

Life & Leisure
LUXURY

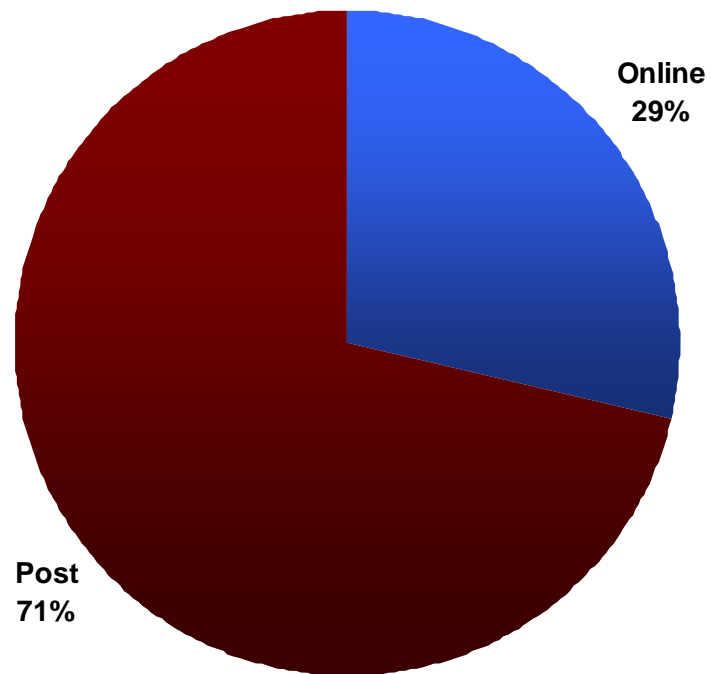
Reader Survey
February 2009





Sample

Form of entry



The 2009 *Luxury* Reader Survey appeared in the February Edition of *Luxury* Magazine (Feb 6 & 7, 2009)

A Raymond Weil watch valued at almost \$6,000 was offered as an incentive for entrants

The survey received 1,157 responses



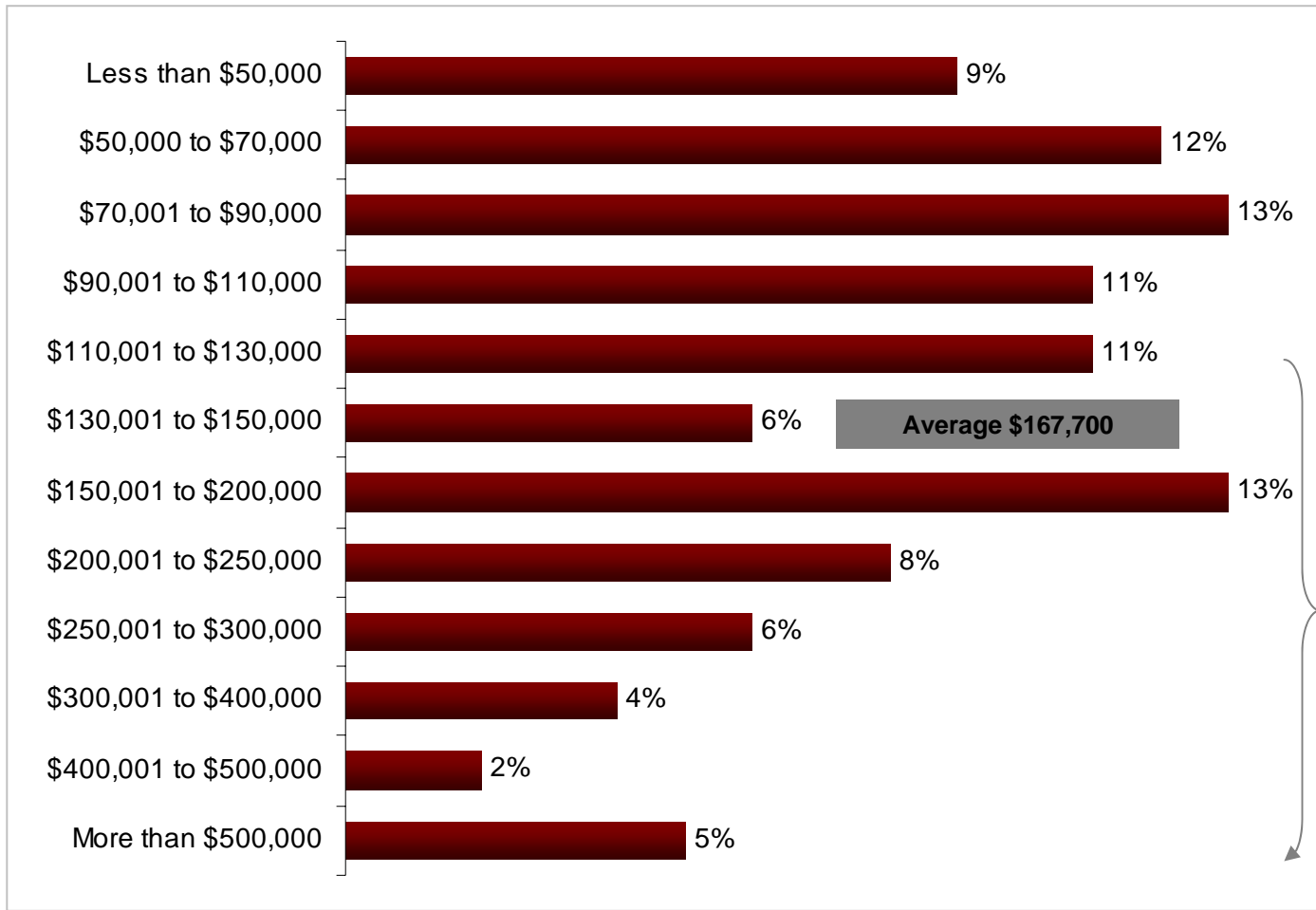
Demographics

Life & Leisure | Luxury | Life & Leisure | Luxury | Life & Leisure | Luxury | Life & Leisure | Luxury |



High earning readership

Annual Salary



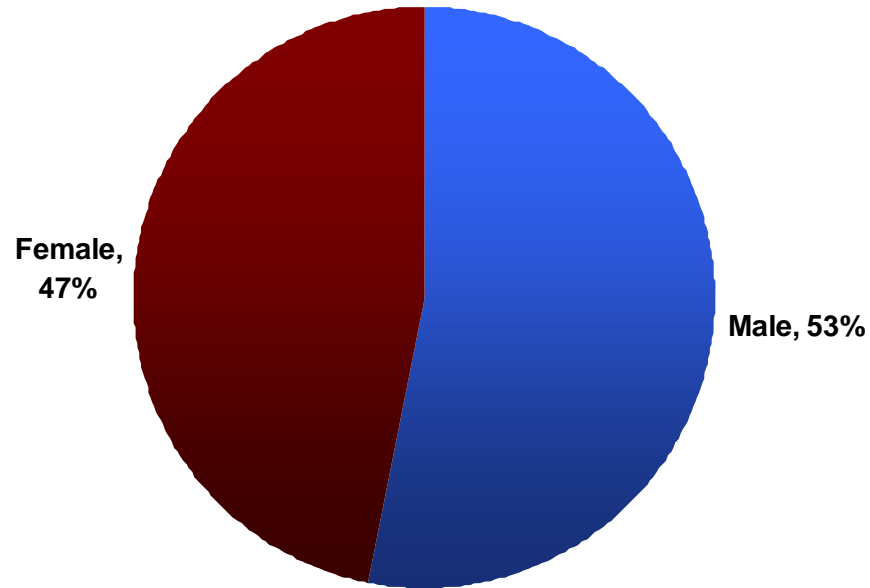
55% of *Luxury* readers earn more than \$110k per year

Salary
N=1093



Age & gender

Gender



Luxury Magazine has the most even gender split of all Financial Review Group publications

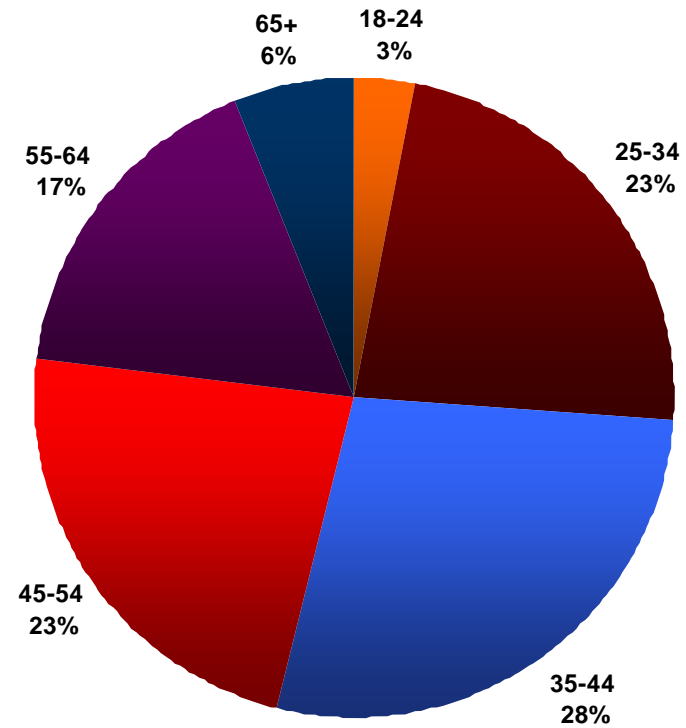
Gender
N=1142

Age
N=1154

74% of *Luxury* readers are aged 25-54

Average age is 44

Age





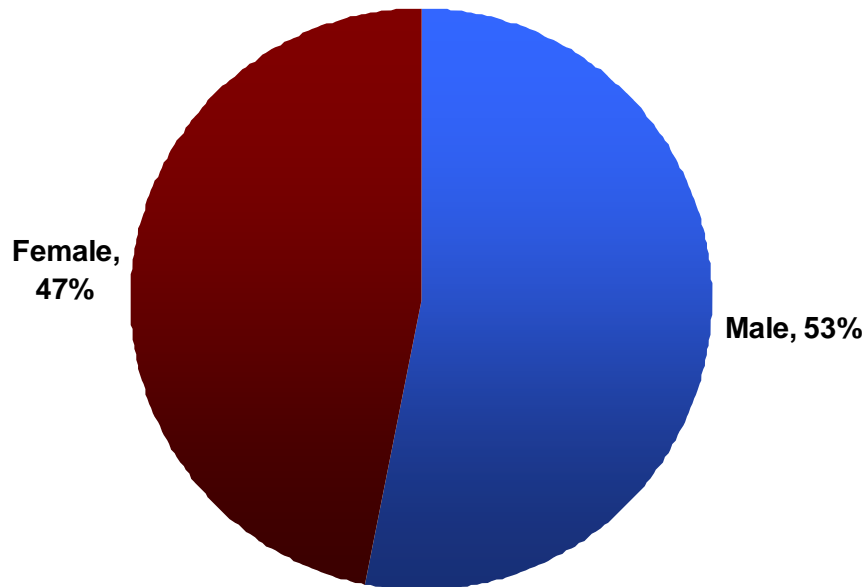
Readership Habits

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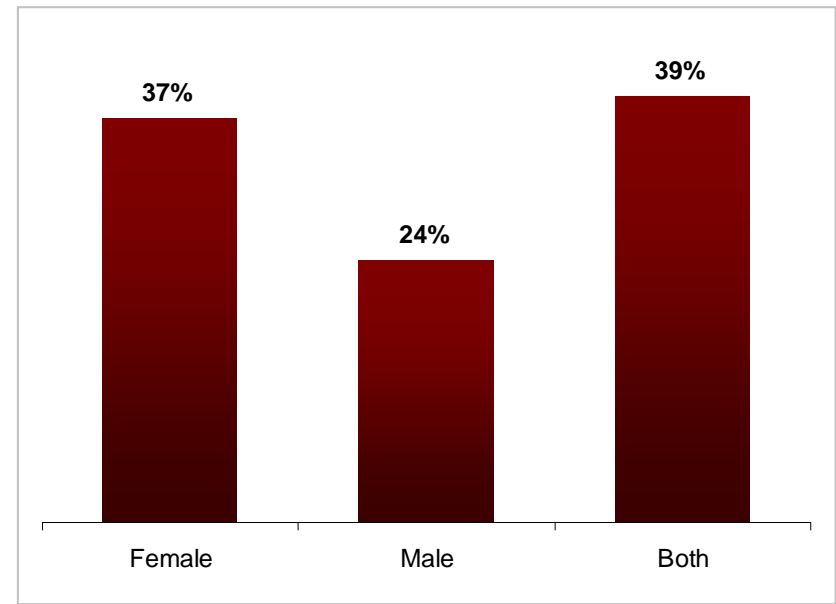


Readers are happy to share

Gender



Who is the magazine passed onto after finished reading?



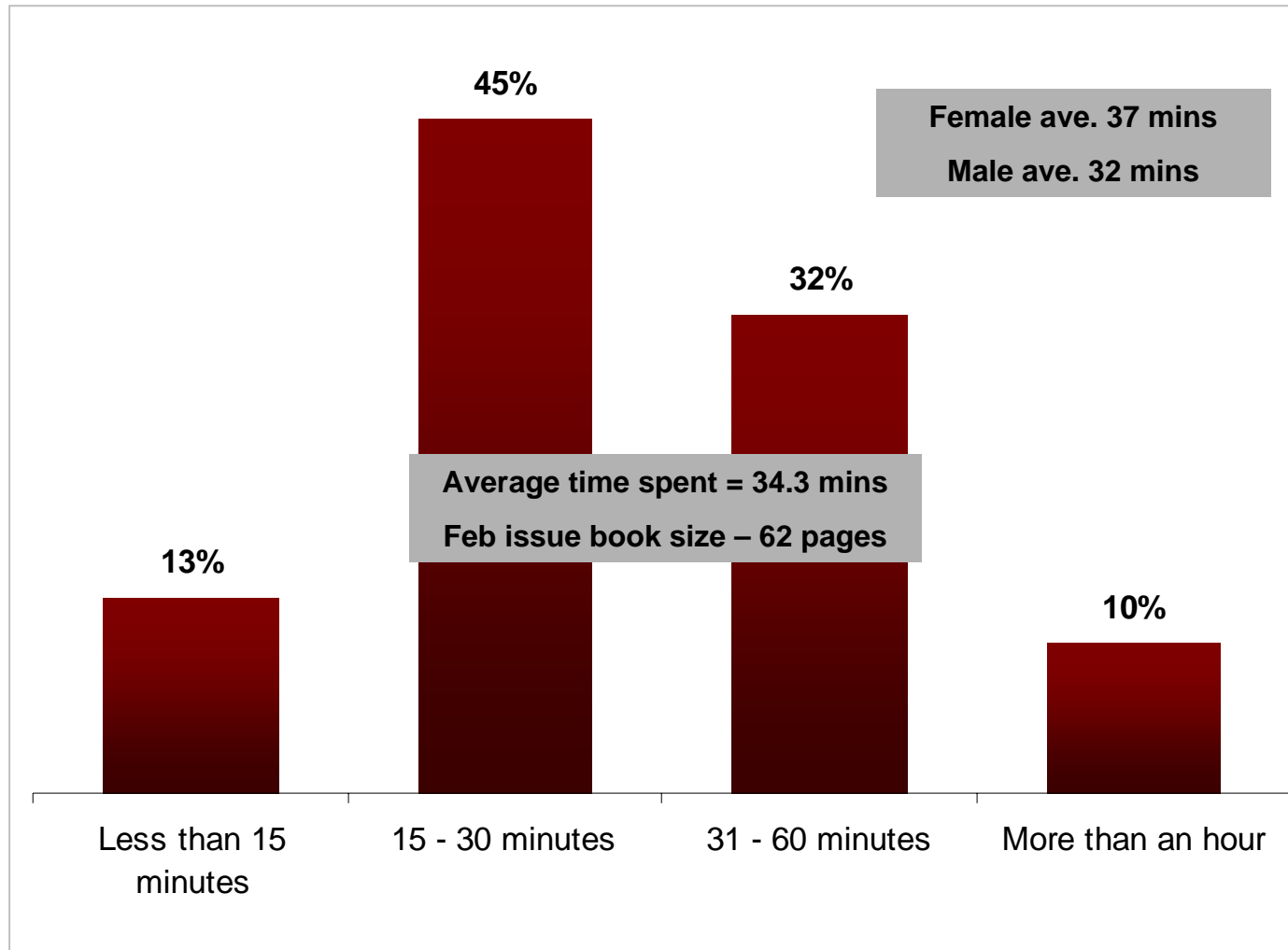
Average number of readers per copy = 2.5

Gender	Pass on	Readers per copy
N=1141	N=883	N=1157



Time spent reading

How long do you spend reading *Luxury*?

