

# Investment Professional

## Morningstar.com Audience Stats

Registered Member 3 Million  
 Paid Subscriber 125,000

## Investment Professional Stats

Average Age: 48 years

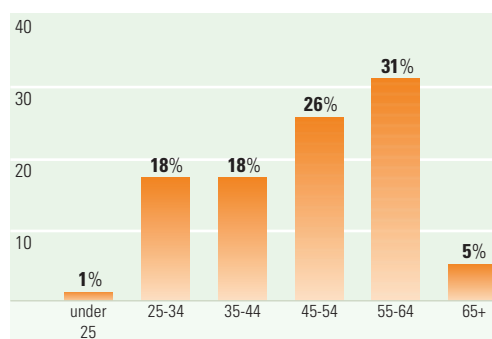
Avg. Household Income: \$131,000

Avg. Size of Investment Portfolio: \$747,000

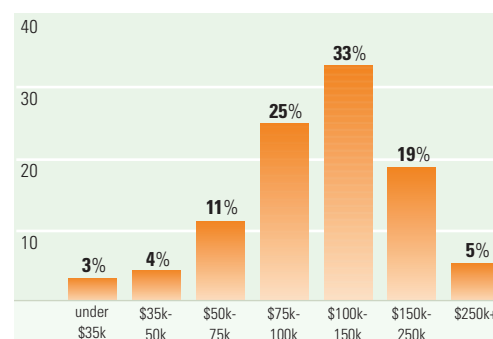
Gender:  
 Male 82%  
 Female 18%

As a leader in financial information, Morningstar.com attracts an audience of qualified investment professionals that are actively conducting research on Morningstar.com to make informed decisions for personal and client investments.

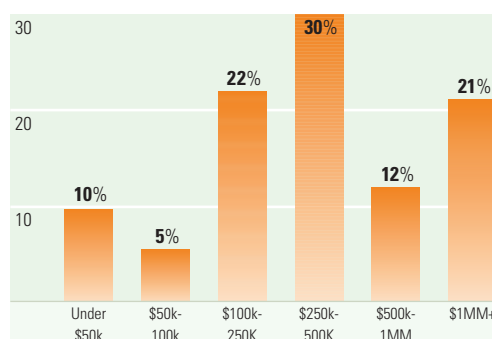
Age (average: 48 years)



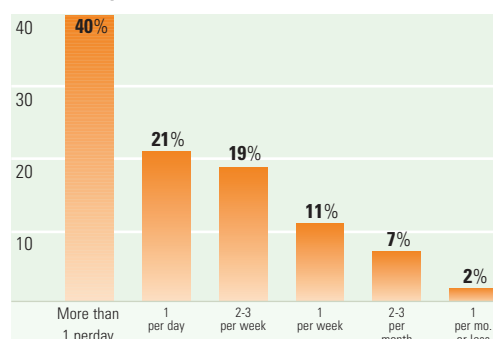
Annual Household Income (average: \$131,000)



Size of Investment Portfolio (average: \$747,000)



Visiting Frequency



## Occupation

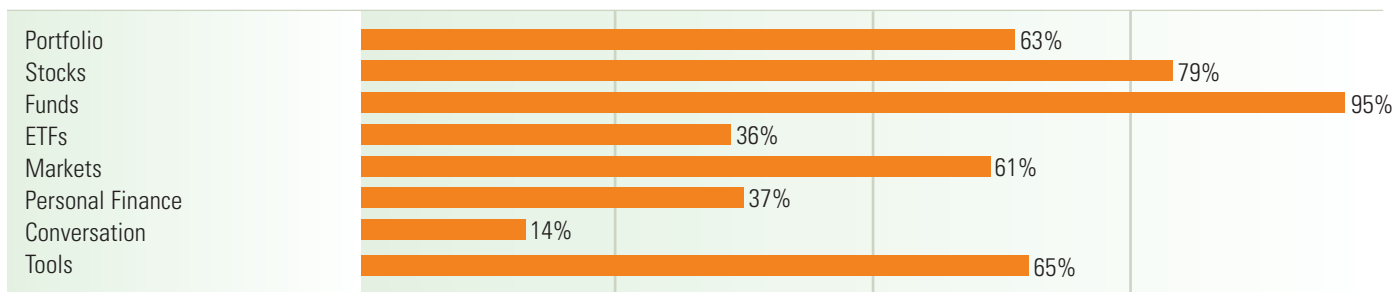
Accountant	3%	General Manager	1%
Chairman	2%	Owner Partner	16%
Consultant	3%	Stock Broker	9%
Financial Advisor/Planner	32%	Vice President	2%
Financial/Investment Management	16%	Other	14%
Financial Officer	2%		

