

Post Show Report

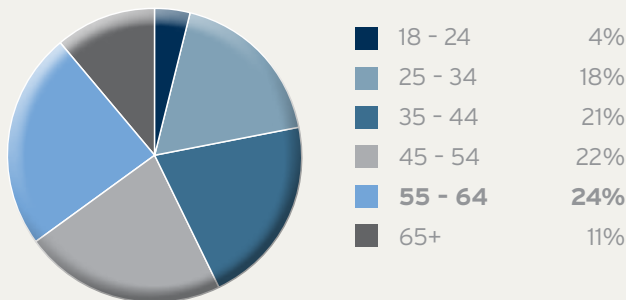


Trading & Investing Seminars & Expo
 Sydney Convention & Exhibition Centre
 Friday 5 to Saturday 6 August 2011

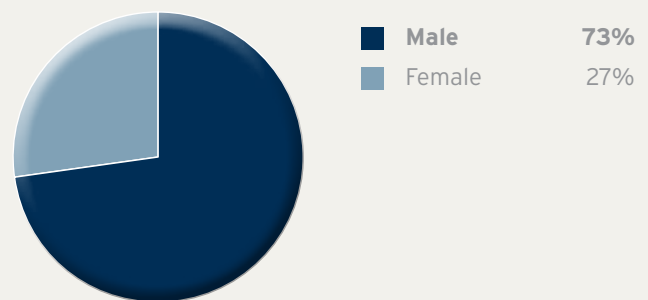
6,238 Total visitors 2011	71 Exhibitors	93% own shares	44% have superannuation over \$200,000	29% have trading/investment capital over \$250,000	78% of visitors rated the show a 7 out of 10 or higher	86% use an online broker
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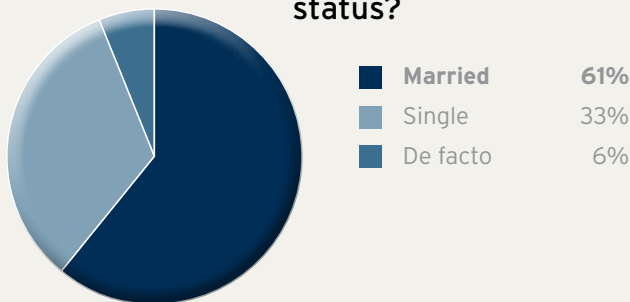
1. Age



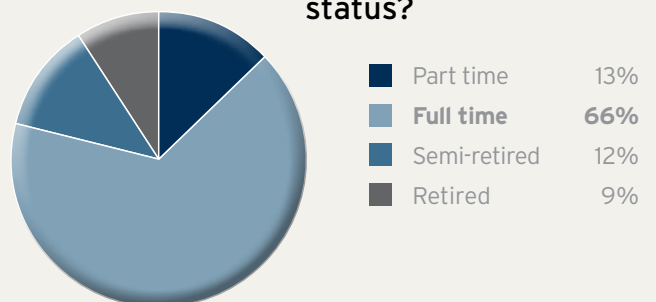
2. Gender



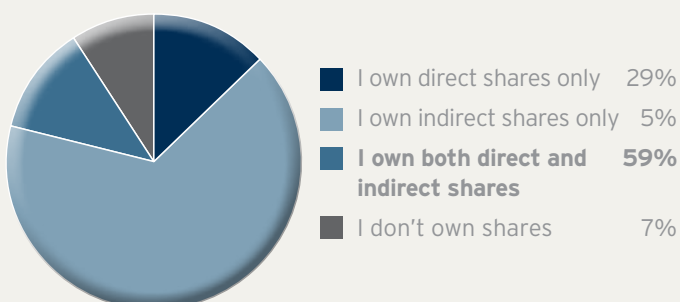
3. What is your marital status?



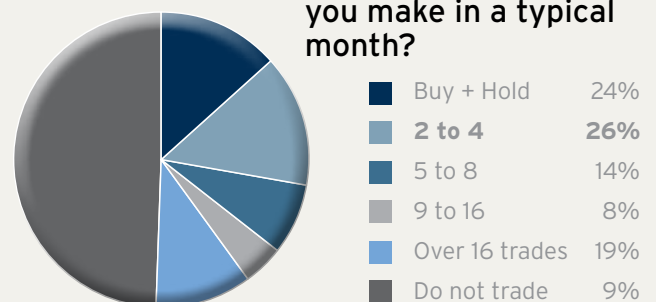
4. What is your employment status?



