



RFi

RETAIL FINANCE INTELLIGENCE

The Adviser 2010 Online Reader Survey

14/07/2010

The Adviser 2010 Online Reader Survey

Key survey findings

- *The Adviser* is the brand **most readers associate with quality**
- *The Adviser's* website is **the standout market leader** compared to *Brokernews* and *Lending Central*.
- Of those readers that receive all industry magazines, *The Adviser* is viewed as **the most accurate and informative**.
- *The Adviser's* e-newsletter (BULLETIN) is considered **the most timely, accurate and relevant** compared to *Brokernews* and *Lending Central*.

The Adviser 2010 Online Reader Survey

Survey sample and demographics

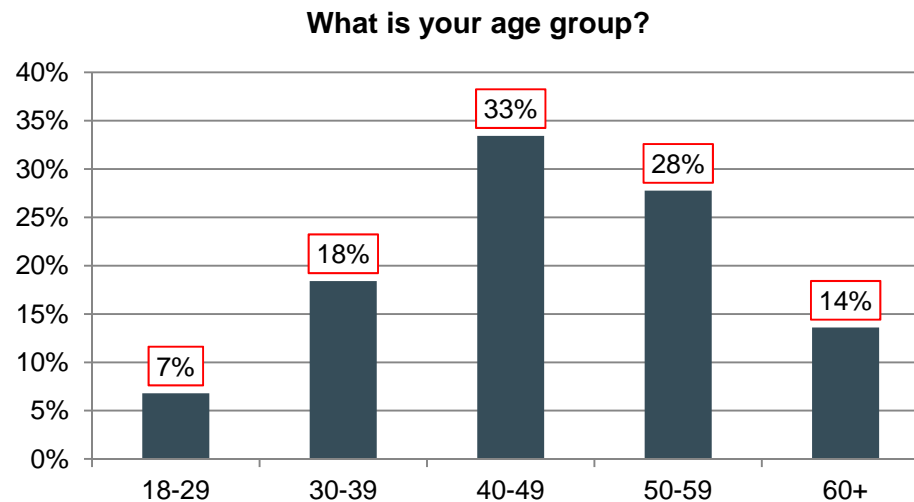
The Adviser 2010 Online Reader Survey

The survey

- Conducted in June/July 2010
- Survey conducted online
- Respondents were all *The Adviser* readers
- In total 353 readers responded to the survey

The Adviser 2010 Online Reader Survey

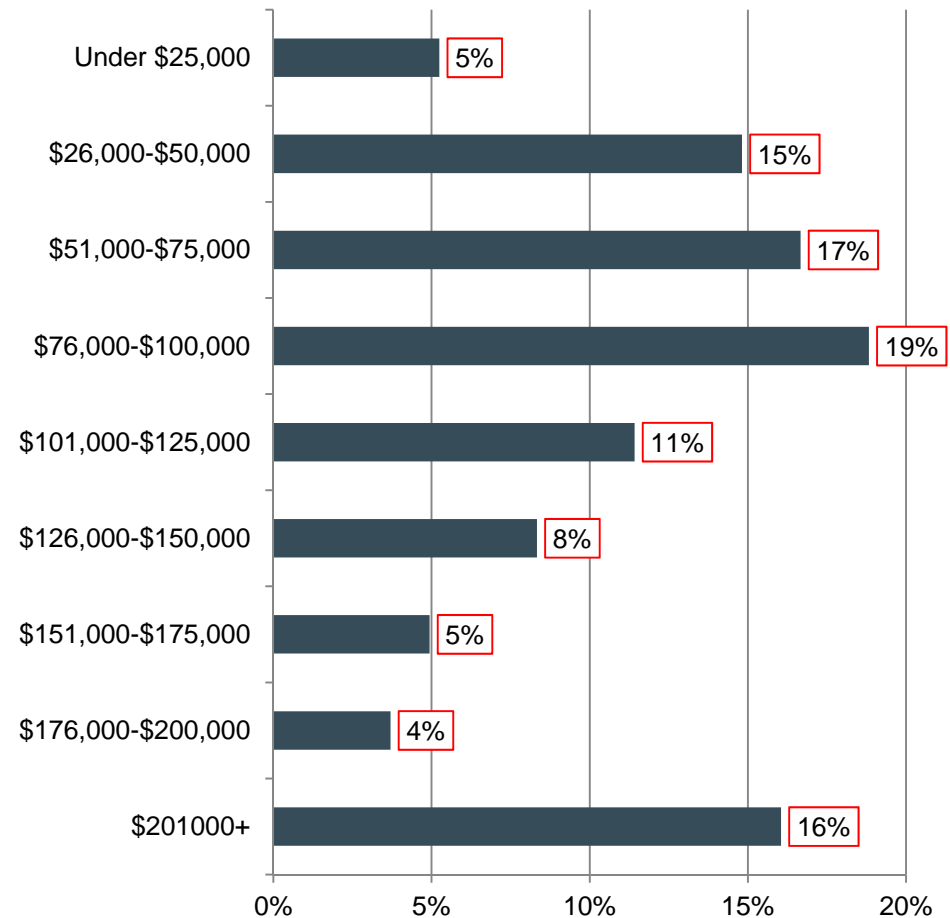
- 75% of readers are over 40 years of age
- 79% of readers were self employed
- 83% of readers have been in the industry for five years or more