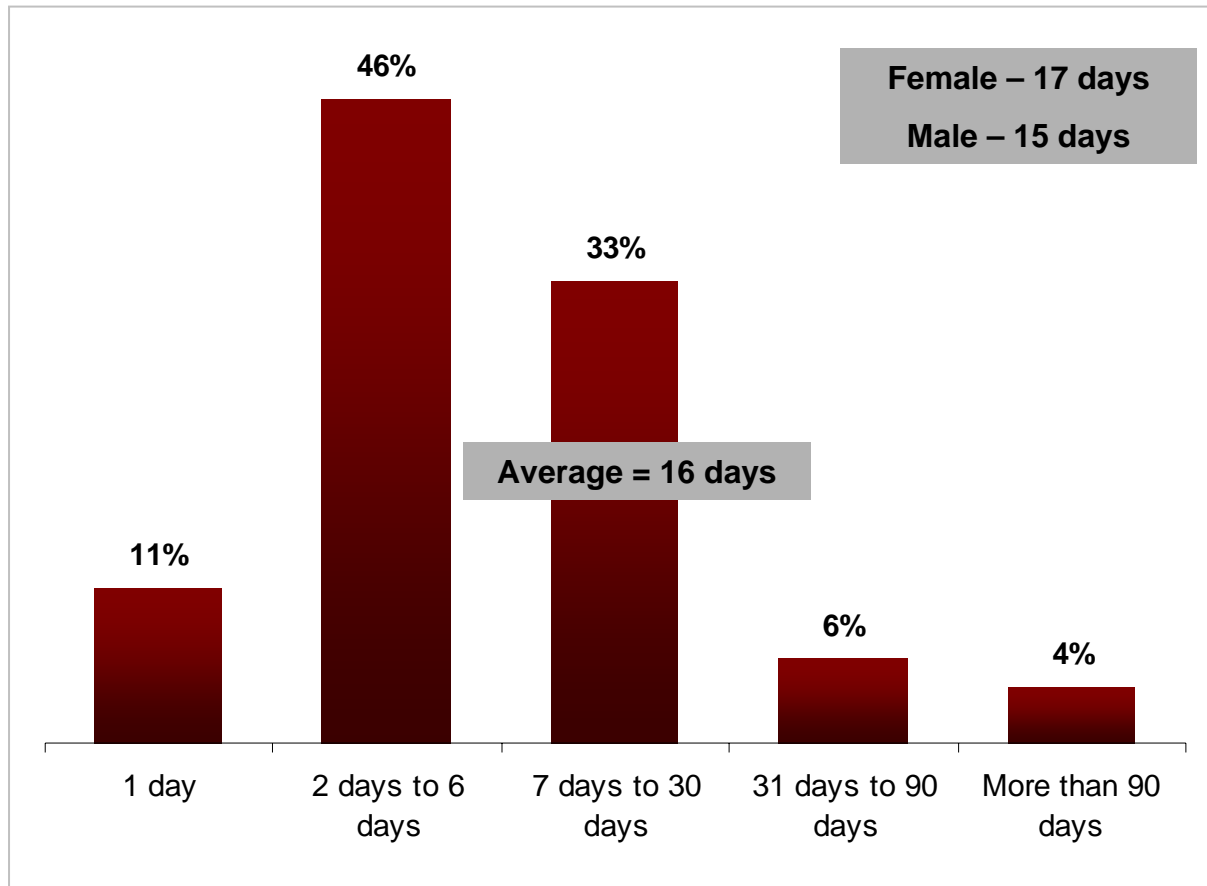


Time spent reading
N=1156



A magazine fit for the coffee table

How long is your copy of *Luxury* kept?

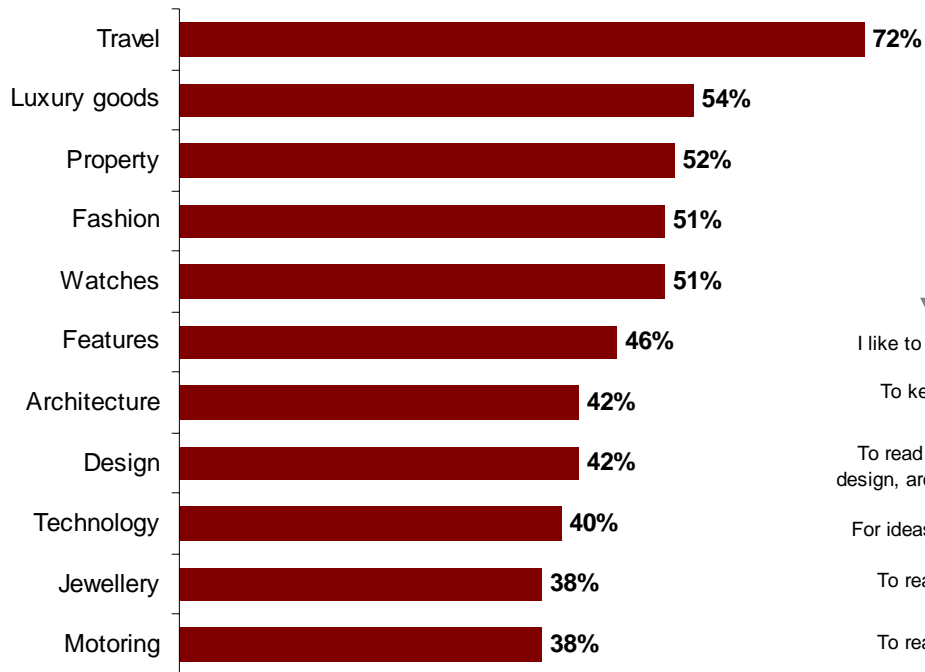


How long held on for
N=1156



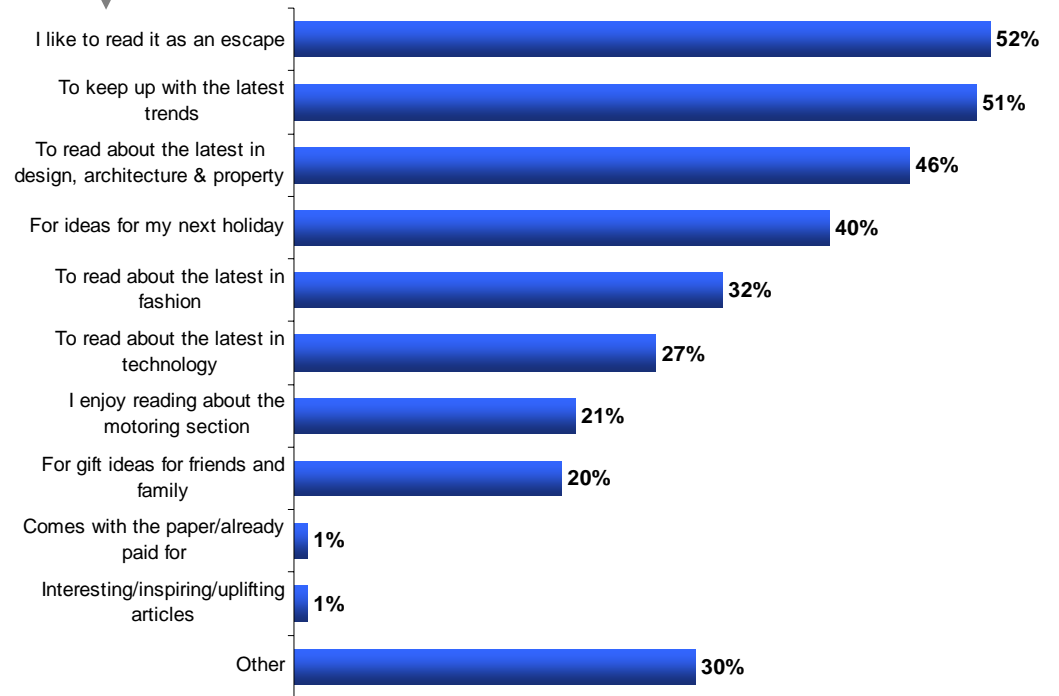
Readers enjoy the idea of escaping to another world

Which sections of *Luxury* do you enjoy most?



Correlation with readers who enjoy the travel section and read *Luxury* for an escape

Which motivates you to read *Luxury*?



Top 3 sections

Women

1. Travel
2. Fashion
3. Luxury goods

Top 3 sections

Men

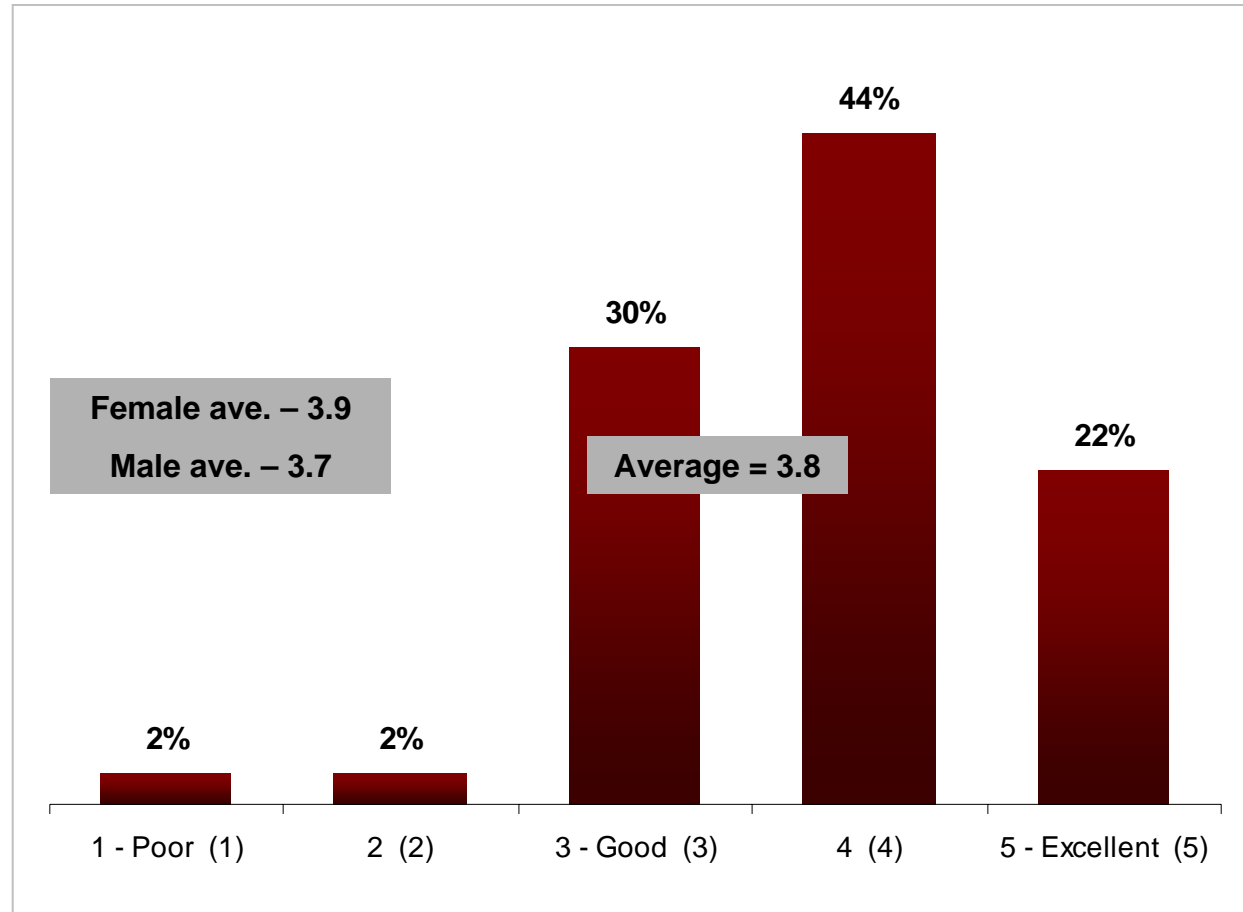
1. Travel
2. Motoring
3. Watches

Which sections enjoyed most
N=1151



Highly regarded publication

What is your overall impression of *Luxury*?



96% of *Luxury* readers have a positive impression of the magazine

Impressions
N=1153

Source: Luxury Magazine Reader Survey, February 2009



Summary of readership habits

Readership habits

- The average number of readers per copy is 2.5
- Females on average spend longer (37 mins) reading the magazine compared to males (32 mins). They also tend to hold onto the magazine for longer (17 days) compared to male readers (15 days).
- In total, the average impression of the magazine is quite high – 3.8 out of 5 with the vast majority (96%) considering the magazine as good to excellent.

Motivation to read

- The Travel section is the most enjoyed section – 72% of our readers enjoy this section.
- When it comes to motivations for reading, more than half (52%) state that they read the magazine for an escape – correlation with the Travel section being the most enjoyed section.



