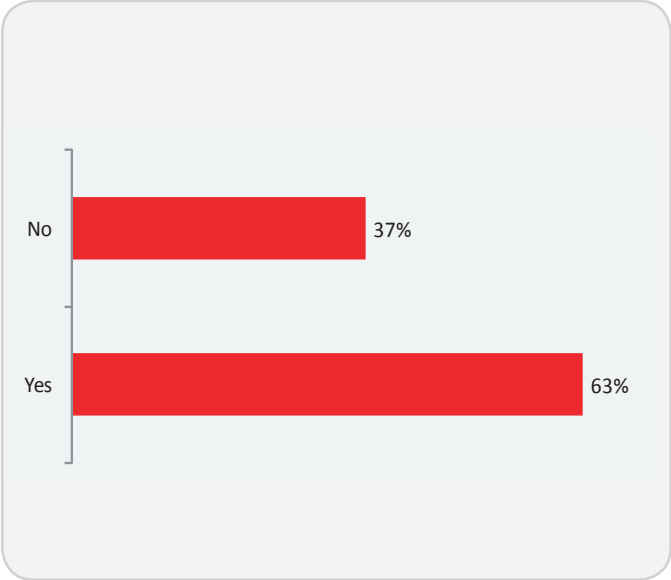
Intention to spend on franchise purchase

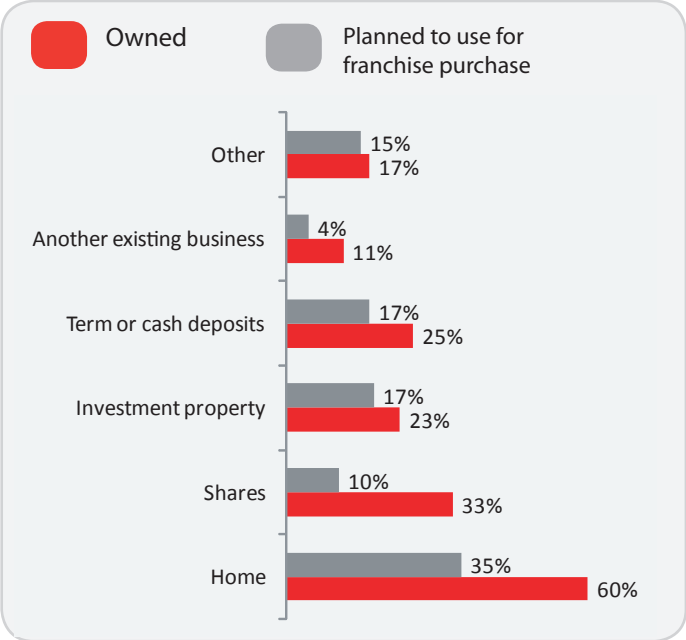


Run a business before



- 45% of readers are looking to spend more than $100,000 to purchase a franchise
- 60% own a house
- 63% have run their own business before
- 52% are planning to plan to use their home or investment property to fund their franchise purchase

Assets owned and planned to use for franchise purchase



See topfranchise.com.au as a trustworthy information source

65%

more likely to agree that

"I can trust the **topfranchise.com.au** website to describe the individual franchise systems and their features and benefits accurately"' vs "I can trust an **Individual website of a franchise company** to describe their franchise system and its features and benefits accurately"

Source: topfranchise audience survey August 2010.

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