

Readership Profile

	REACH (000's)	% of Smart Investor Readers (Profile)	% of Population (Profile)
TOTAL	151	100%	100%
AGE*			
18-24	6	4%	12%
25-34	27	18%	17%
35-49	47	31%	26%
50-64	49	33%	22%
65 and Over	20	13%	16%
STATES			
N.S.W.	47	31%	34%
VIC	36	24%	25%
QLD	34	22%	20%
SA	12	8%	8%
WA	19	13%	10%
TAS	2	1%	2%
NT	1	1%	1%
SOCIO-ECONOMIC SCALE			
AB Quintile	80	53%	20%
PERSONAL INCOME			
\$60K+	82	55%	21%
\$70K+	68	45%	16%
\$80K+	58	38%	12%
\$100K+	36	24%	7%
\$130K+	19	12%	3%
OCCUPATION OF RESPONDENT			
C-Suite (Top 6 Self-Coded)	30	20%	8%
Professional/Manager	74	49%	19%
Professional/Manager - \$80K+	45	30%	8%
Professional/Manager - \$100K+	30	20%	5%
Owner, Partner or Proprietor	13	9%	4%

The average income for a Smart Investor Reader is \$78,320 compared to the population average of \$39,370

BUSINESS DECISION MAKERS

Total Business Decision Maker	39	26%	13%
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INVESTMENTS**

Have a Managed Investment	140	93%	69%
Shares	102	68%	21%
Real Estate Investment	45	30%	9%
Own Self Managed Superannuation Fund	22	14%	2%
Savings & Investments \$100k+	86	57%	25%
Savings & Investments \$500k+	49	33%	8%
Savings & Investments \$1million+	28	19%	3%

Smart Investor Readers have on average \$619,180 in Savings and Investments, compared to the general population with \$188,070