The Adviser 2010 Online Reader Survey

- 63% of readers earned over \$76,000 for the 2009 calendar year
- 25% of readers earned over \$150,000 for the 2009 calendar year

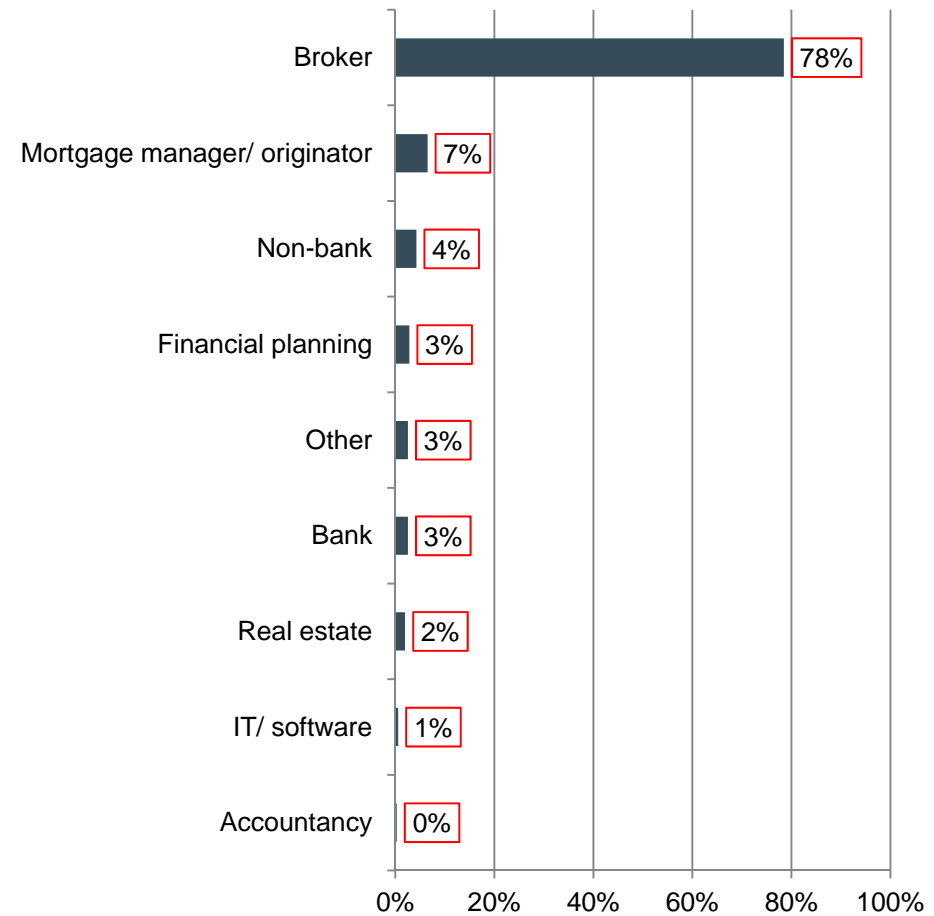
What would you estimate your income was for calendar year 2009?