Source: Morningstar.com Annual Membership Survey, December 2003

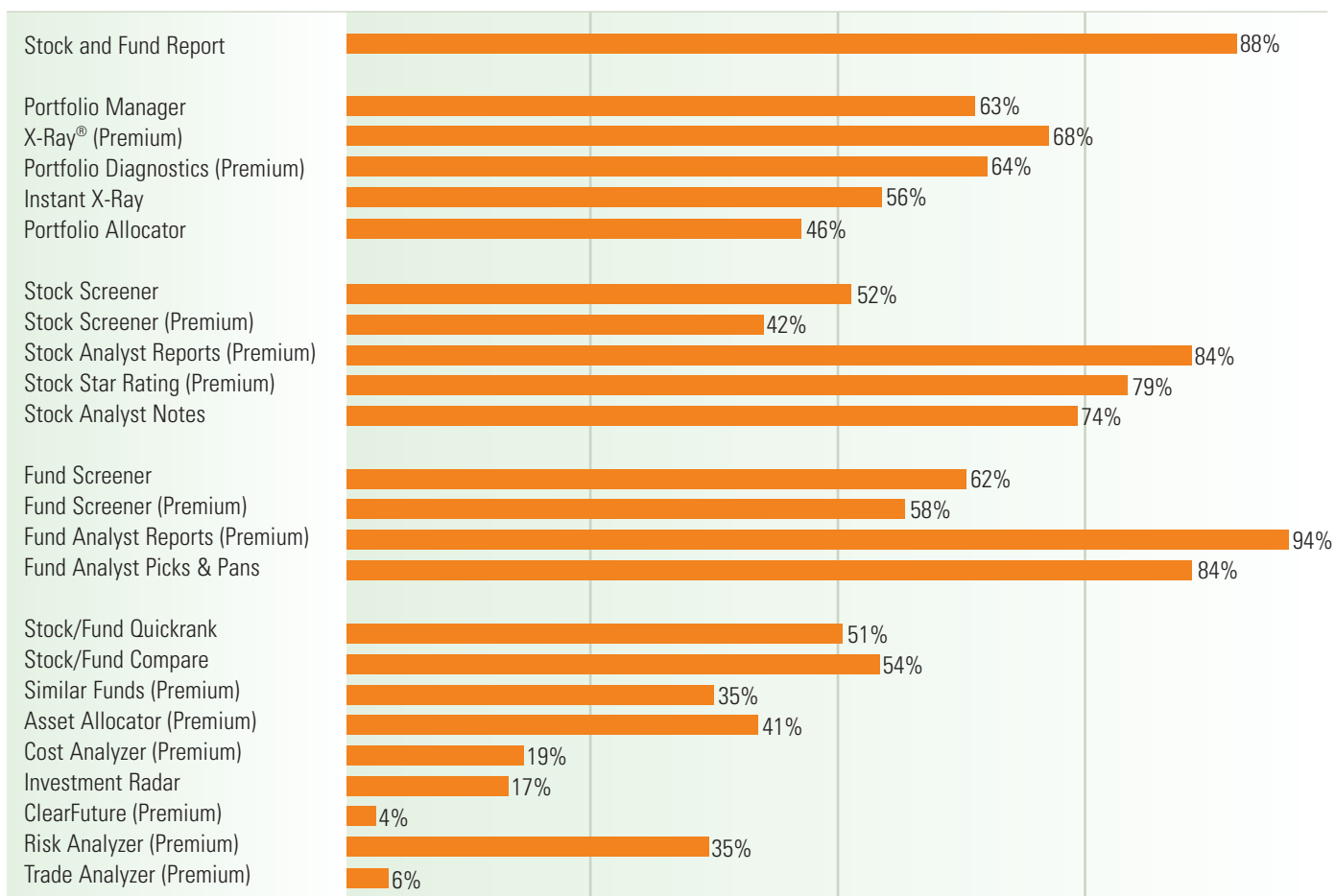
## Investment Professional

Investment Professionals use the tools and features on Morningstar.com to research and narrow down possible investment opportunities for their personal and client portfolios.

### Usage of General Site Areas



### Tools and Features



Source: Morningstar.com Annual Membership Survey, December 2003