5. How do you own shares?



6. How many trades would you make in a typical month?

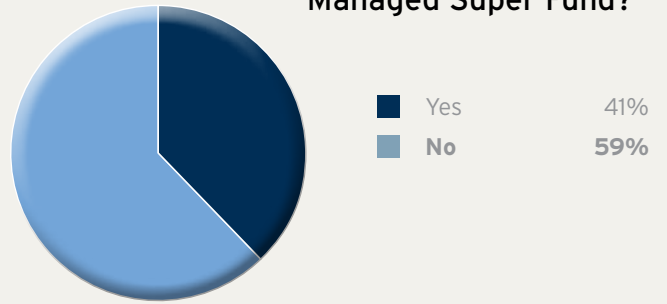


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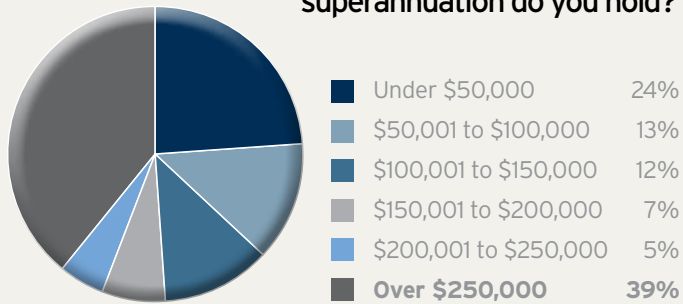
7. Which services do you utilise:

Online Broker	86%
Full Service Broker	18%
Financial Planner/Advisor	21%
Accountant	32%
Other	4%

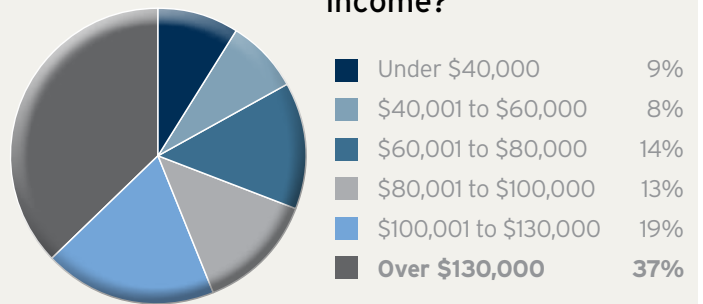
8. Do you have a Self Managed Super Fund?



9. What level of superannuation do you hold?



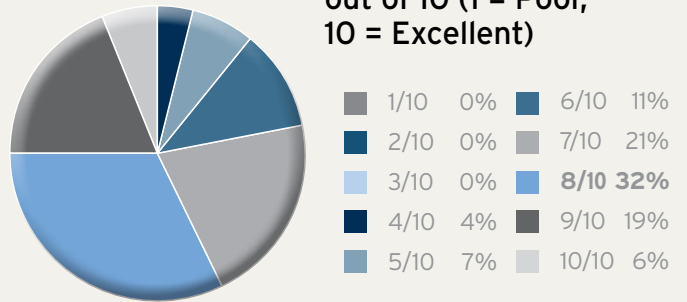
10. What is your household income?



11. What is your level of trading/investment capital?



12. Please rate the show out of 10 (1 = Poor, 10 = Excellent)



The Sydney Trading & Investing Expo was a great platform for E*TRADE Australia to engage with our current and prospective clients to inform them of the products and services we have to offer. We found the investors that attended the event to be sophisticated, savvy and enthusiastic!

David Wright, Marketing Manager, Broking Services E*TRADE Australia



EXHIBITOR LIST

Art Equity	E*TRADE	Ord Minnett
Australian Investors Association	Financial Review	Premium Investors Limited
Australian Shareholders Association	First Prudential Markets	Proactive Business Advice
Australian Small Scale Offering Board	ForexCT	Rivkin Securities
ATAA	Forex.com	Self Managed Super Specialists
Austock	FXCM Australia Limited	SolitonTrading.com
AxiTrader	Funds Focus	Switzer Financial Services
Baomoney	GFT -CFDs & Forex Trading	Teaminvest
Bourse Data Pty Ltd	IBFX Australia	The Chinese Investor
Capital CFDs	IG Markets	The Rare Coin Company
City Index	Intelligent Investor	Traders Journal & Forex Journal
CMC Markets	Interactive Brokers	Trading Pursuits
CommSec	Investor Centre	Traders 4 Traders
CommSec Advisory	Knowledge To Action	US Property Specialists
Compass Global Markets	Sniper FX	VectorVest
Dixon Advisory	Lincoln Indicators	Wealth Creator
Easy Forex	MarketsPlus	Your Money Magazine
Educated Investor	MetaStock	YourTradingEdge
Equiti Private Wealth	My ATM	Your Trading Room
eToro	Onelife	

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