The Adviser 2010 Online Reader Survey

- 78% of respondents to the survey work as brokers
- Mortgage managers are the second largest group, making up 7% of all respondents

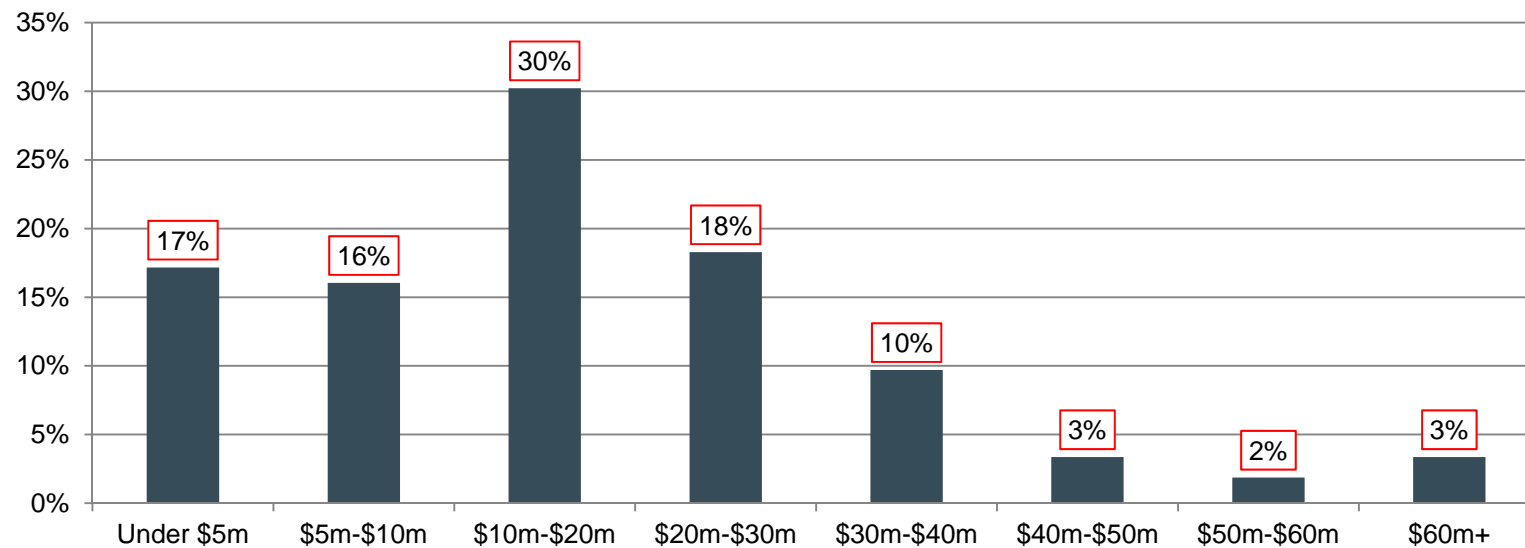
Which of the following best describes you or the sector you work in:



The Adviser 2010 Online Reader Survey

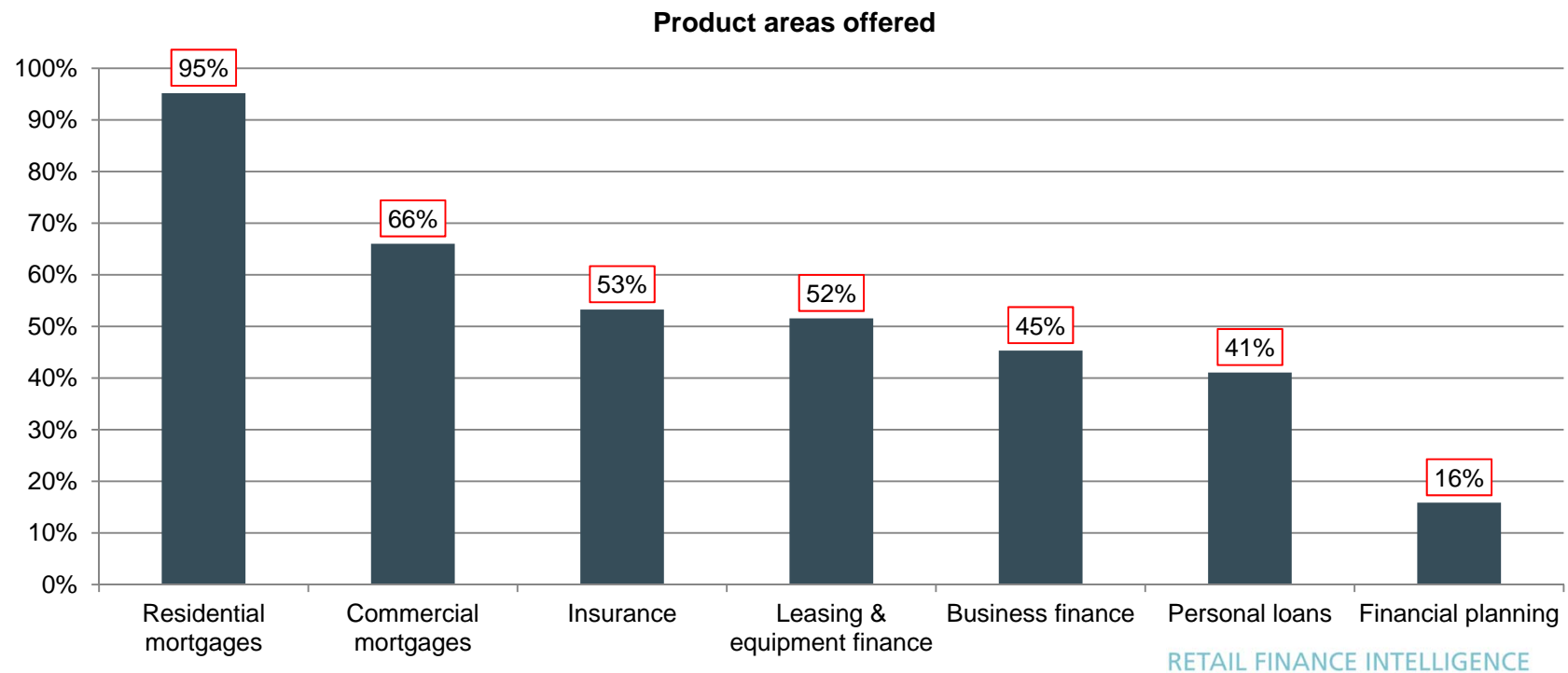
- 36% of readers settled over \$20 million in the 2009 calendar year
- 30% of readers settled between \$10 million and \$20 million

If you are a broker, what was the approximate dollar amount of loans settled by you in calendar year 2009?



The Adviser 2010 Online Reader Survey

- Almost all respondents (95%) offer residential mortgage products
- Only 16% of respondents offer financial planning services