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Lifestyle

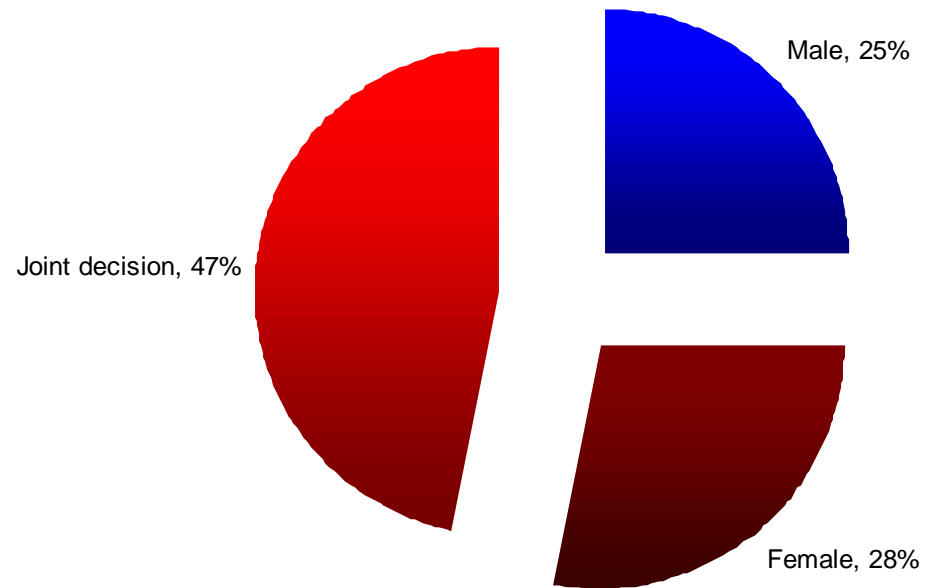
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Luxury purchases a joint decision

Purchase decision maker of luxury goods

The majority of Luxury purchase decisions are joint male/female decisions



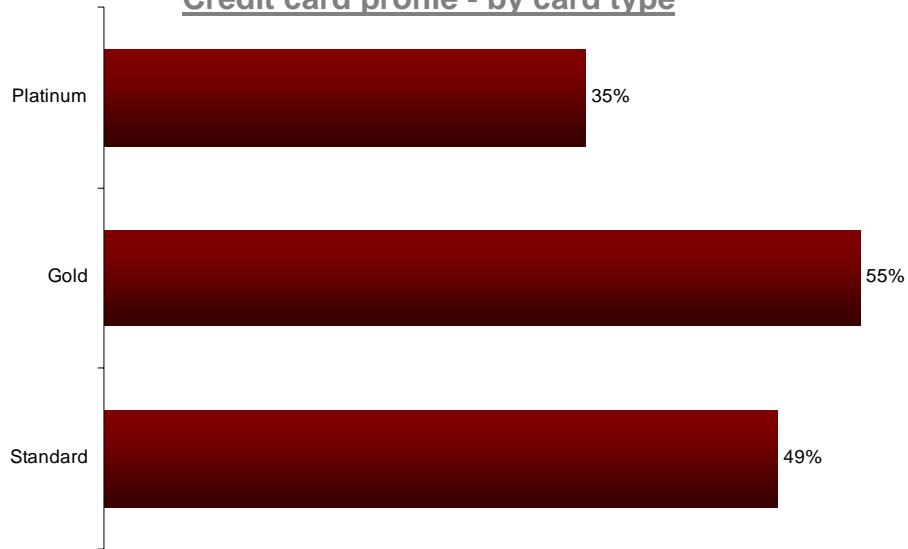
In your household, who makes the majority of the purchase decisions for luxury goods?
N=1144

Source: Luxury Magazine Reader Survey, February 2009



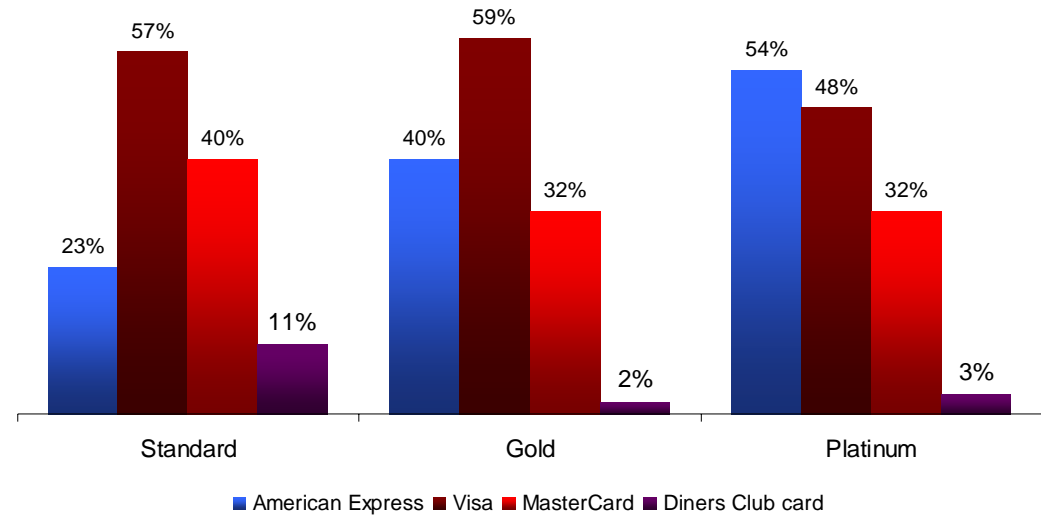
High propensity of Gold & Platinum Credit Cards

Credit card profile - by card type



Visa is the most popular card for Standard & Gold card holders, while American Express is most popular for Platinum holders

Credit card profile - by card brand

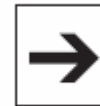


97% of *Luxury* readers own at least one Credit Card

Which if any of the following credit cards do you use?



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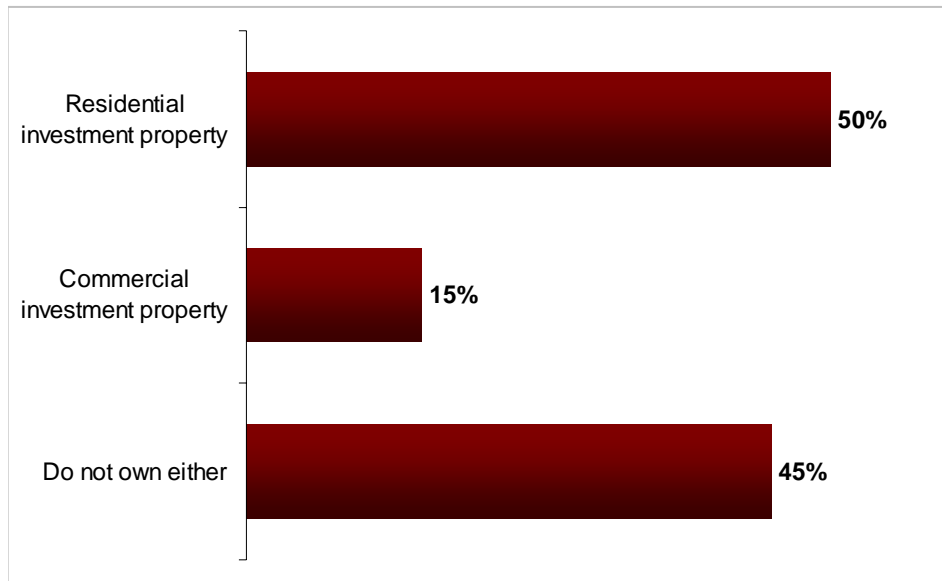
Property

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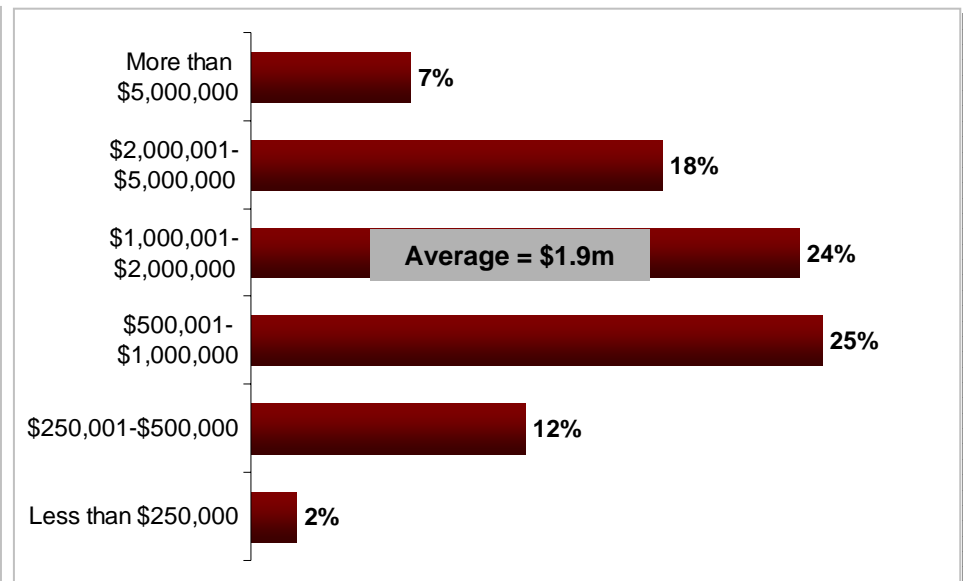


Property an important part of investment portfolio

Which of the following investments do you own?



Value of properties owned?



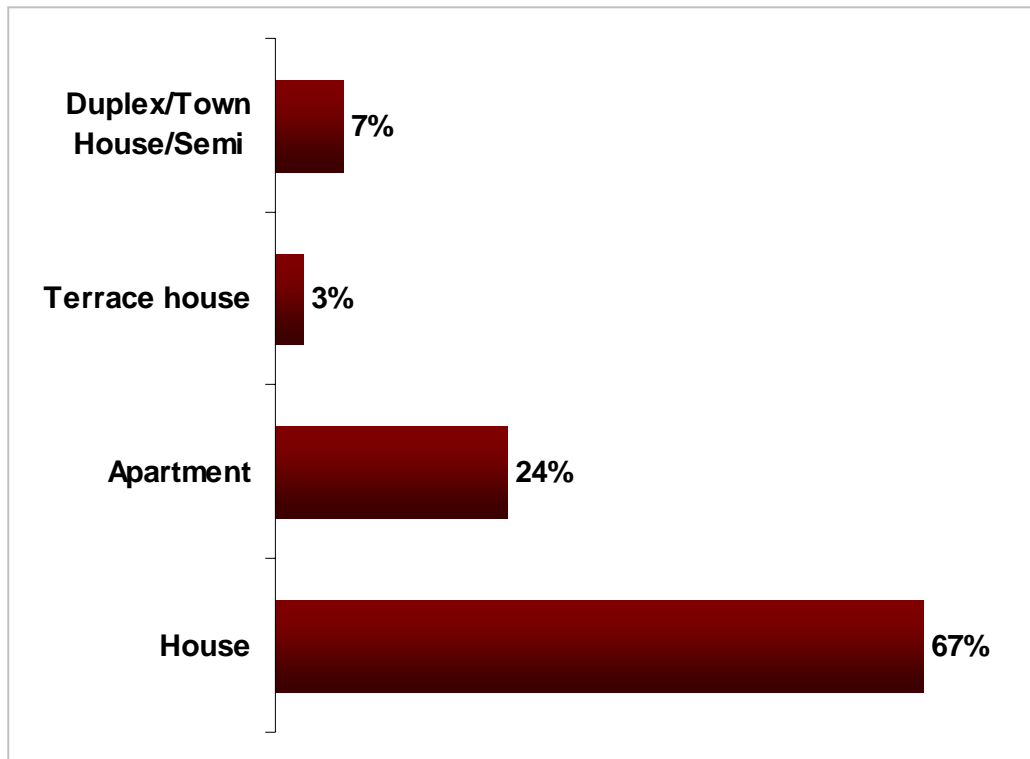
Investment property
N=1154

Value of properties owned
N=1012

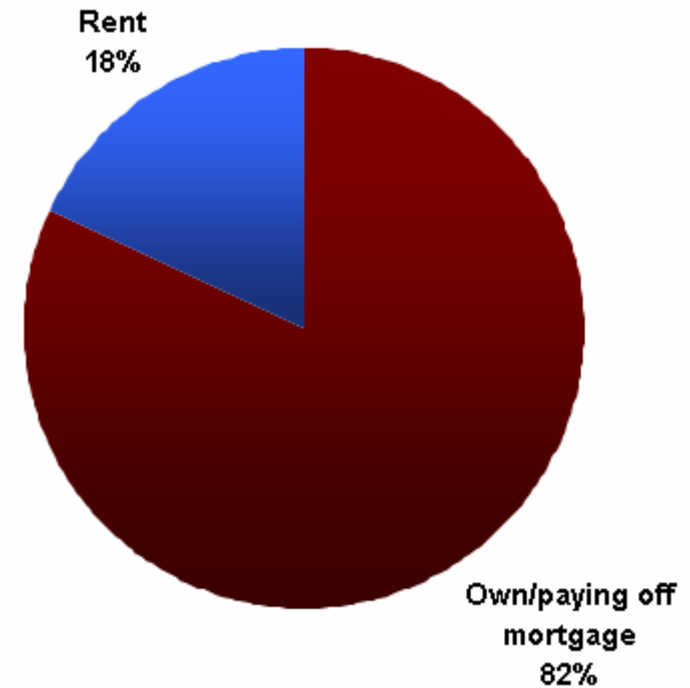


Majority live in a house which they own

Type of property currently staying in?



Own or rent?



Accommodation type
N=1154

Own or rent
N=1151



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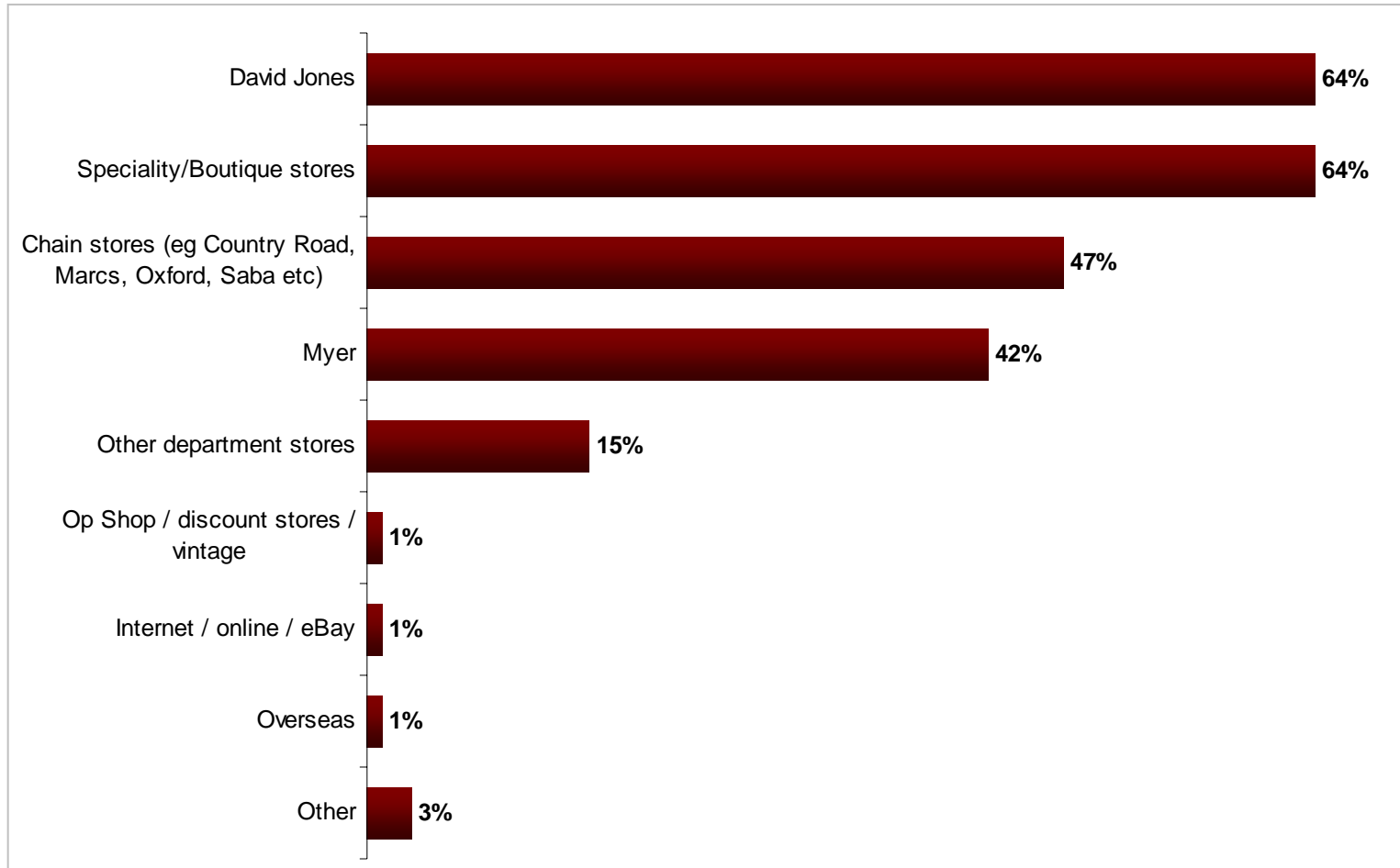
Clothing & Accessories

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David Jones & specialty stores the most preferred clothing destinations

What are your preferred destinations for buying clothes?

