

thinkBIG MAGAZINE SUBSCRIBER SURVEY

- Conducted on the 21st of August 2009; to the thinkBIG subscriber database of 42,000.
- Of the respondents 52% were male and 48% were female.

For further information please contact ...

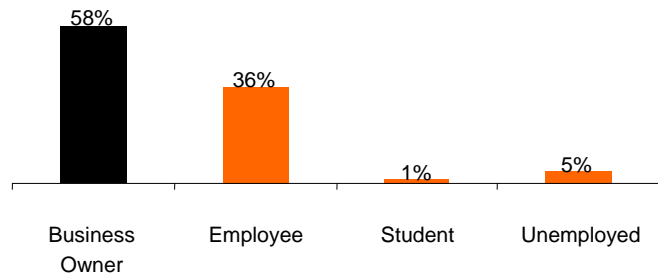
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1. Occupation of respondents

KEY POINT: 2 out of 3 thinkBIG readers is a business owner. 94% of our readers are income earners.

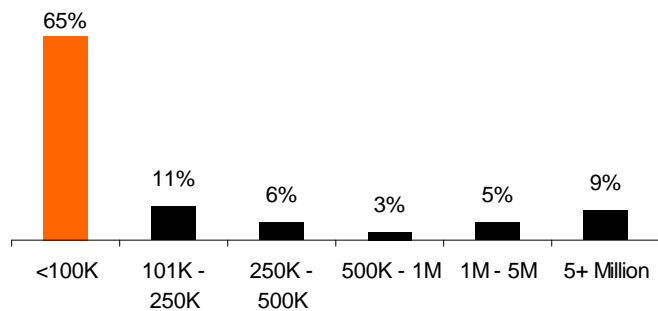
Response	%
Business Owner	58%
Employee	36%
Student	1%
Unemployed	5%



2. Business turnover

KEY POINT: 35% of the thinkBIG subscribers have a business turnover in excess of \$100K per annum. 14% turnover \$1m and above

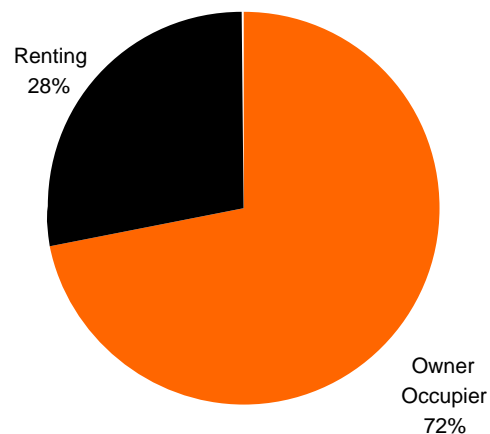
Response	%
<100K	65%
101K-250K	11%
250K-500K	6%
500K-1M	3%
1M - 5M	5%
5+ Million	9%



3. Home Ownership

KEY POINT: 72% of thinkBIG subscribers own their own home.

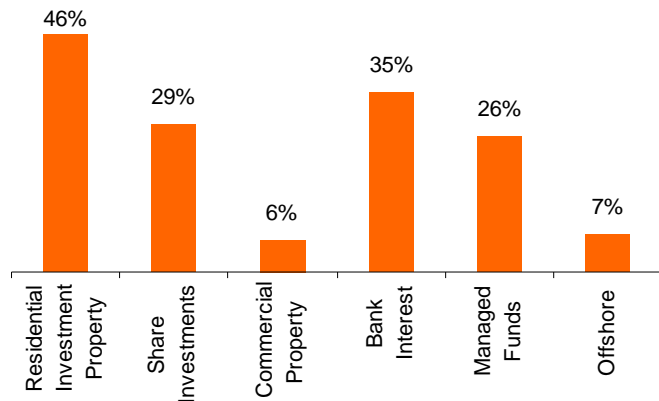
Response	%
Owner Occupier	72%
Renting	28%



4. Current investment classes

KEY POINT: Respondents invest primarily into property, shares, cash and managed funds.

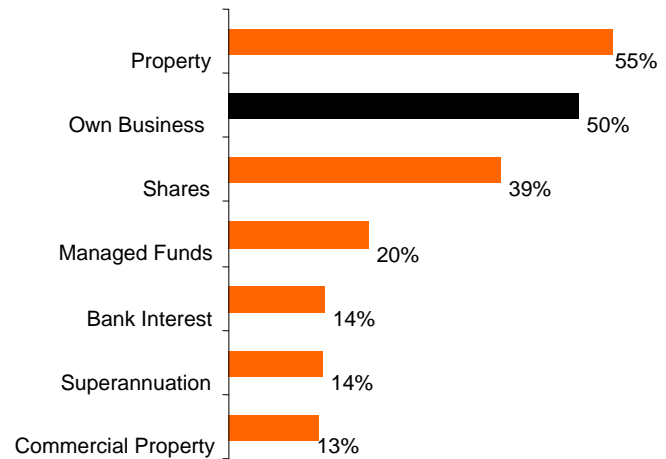
Response	%
Residential Investment Property	46%
Bank Interest	35%
Share Investments	29%
Managed Funds	26%
Commercial Property	7%
Offshore	6%



5. Future Investments – Where will they will invest their money over the next 12 months

KEY POINT: On average each subscriber is planning to make 2 investments in the next 12 months. Property, business, shares and managed funds are the standout assets.