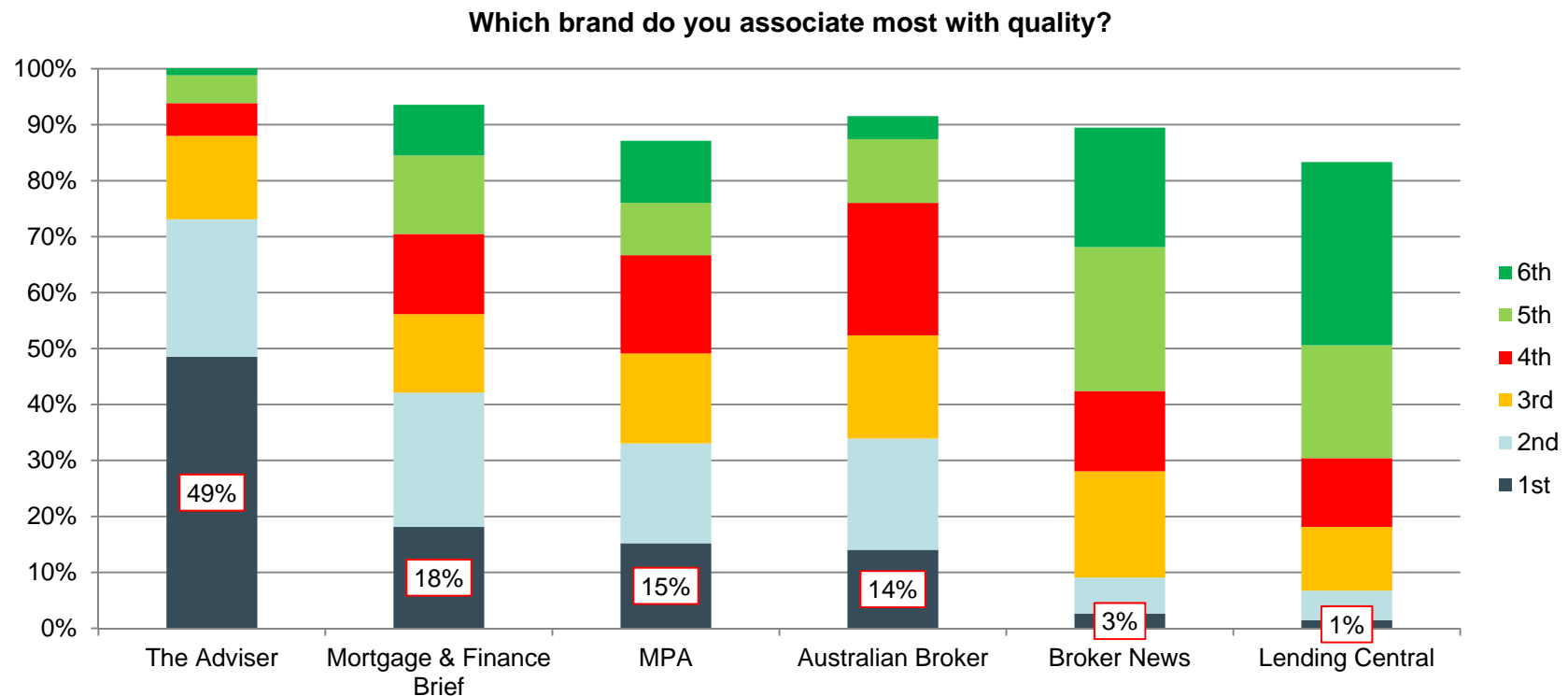


The Adviser 2010 Online Reader Survey

***The Adviser* brand**

The Adviser 2010 Online Reader Survey

- 49% of respondents picked *The Adviser* as their first choice for the brand they most associate with quality



The Adviser 2010 Online Reader Survey

***The Adviser* magazine**

The Adviser 2010 Online Reader Survey

- News roundup, feature reports/rankings and sales and marketing are regularly read by the majority of *The Adviser's* readers
- Afterhours is the least popular section with only 9% of respondents regularly reading the section

