

## Readership Profile

|                                    | REACH (000's) | % of Smart Investor Readers (Profile) | % of Population (Profile) |
|------------------------------------|---------------|---------------------------------------|---------------------------|
| <b>TOTAL</b>                       | <b>135</b>    | <b>100%</b>                           | <b>100%</b>               |
| <b>AGE</b>                         |               |                                       |                           |
| 18-24                              | 10            | 7%                                    | 12%                       |
| 25-34                              | 19            | 14%                                   | 17%                       |
| 35-49                              | 49            | 37%                                   | 26%                       |
| 50-64                              | 35            | 26%                                   | 22%                       |
| 65 and Over                        | 20            | 15%                                   | 17%                       |
| <b>STATES</b>                      |               |                                       |                           |
| N.S.W.                             | 47            | 35%                                   | 34%                       |
| VIC                                | 37            | 27%                                   | 25%                       |
| QLD                                | 31            | 23%                                   | 20%                       |
| SA                                 | 4             | 3%                                    | 7%                        |
| WA                                 | 13            | 10%                                   | 10%                       |
| TAS                                | 3             | 2%                                    | 2%                        |
| NT                                 | 0             | 0%                                    | 1%                        |
| <b>SOCIO-ECONOMIC SCALE</b>        |               |                                       |                           |
| AB Quintile                        | 63            | 47%                                   | 20%                       |
| <b>PERSONAL INCOME</b>             |               |                                       |                           |
| \$60K+                             | 76            | 56%                                   | 24%                       |
| \$70K+                             | 62            | 46%                                   | 18%                       |
| \$80K+                             | 52            | 39%                                   | 14%                       |
| \$100K+                            | 36            | 27%                                   | 8%                        |
| \$130K+                            | 25            | 18%                                   | 9%                        |
| <b>OCCUPATION OF RESPONDENT</b>    |               |                                       |                           |
| C-Suite (Top 6 Self-Coded)         | 22            | 16%                                   | 9%                        |
| Professional/Manager               | 58            | 43%                                   | 16%                       |
| Cmpy Acctant/ Treasurer/ Cmpy Sec. | 2             | 1%                                    | 1%                        |
| Professional/Manager - \$70K+      | 43            | 32%                                   | 11%                       |
| Owner, Partner or Proprietor       | 9             | 6%                                    | 4%                        |

The average income for a Smart Investor Reader is \$81,740 compared to the population average of \$41,661

### BUSINESS DECISION MAKERS

|                               |    |     |     |
|-------------------------------|----|-----|-----|
| Total Business Decision Maker | 48 | 35% | 13% |
|-------------------------------|----|-----|-----|

### INVESTMENTS\*\*

|                                      |     |     |     |
|--------------------------------------|-----|-----|-----|
| Have a Managed Investment            | 120 | 89% | 69% |
| Shares                               | 85  | 63% | 20% |
| Real Estate Investment               | 34  | 25% | 9%  |
| Own Self Managed Superannuation Fund | 17  | 12% | 2%  |
| Savings & Investments \$500k+        | 42  | 31% | 8%  |
| Savings & Investments \$1million+    | 20  | 15% | 3%  |

Smart Investor Readers have on average \$582,020 in Savings and Investments, compared to the general population with \$193,650