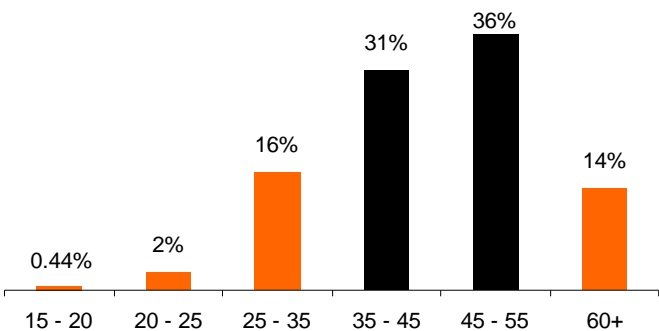
Response	%
Property	55%
Shares	39%
Managed Funds	20%
Superannuation	14%
Own Business	50%
Commercial Property	13%
Bank Interest	14%



6. Age brackets

KEY POINT: 67% of thinkBIG readers are aged between 35-55. This age bracket is in the highest income bracket and highest wealth bracket.

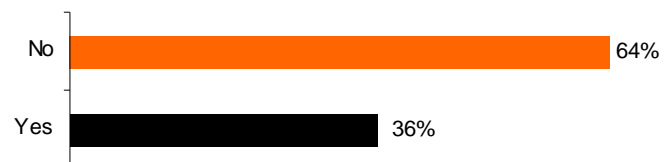
Response	%
15 - 20	0.44%
20 - 25	2%
25 - 35	16%
35 - 45	31%
45 - 55	36%
60 +	14%



7. Active share investors

Key Point: 64% don't currently invest into shares but 39% intend to (see point 5)

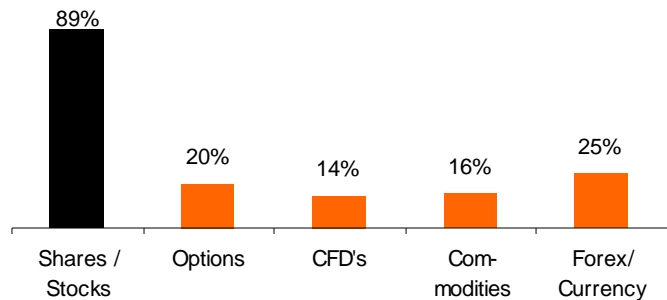
Response	%
No	64%
Yes	36%



8. When investing in shares, types of instruments used

KEY POINT: 89% still invest directly into shares traditionally. Followed by Forex/Currencies and Options.

Response	%
Shares/Stocks	89%
Options	20%
CFD's	14%
Commodities	16%
Forex/Currency	25%

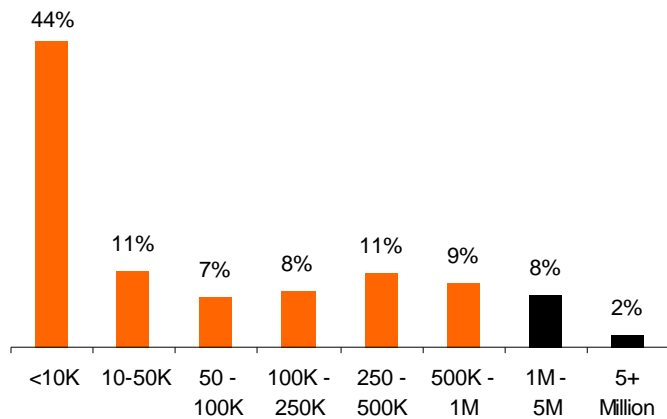


9. Value of total investment portfolio

KEY POINT: 38% have an investment portfolio worth \$100,000 or more. 62% have less than \$100,000 but are intending to grow it via property, shares and managed funds (see point 5).

10% have a portfolio in excess of \$1 Mill.

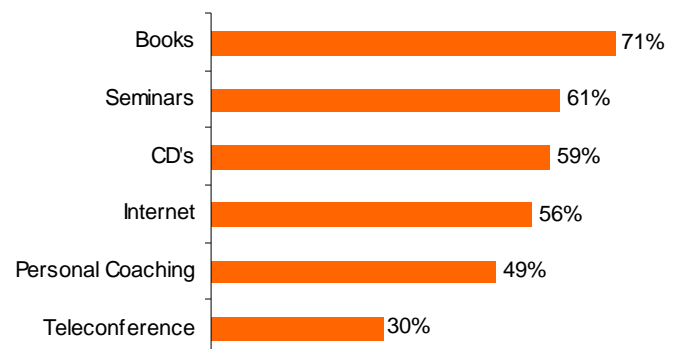
Response	%
<10K	44%
10-50K	11%
50-100K	7%
100K-250K	8%
250-500K	11%
500K-1M	9%
1M - 5M	8%
5+ Million	2%