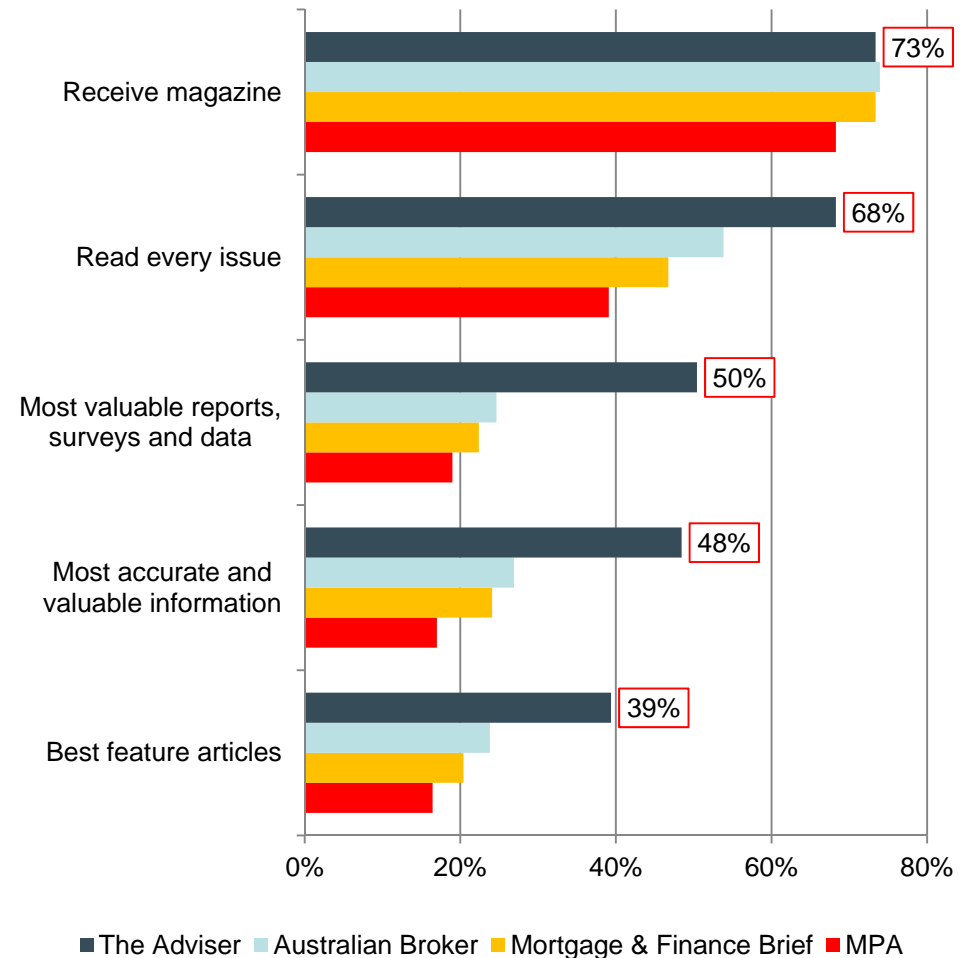
Which of the following do you regularly read in The Adviser



The Adviser 2010 Online Reader Survey

- 73% of respondents receive *The Adviser* compared to 74% who receive *Australian Broker*
- The majority of respondents feel that *The Adviser* magazine has the most accurate and valuable information, the most informative news and the best feature articles