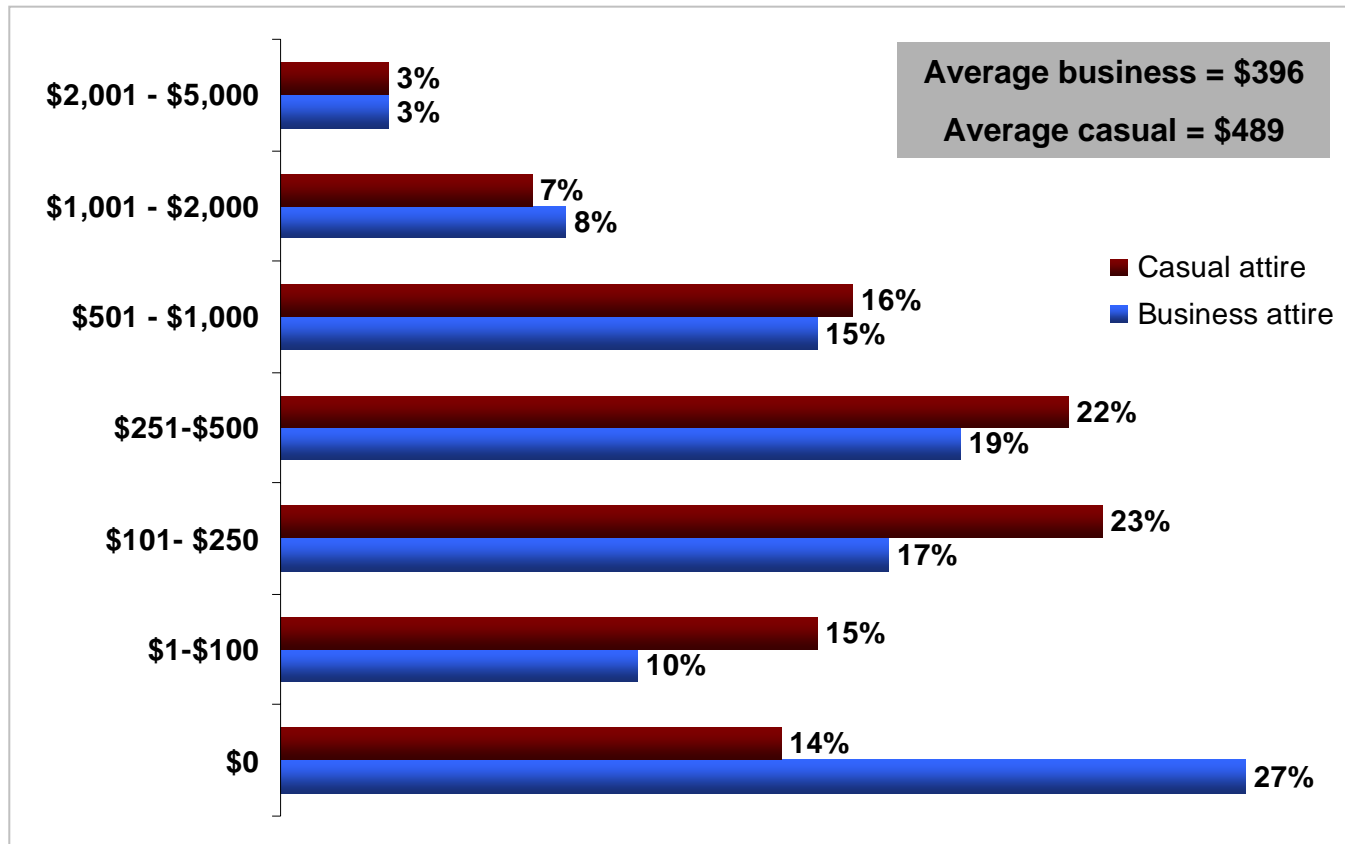


Preferred shopping destinations for clothes?
N=1139



Clothing expenditure robust despite economic climate

Expenditure on clothing in last 4 weeks

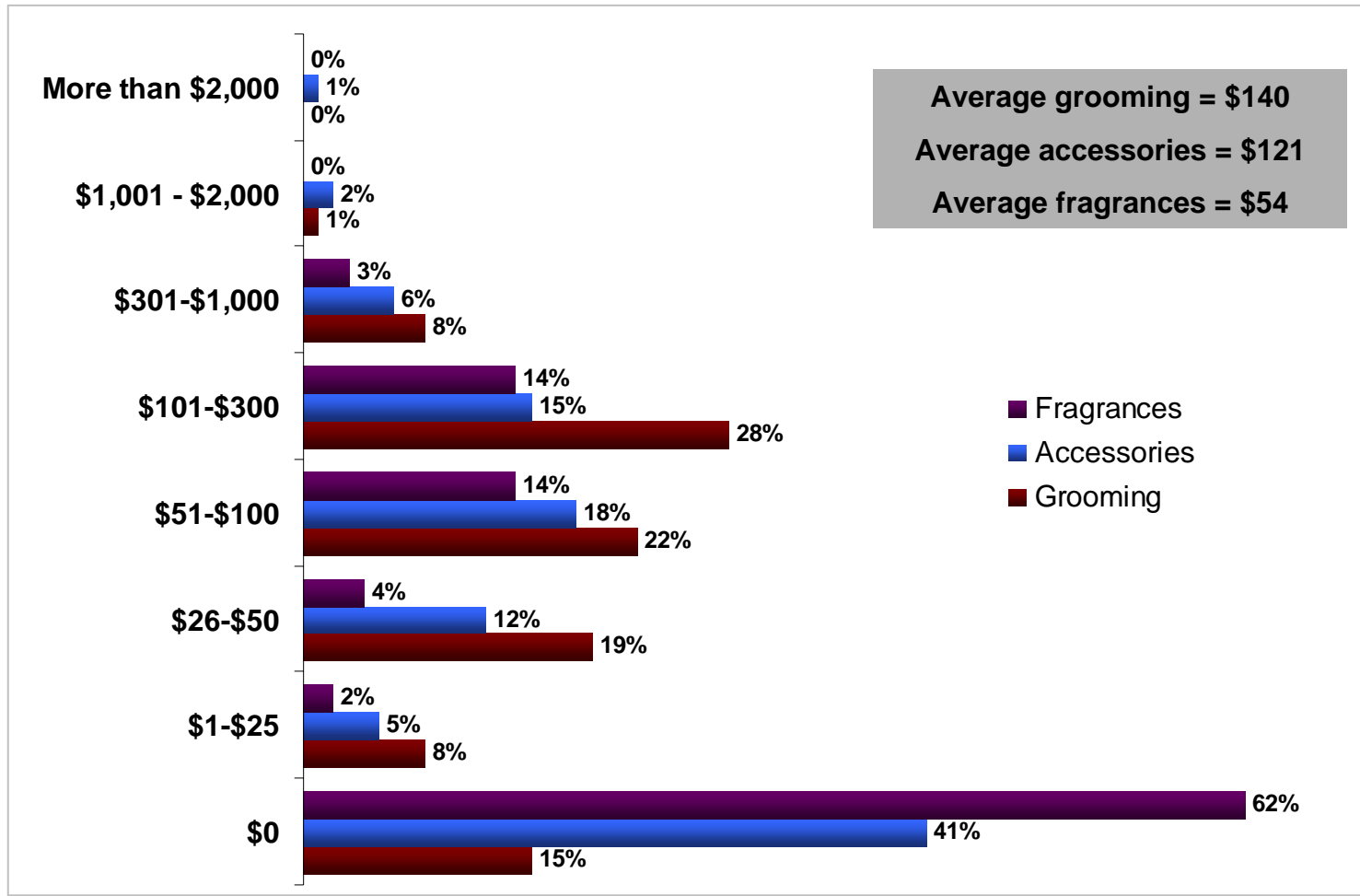


Expenditure on clothing over the past 4 weeks?
Business Attire N=890
Casual attire N=1109



Readers spending to keep up personal appearances

Expenditure on grooming in last 4 weeks

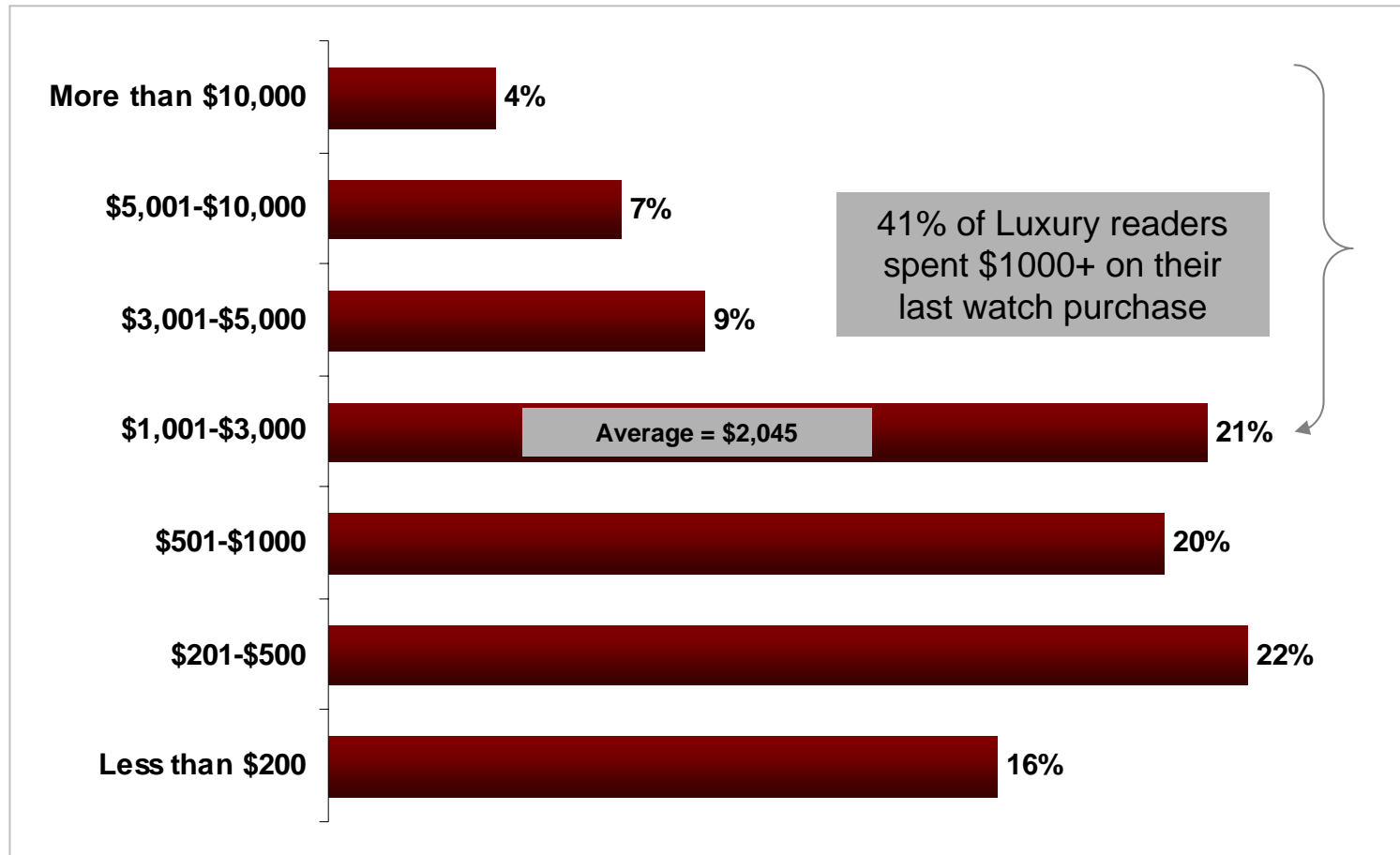


Expenditure on the following over the past 4 weeks?
 Grooming N=1133
 Accessories N=1031
 Fragrances N=1022