10. Preferred method of learning

KEY POINT: With an average of 3 responses each, thinkBIG subscribers like to learn from a wide variety of methods. There is no method that particularly stands out. This is positive for educators as most have a variety of education products available

Response	%
Books	71%
CD's	59%
Internet	56%
Personal Coaching	49%
Seminars	61%
Teleconference	30%

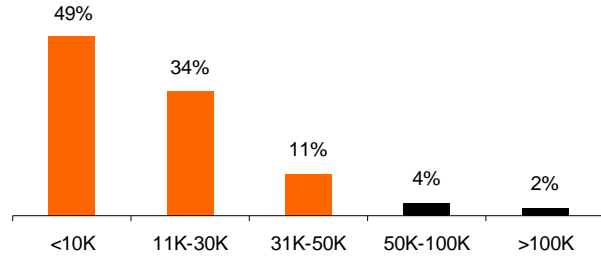


11. Value of vehicle/s

KEY POINT: 51% of subscribers own a motor vehicle worth in excess of \$10K. 49% may be looking to upgrade their car.

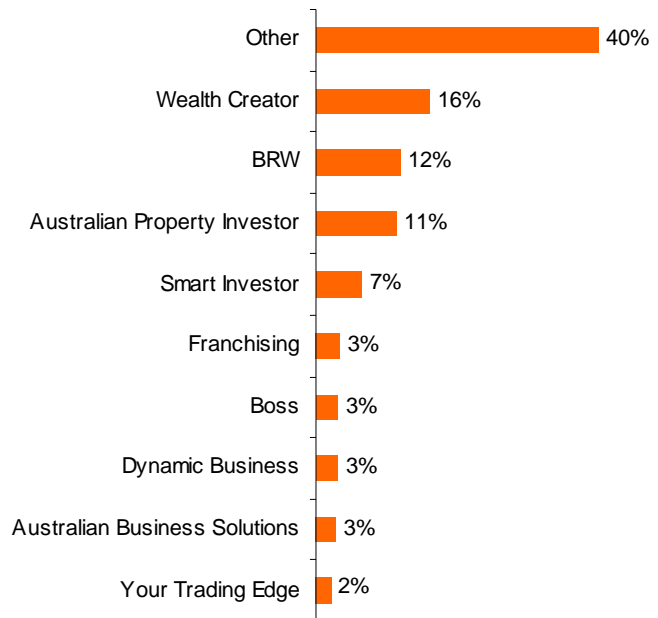
6% own a vehicle valued at \$50k or more.

Response	%
<10K	49%
11K-30K	34%
31K-50K	11%
50K-100K	4%
>100K	2%



Other publications read (thinkBIG 100%)

Response	%
Australian Business Solutions	3%
Australian Property Investor	11%
Boss	3%
BRW	12%
Dynamic Business	3%
Franchising	3%
Smart Investor	7%
Your Trading Edge	2%
Wealth Creator	16%
Other	40%

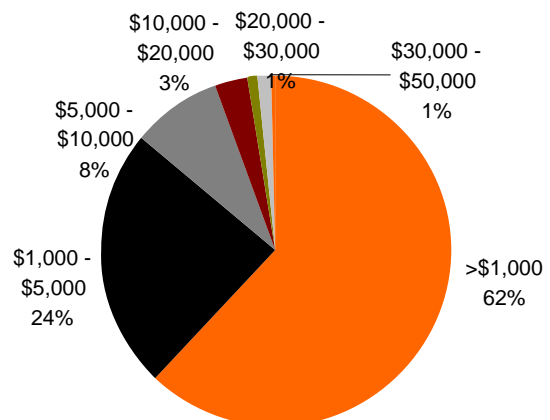


Annual spend on personal development seminars, courses, CD's, DVD's and books

KEY POINTS: 38% of the thinkBIG subscribers spend more than \$1,000 each year on Personal Development.

13% spending more than \$5,000 each year.

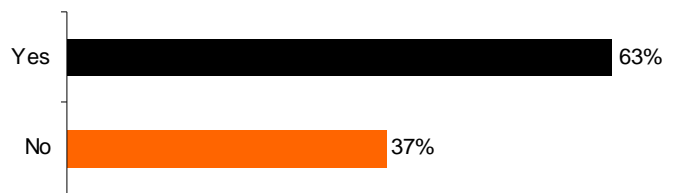
Response	%
<\$1,000	62%
\$1,000 - \$5,000	24%
\$5,000 - \$10,000	8%
\$10,000 - \$20,000	3%
\$20,000 - \$30,000	1%
\$30,000 - \$50,000	1%
\$50,000 +	0%



Interest in buying or launching a business or franchise in the next 12 months

KEY POINT: Consistent with the thinkBIG entrepreneurial theme, a large majority of the subscribers are interested in buying or starting a business or franchise in the next 12 months.

Response	%
Yes	63%
No	37%



➤ For further information please contact ...

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