Comparison of features of magazines

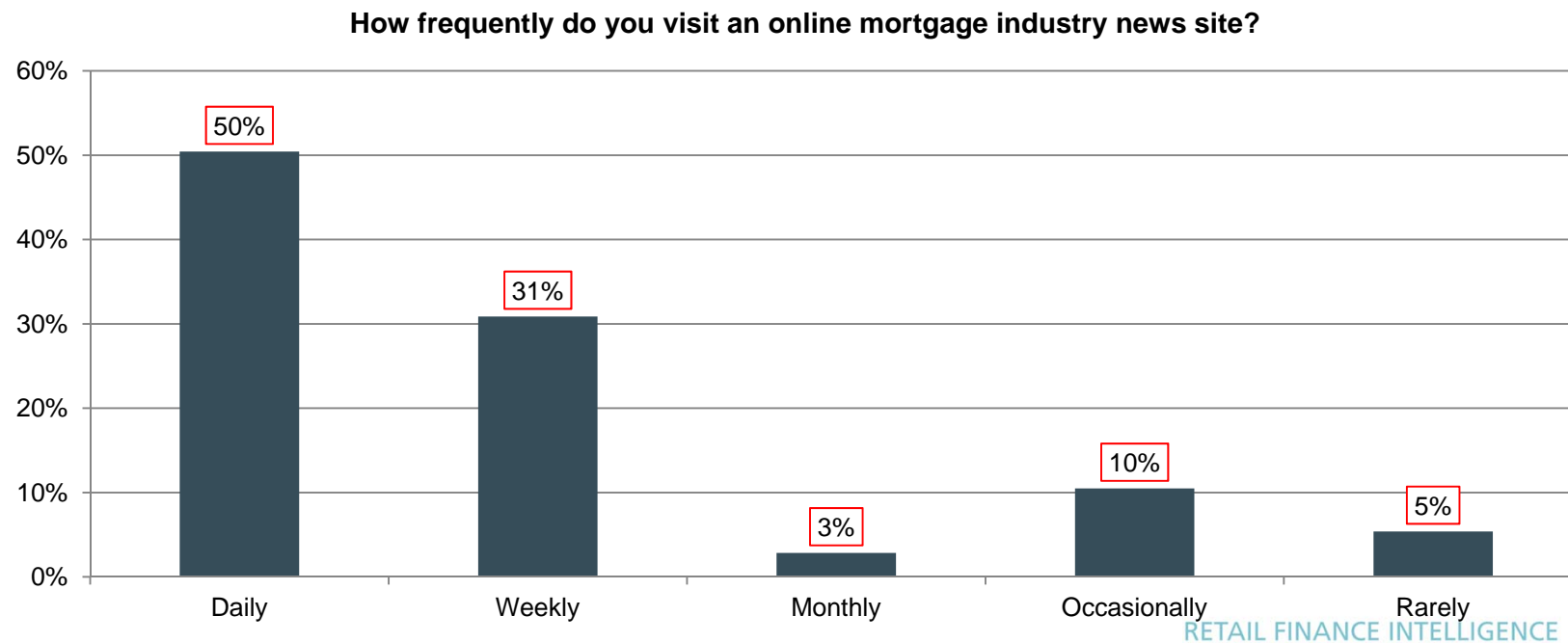


The Adviser 2010 Online Reader Survey

The Adviser website

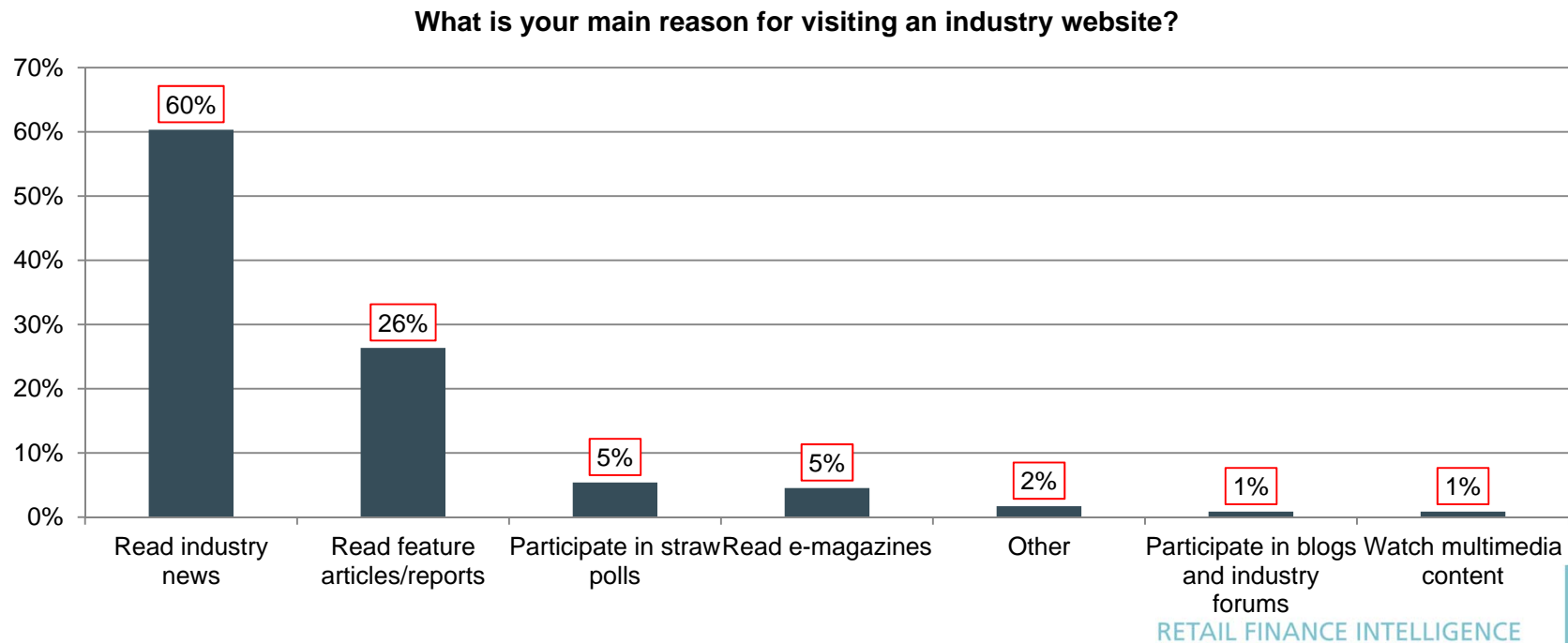
The Adviser 2010 Online Reader Survey

- 81% of respondents visit an online mortgage industry news site at least once a week
- 5% of respondents rarely visit an online mortgage industry news site