Telling the time is secondary to the accessory quality of a reader's watch

Value of last watch purchase

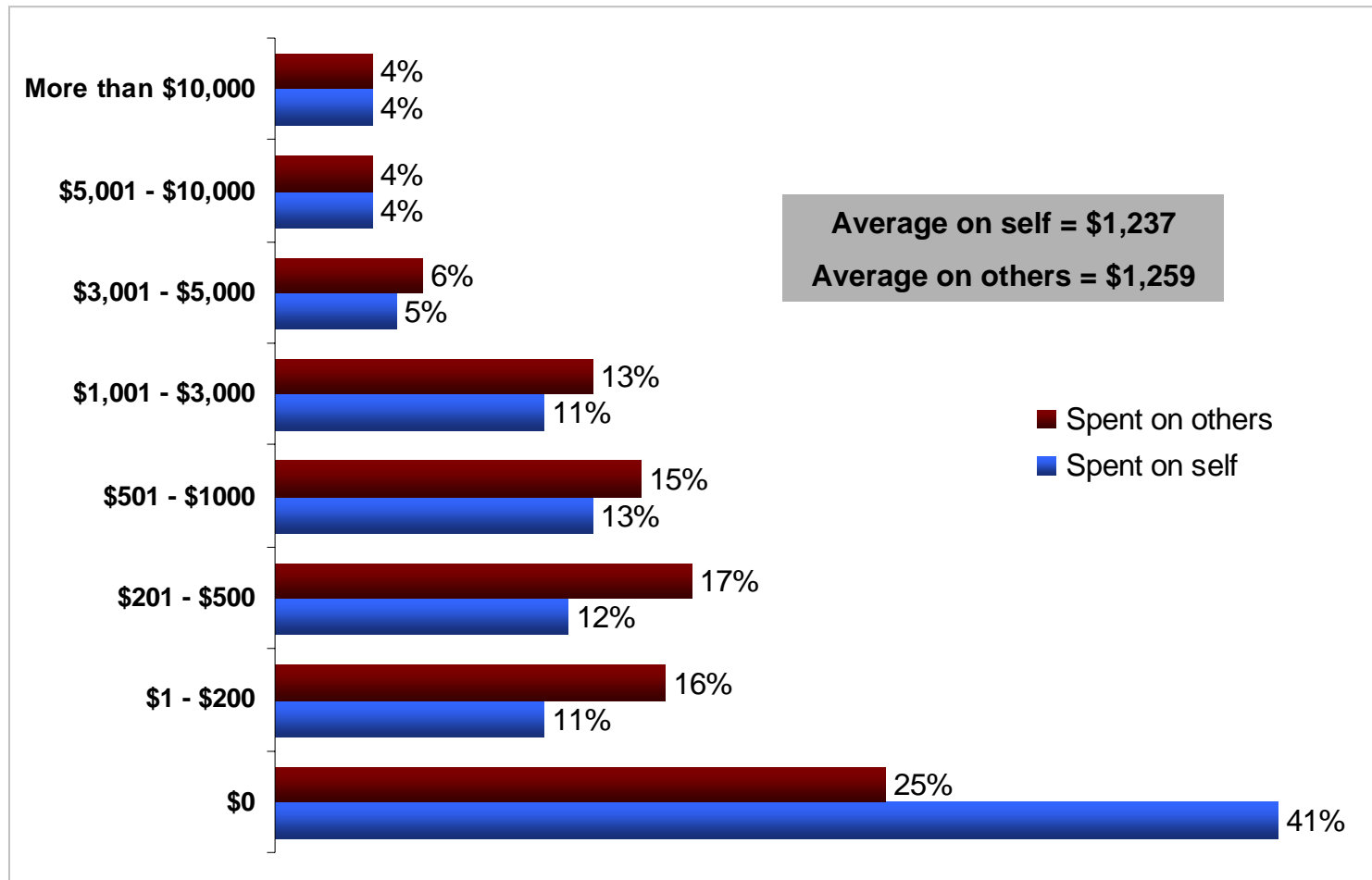


What is the approximate value of your last watch purchase?
N=1134



Jewellery purchases of readers are equal parts personal reward for themselves and gifts for others

Value of jewellery purchases in last 12 months



Expenditure on jewellery over last 12 months?
Self N=1025
Others N=967



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Motoring

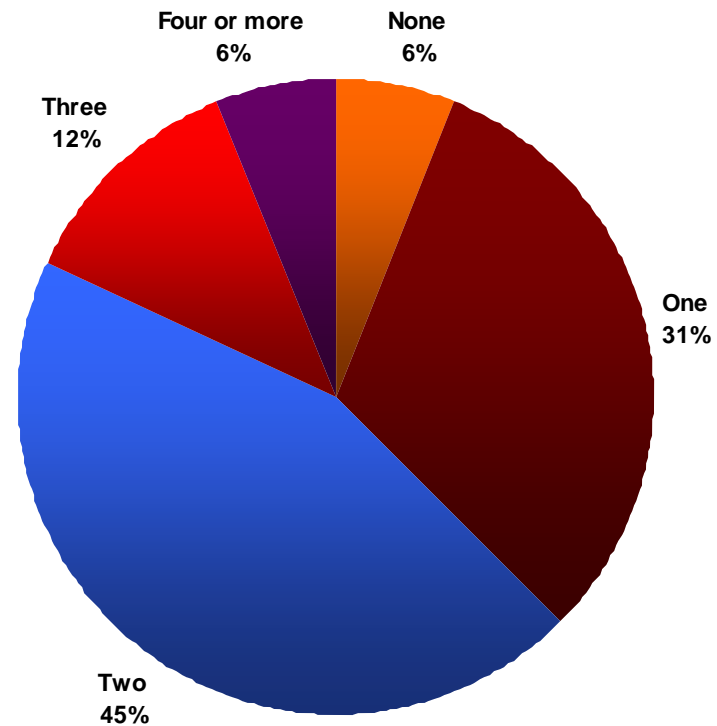
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Car ownership

63% of *Luxury Magazine* readers own 2 or more motor vehicles

Number of cars in household



How many cars do you have in your household?
N=1152

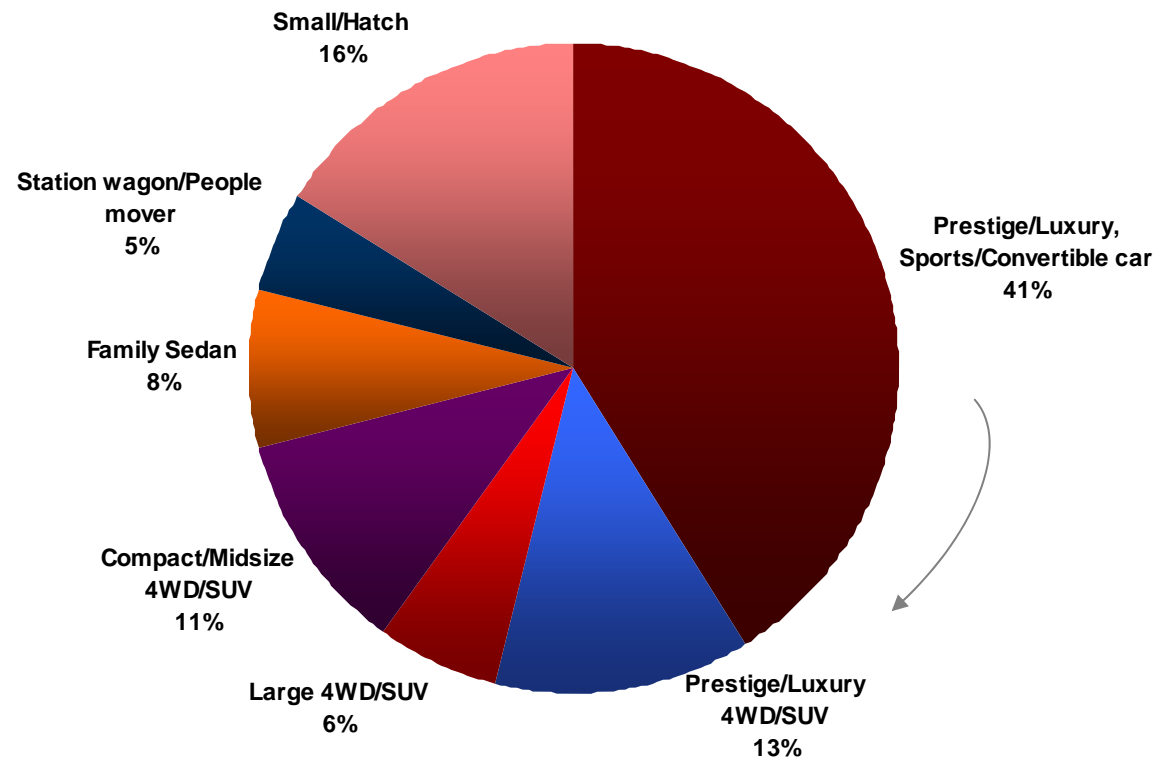
Source: Luxury Magazine Reader Survey, February 2009



Future motoring looking prestigious

54% of *Luxury Magazine* readers are likely to choose a Prestige/Luxury, Sports/Convertible type of vehicle as their next vehicle purchase

Next car likely to choose



Which one of the following would you be most likely to choose for your next car?
N=1143

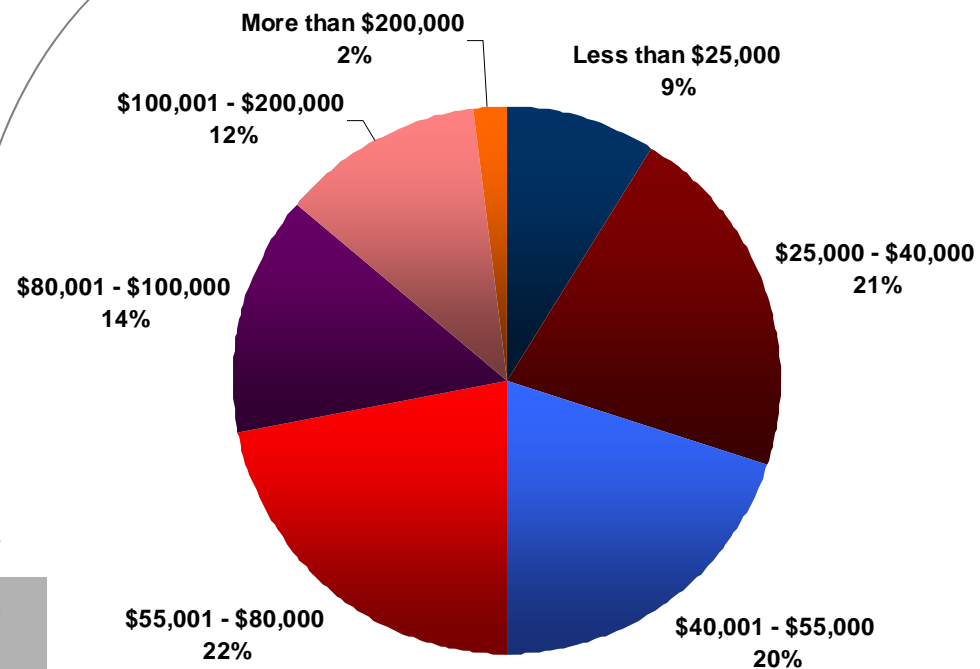


Next car will be a valuable purchase

50% of *Luxury* Magazine readers intend to spend more than \$55,000 on their next car purchase

Average amount *Luxury* readers intend to spend on next motor vehicle
\$68,900

Value of next car purchase





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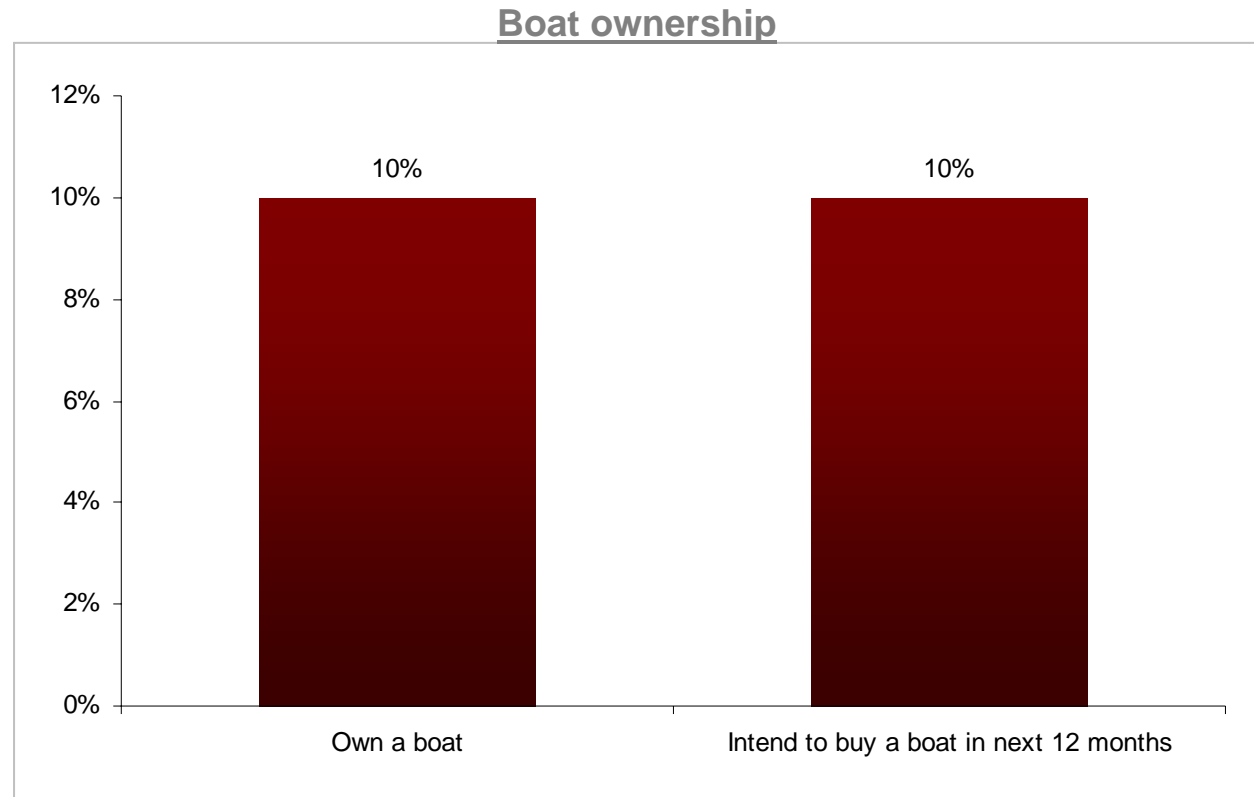
Boats

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One tenth own a boat, one tenth want to join the club

10% of *Luxury* readers own a boat, while **10%** intend to buy a boat within the next 12 months

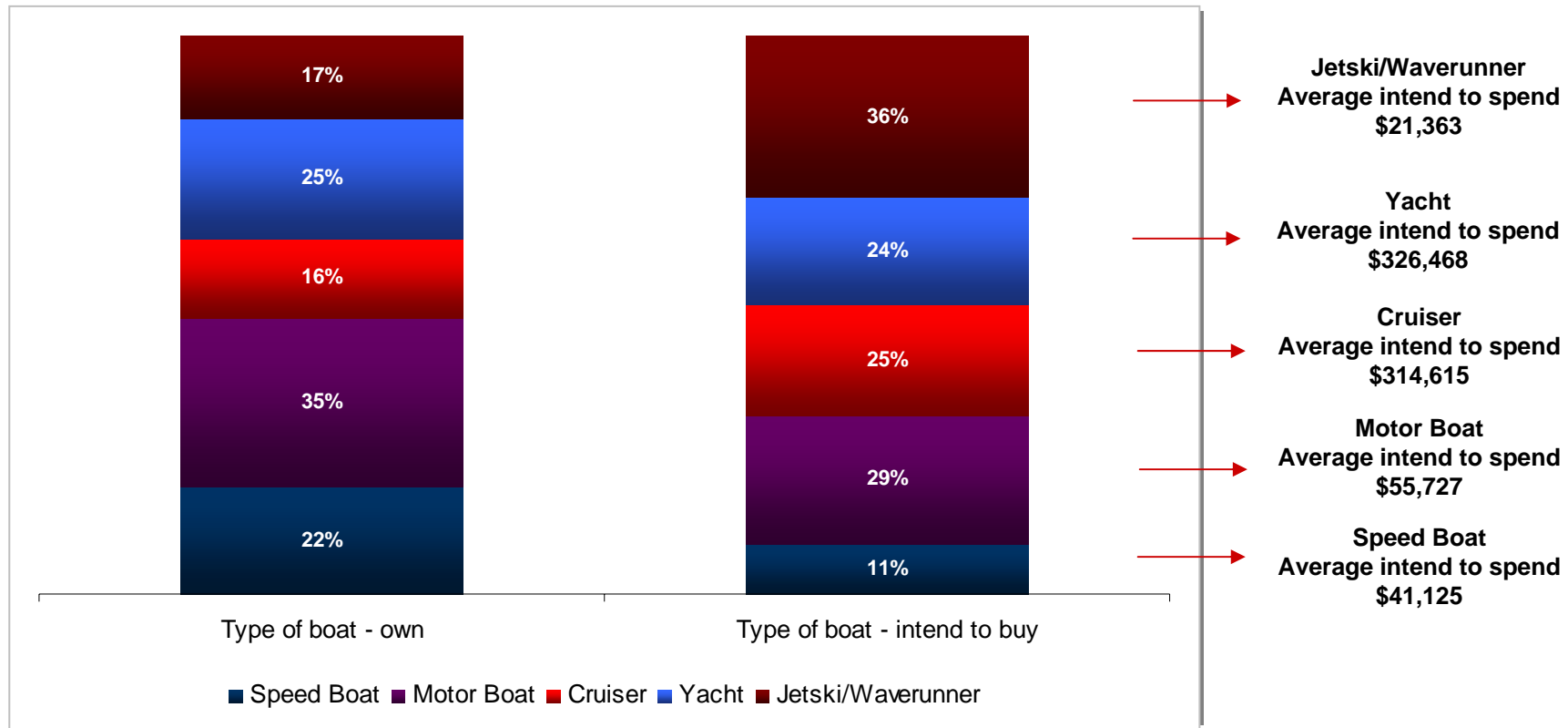


Which of these items do you own or intend to buy in the next 12 months?
Own N=119
Intend N=114



Jetskis/waverunners the intended purchase of choice

Type of boat readers own/intend to buy



Which of these items do you own or intend to buy in the next 12 months?
 Own N=119
 Intend N=114

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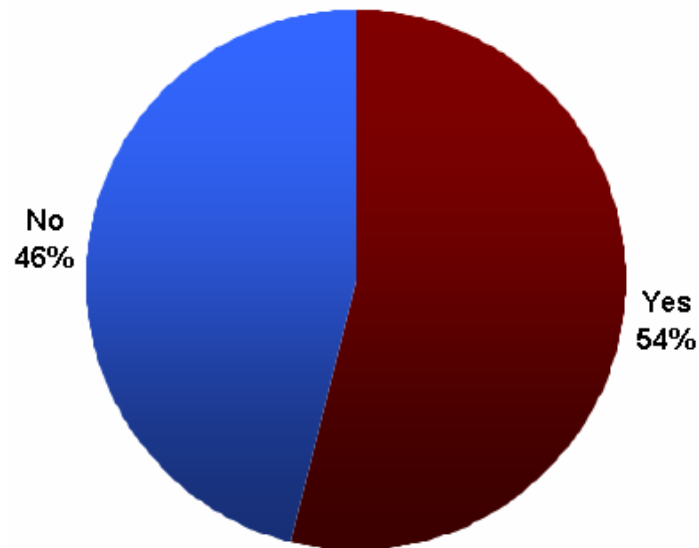
Home /
Products

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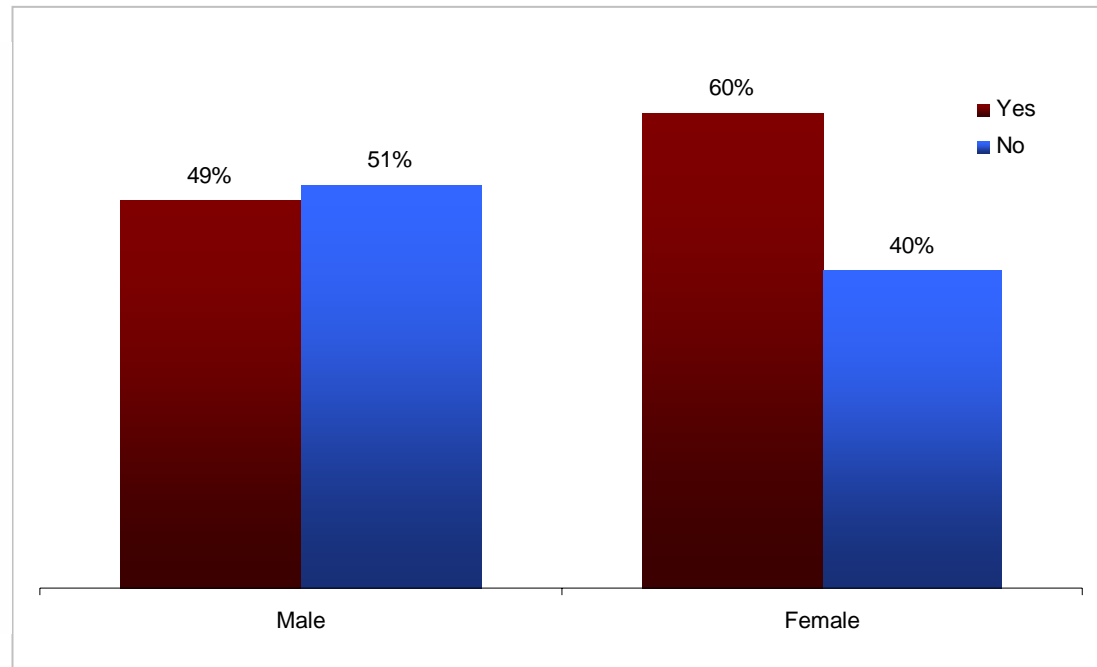
Important to keep the home modern

Do you intend to redecorate or redesign in the next 12 months?



Over half (**54%**) of *Luxury* readers are looking to update their homes within the next 12 months

Intention to redecorate/redesign by gender



Women are more likely to redecorate/redesign in the next 12 months

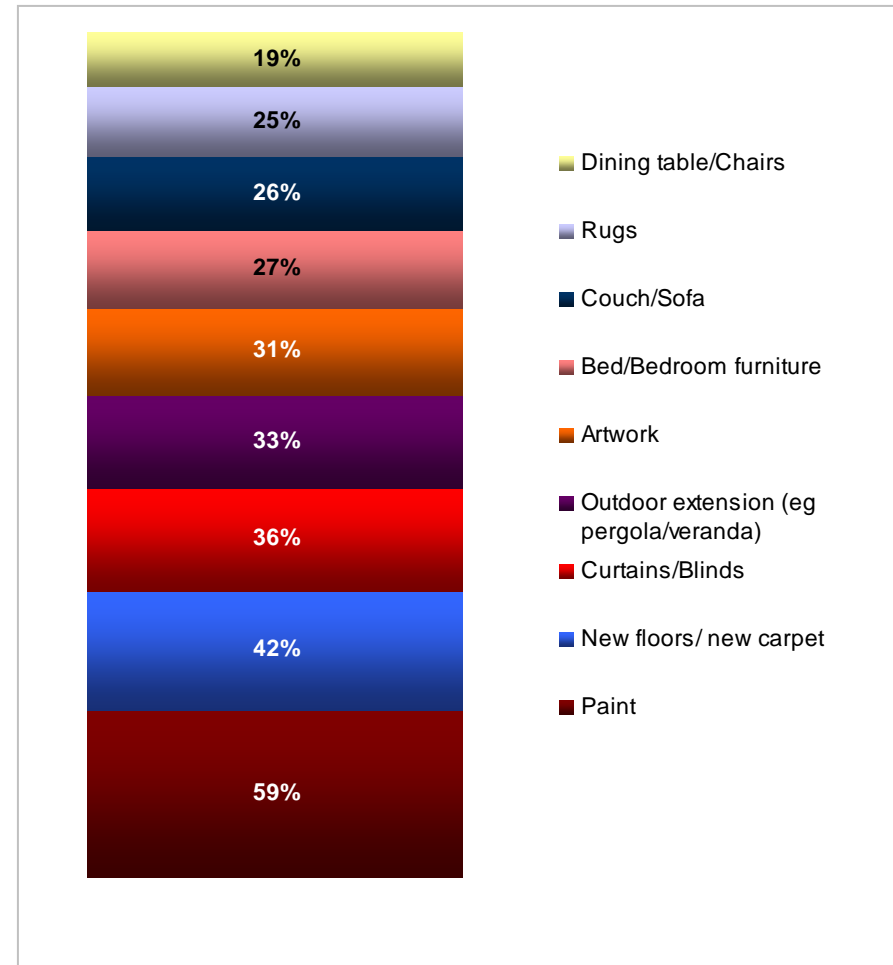
Do you intend to redecorate or redesign in the next 12 months?
N=1144



From indoor redecoration to outdoor extension

Luxury readers are planning a wide variety of improvements to their homes. From painting a couple of rooms, to extending their outdoor entertaining area, *Luxury* readers are keen to keep their homes modern

How will you redecorate/redesign?



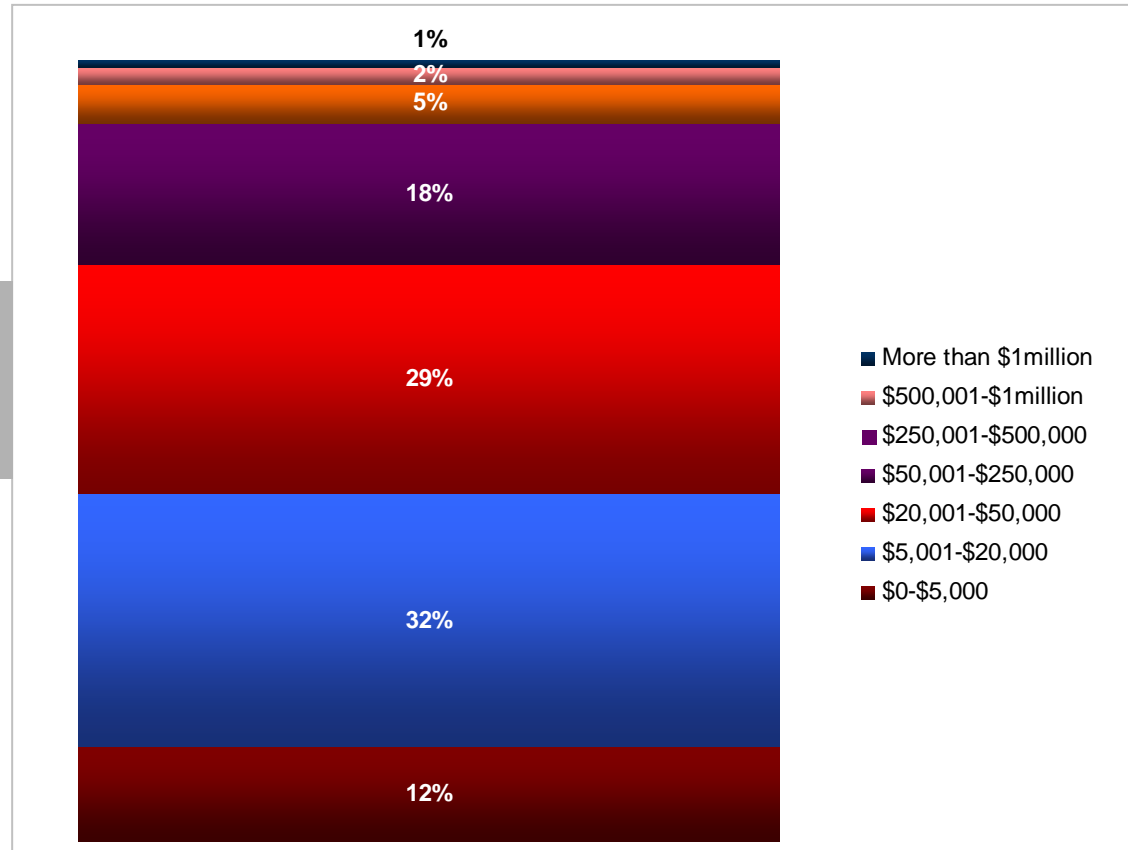
How, or with what items, are you likely to redecorate/redesign?
N=752



Willing to spend to improve the home

Amount intending to spend on redecoration/redesign

The *Luxury* readers who are intending to redecorate/design are intending to spend on average, over **\$91,000** doing so



In the next 12 months, how much are you looking at spending for home redecorating or redesigning?
N=618



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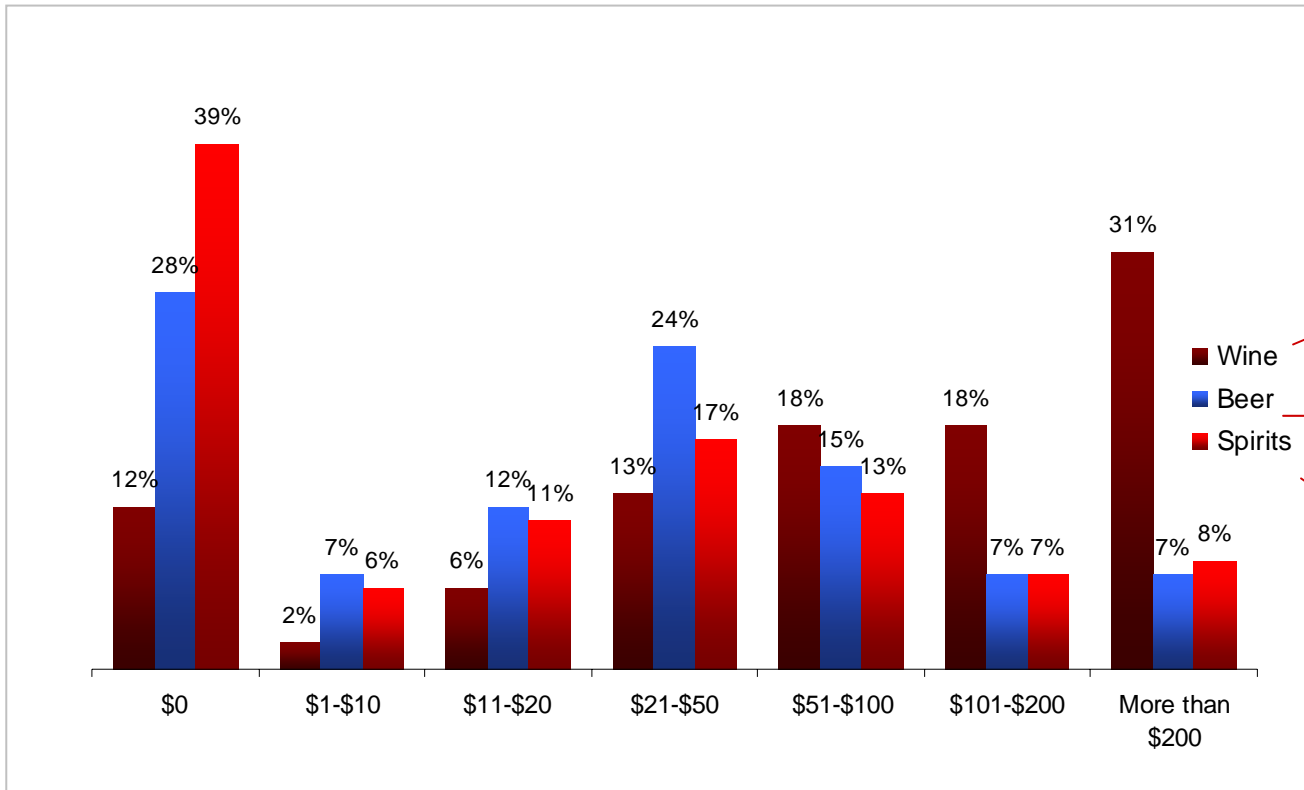
Alcohol

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Luxury readers are wine enthusiasts

Amount spent on alcohol in the past 4 weeks



Wine
Average spent in last month
\$137

Beer
Average spent in last month
\$35

Spirits
Average spent in last month
\$35

What is the approximate value of alcohol consumed in the last 4 weeks (including when out & at home)?