The Adviser 2010 Online Reader Survey

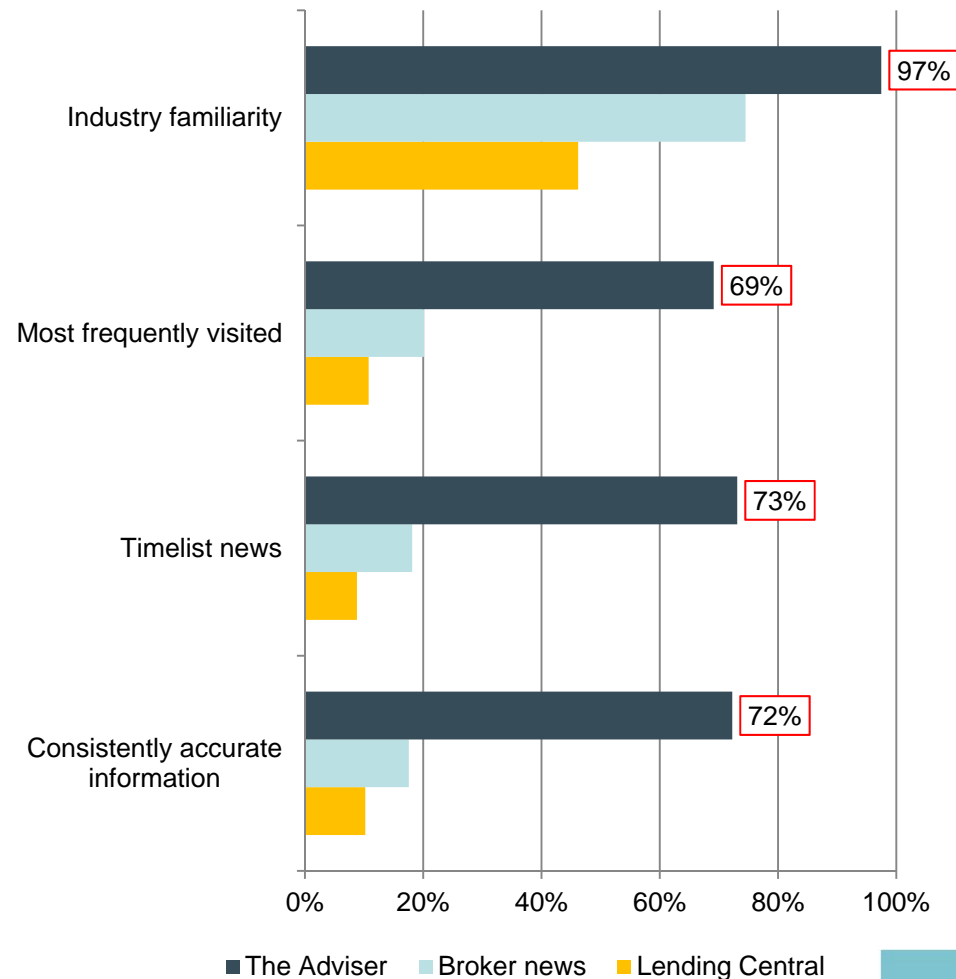
- 60% of respondents mainly visit an industry website to read industry news
- 26% of respondents mainly visit an industry website to read feature articles and reports



The Adviser 2010 Online Reader Survey

- *The Adviser* website is the most frequently visited for 69% of respondents
- 73% of respondents stated that *The Adviser* website has the most timely news and 72% said it has consistently accurate information

Comparisons of features of business websites



The Adviser 2010 Online Reader Survey

The Adviser BULLETIN

The Adviser 2010 Online Reader Survey

- 73% of respondents are likely to forward *The Adviser BULLETIN* to a colleague or peer, 55% more than *Broker News*
- Respondents are significantly more likely to find *The Adviser BULLETIN* the most relevant of the e-newsletters

Comparison of features of e-newsletters