Wine N=1113

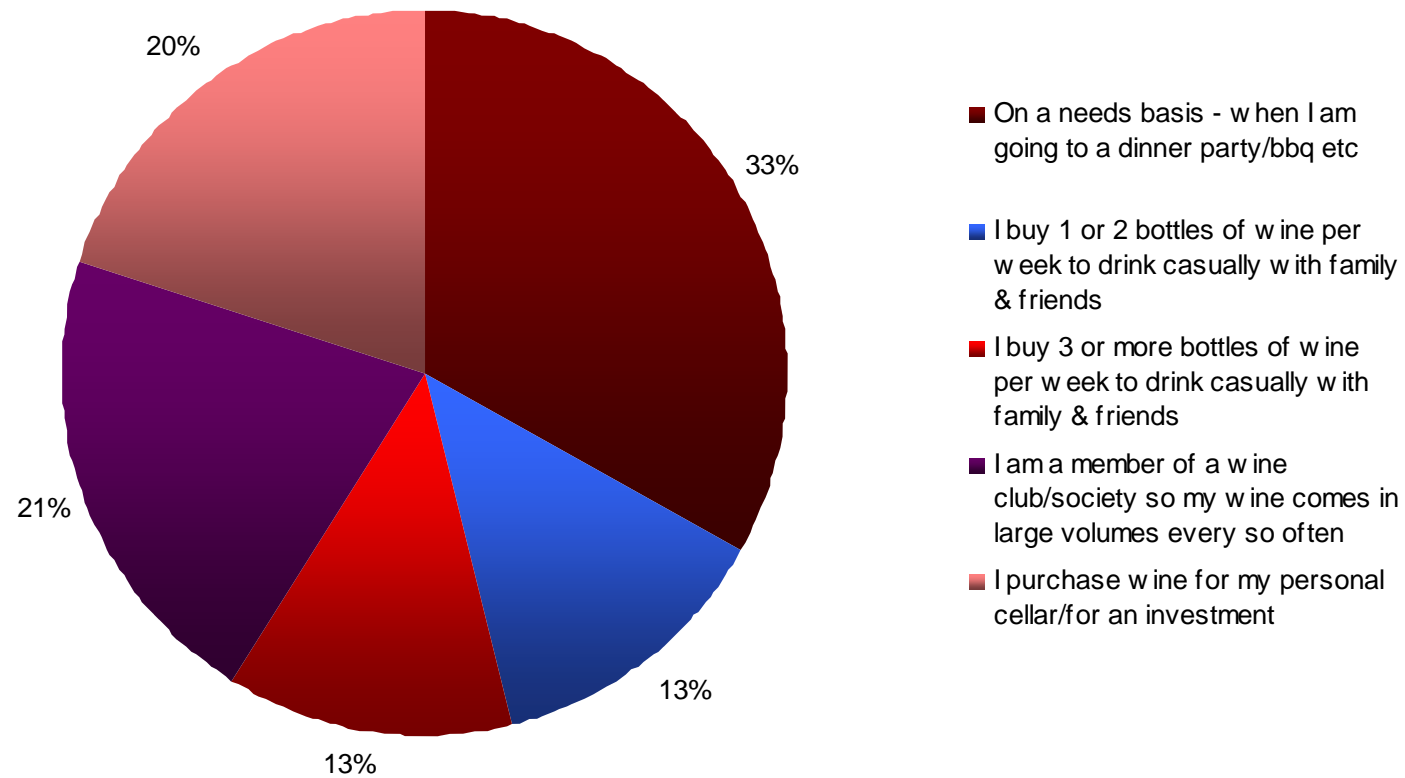
Beer N=941

Spirits N=926



Wine is a major part of many readers' social lives

How do you purchase wine?



How do you purchase your wine?
N=1121



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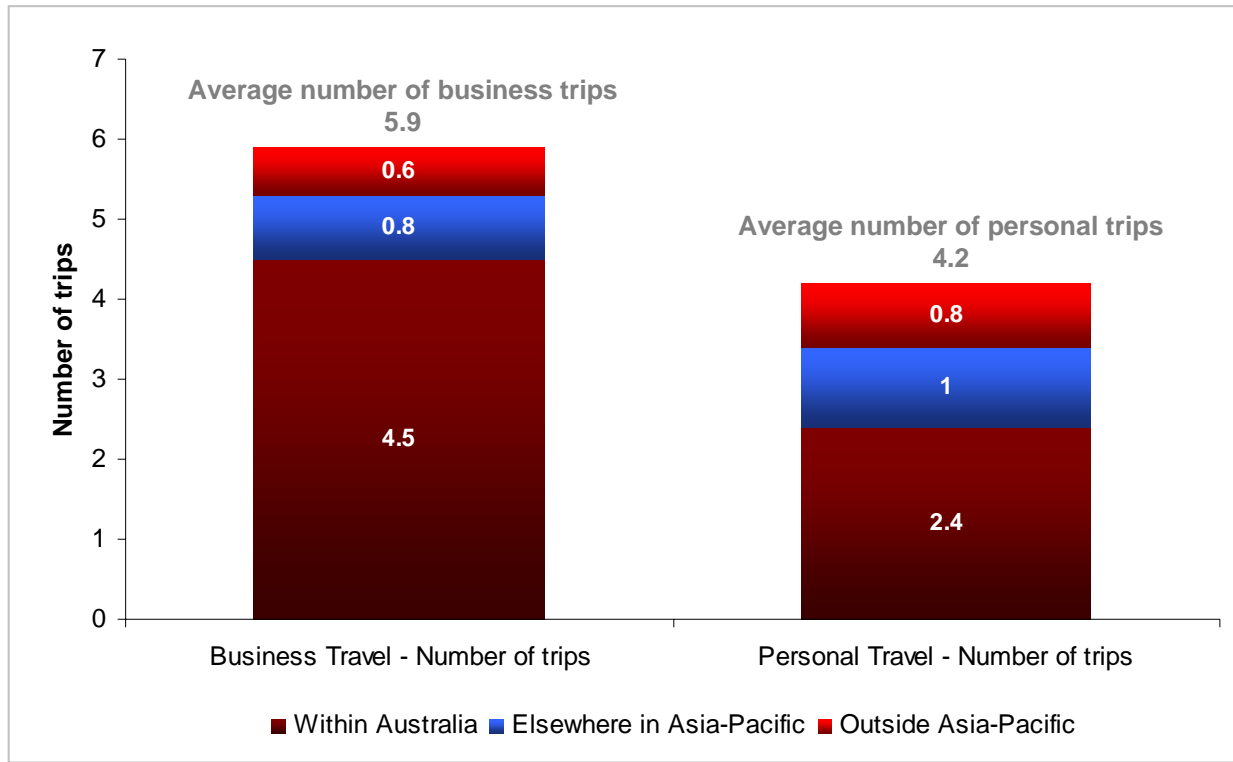
Travel

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Heavy travelling readership

Travel habits



Luxury readers are constantly travelling, taking on average, over 10 trips per year (round trips included as one trip)

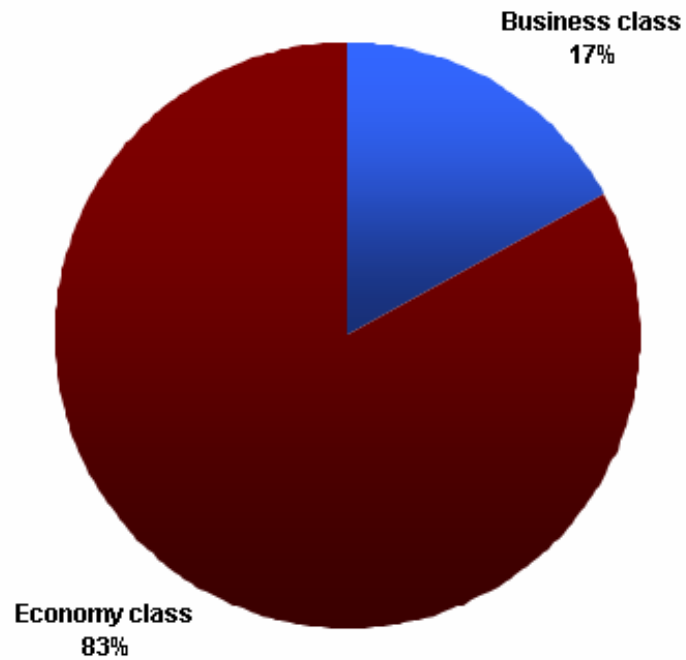
Approximately how many business & how many personal trips by air have you made in the past 12 months?
N=1152

Source: Luxury Magazine Reader Survey, February 2009



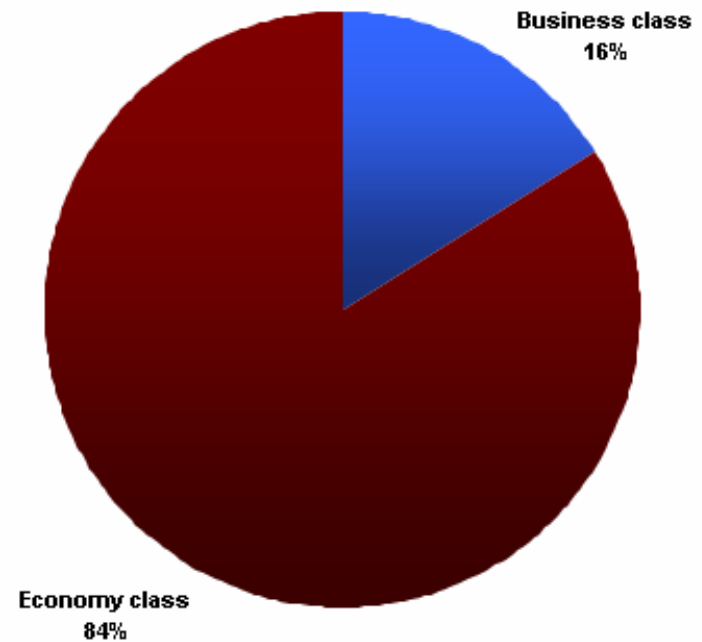
Domestic travel

Domestic travel for business



AUSBRS 2009 Survey	
Business Class	8%

Domestic travel for personal



AUSBRS 2009 Survey	
Business Class	3%

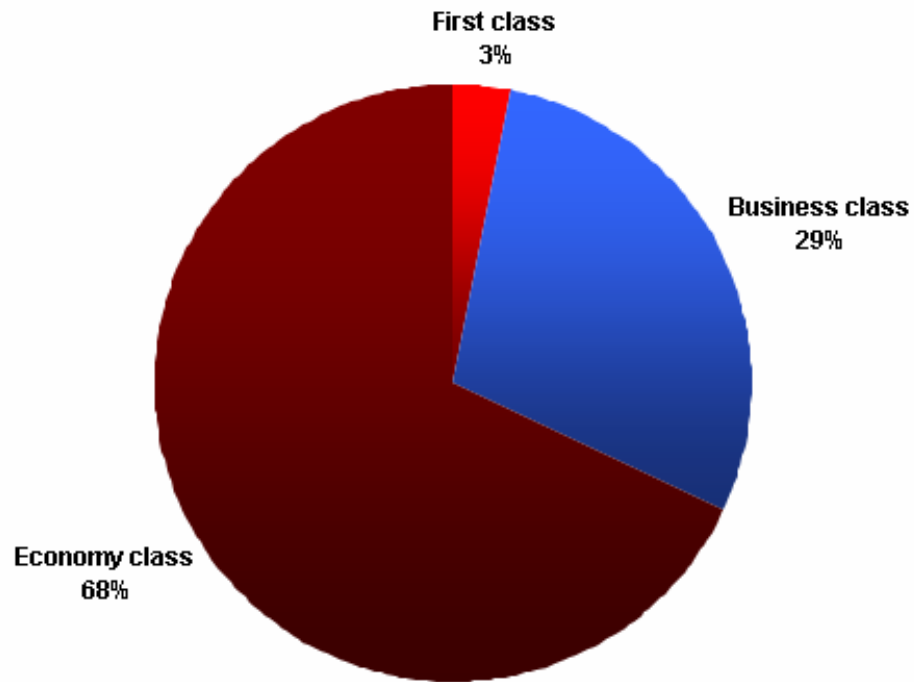
Economy class is preferred by most readers for domestic travel

When you travel by air for business & personal reasons, which class do you travel most often?
Business N=881 Australia's Business Readership Survey 2009
Personal N=993 N=1752

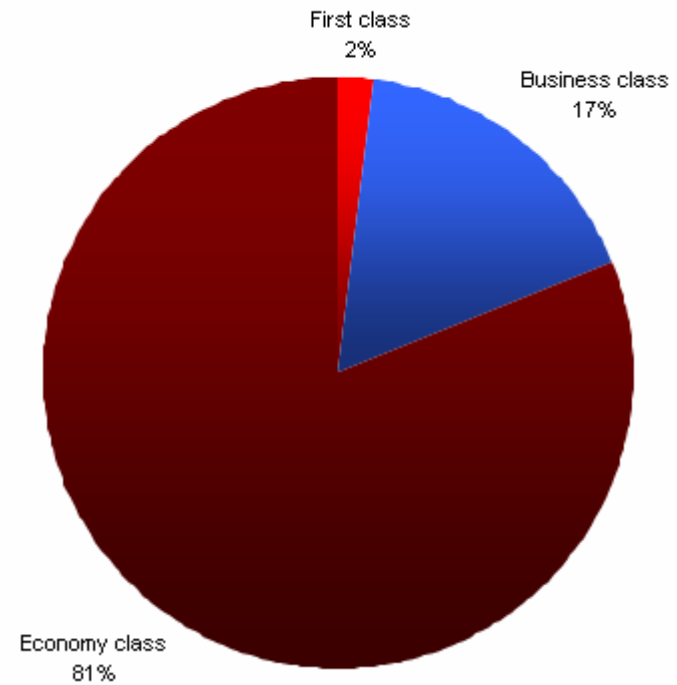


Short haul international travel

Short-haul International - Business



Short-haul International - Personal



AUSBRS 2009 Survey	
Business/First Class	10%

One third or readers fly first/business class for Short Haul International flights for business purposes

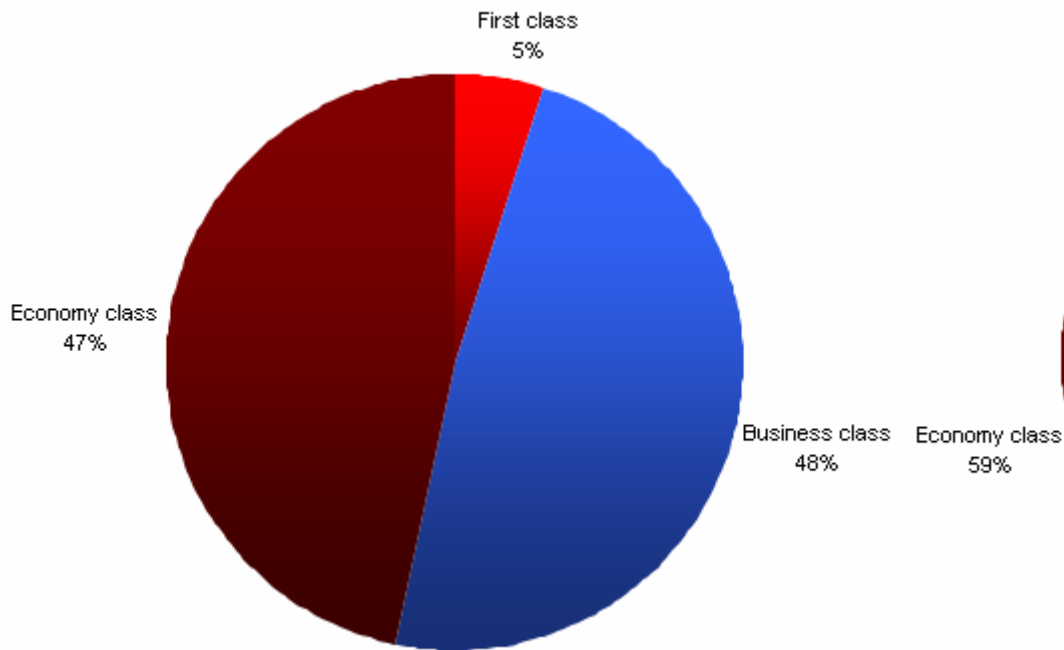
AUSBRS 2009 Survey	
Business/First Class	3%

When you travel by air for business & personal reasons, which class do you travel most often?
 Business N=692 Australia's Business Readership Survey 2009
 Personal N=895 N=1752

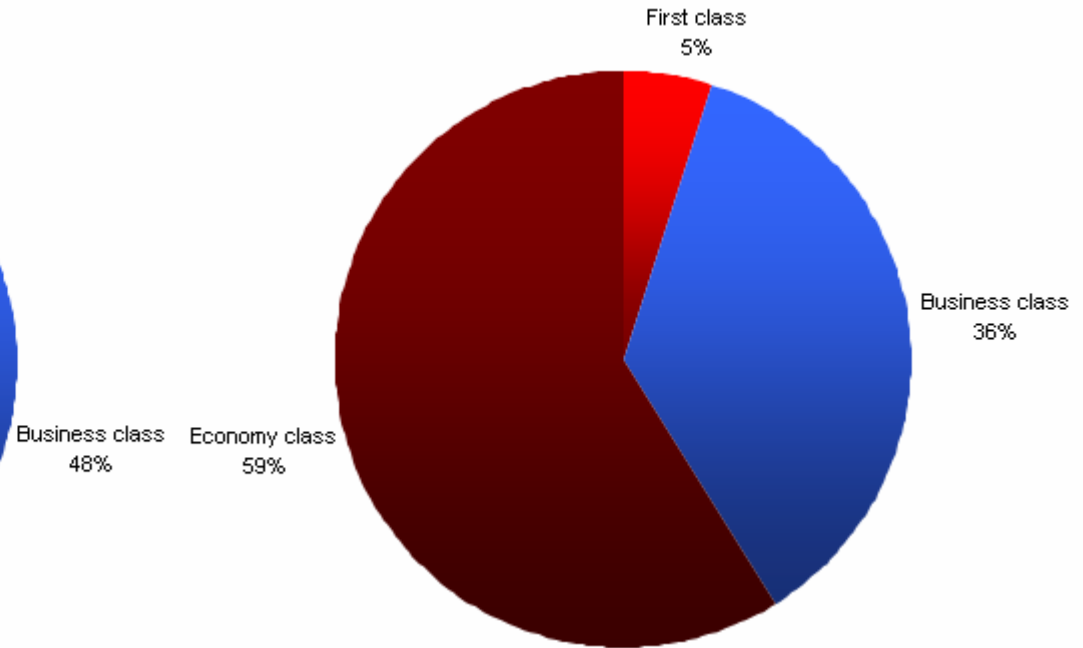


Long haul international travel

Long-haul International - Business



Long-haul International - Personal



AUSBRS 2009 Survey	
Business/First Class	26%

Over half of those who travel long haul international for business, travel first/business class

AUSBRS 2009 Survey	
Business/First Class	9%

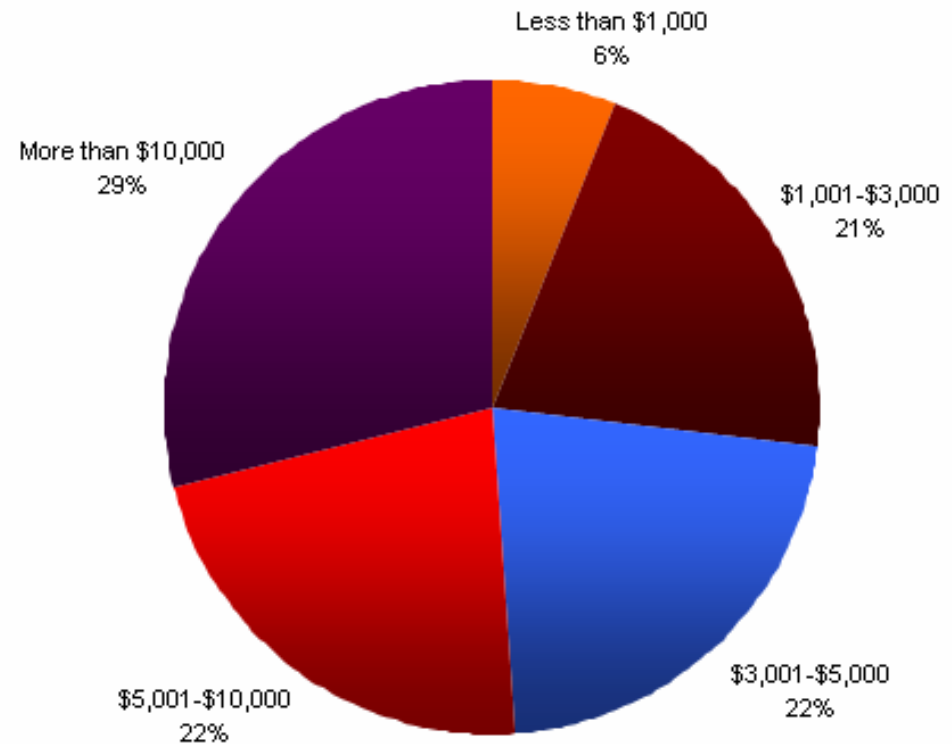
When you travel by air for business & personal reasons, which class do you travel most often?
 Business N=725 Australia's Business Readership Survey 2009
 Personal N=920 N=1752



Readers prefer to holiday in comfort

Amount spent on last holiday

Over half (**51%**) of *Luxury* readers spent over \$5,000 on their last holiday

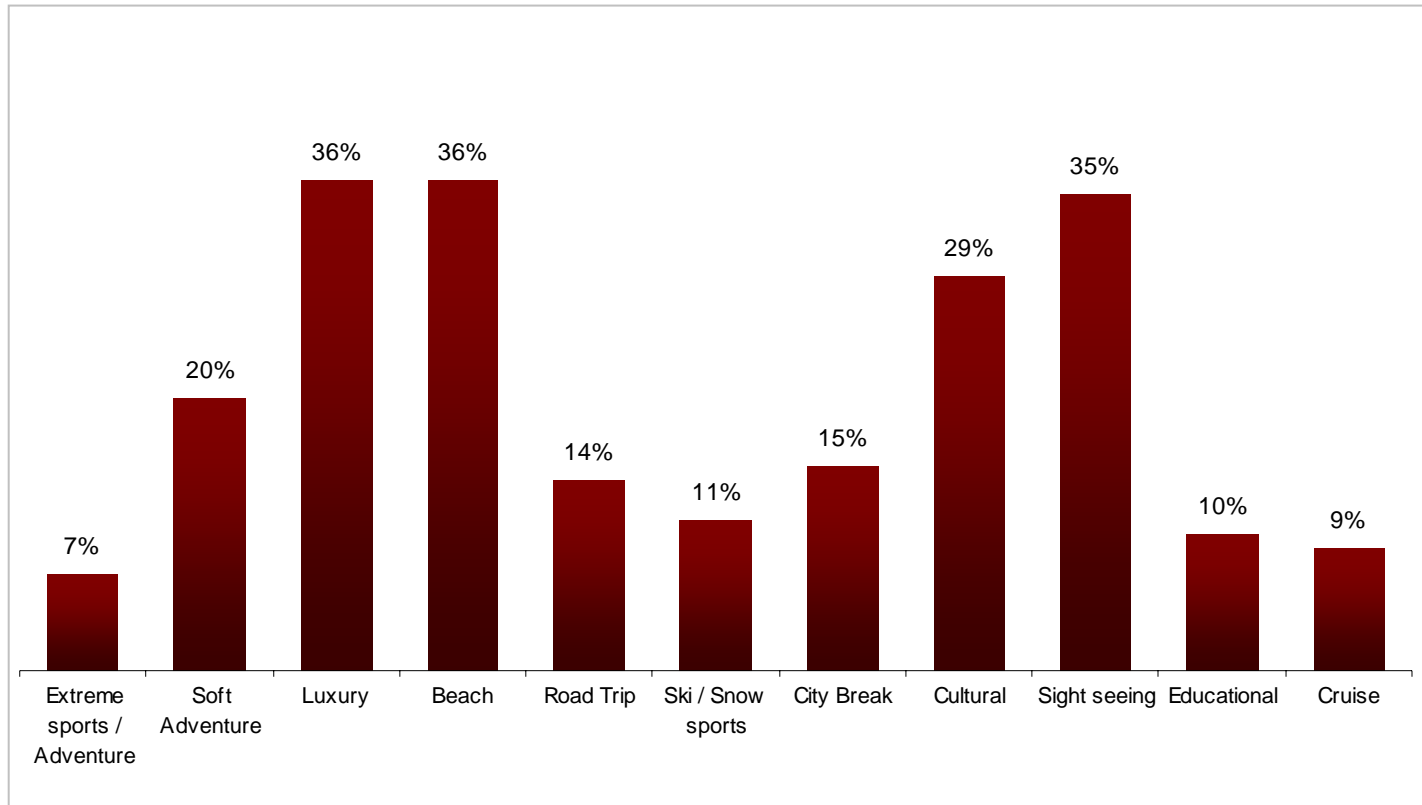


How much did you spend on your last holiday of more than a week (including accommodation, airfares etc...)?
N=1150



Holiday intention

Holiday type – next holiday



Over one third of *Luxury* readers intend to take a luxury-style holiday as their next vacation

Thinking of the next time you intend to take a holiday, how would you describe that holiday?
N=1117

Source: Luxury Magazine Reader Survey, February 2009



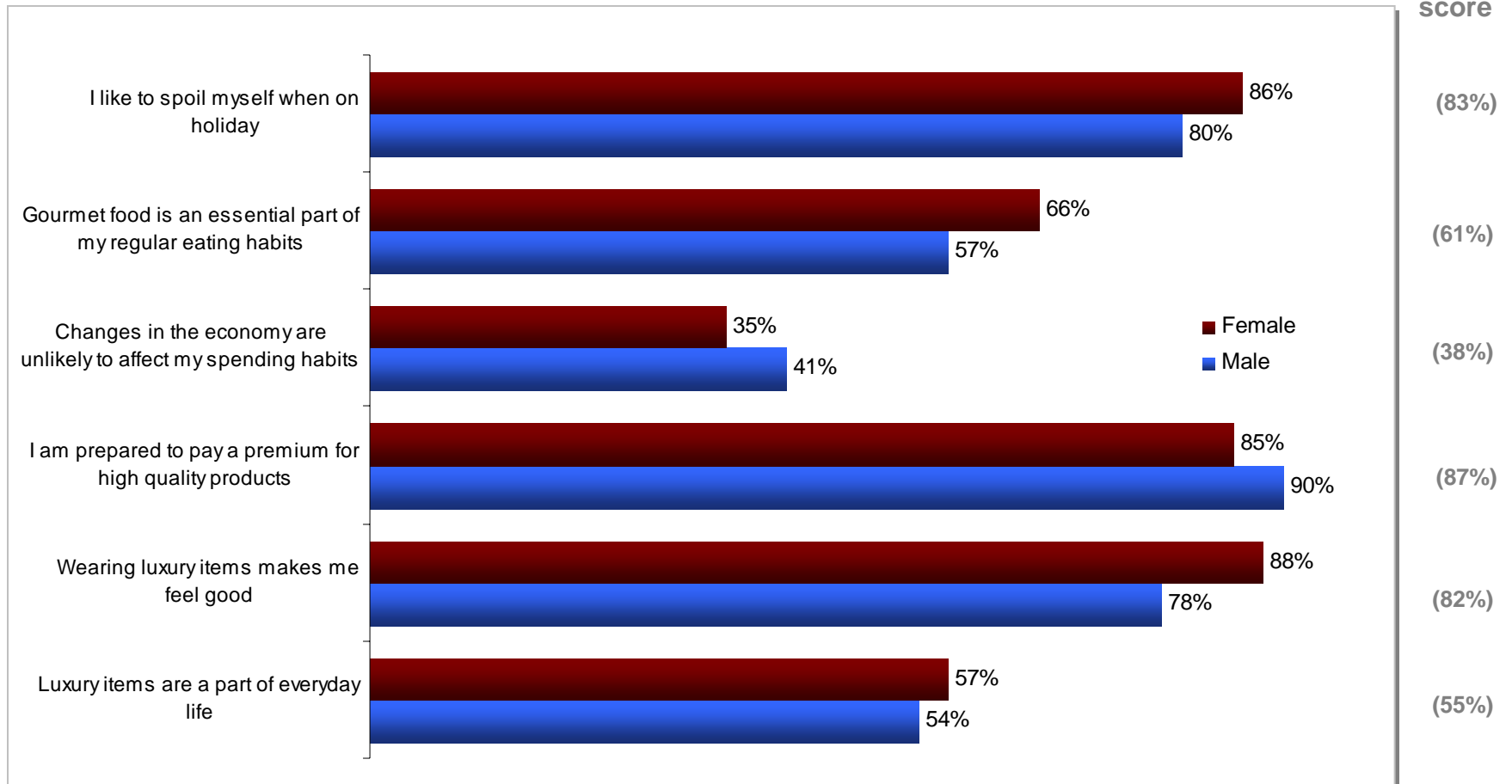
Reader Attitudes

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Majority of readers remain committed to the luxury

Luxury reader attitudes by gender





In summary

- *Luxury* magazine is a **well regarded publication**. 96% of respondents rate *Luxury* as Good – Excellent
- Readers are a **high earning group** – average pre-tax salary of \$160k
- *Luxury* has an **even gender split** (53% male, 47% female) – easily the highest female proportion of any *Financial Review Group* publication
- *Luxury* readers have a **healthy property portfolio** – average value of property portfolio - \$1.9million
- Despite economic gloom, our **readers continue to spend** on a variety of luxury goods & services
- There is a great affinity between *Luxury* readers and wine. **Wine is a large part of their social lives**