

# Registered Member

## Morningstar.com Audience Stats

Registered Member 3.7 Million  
 Paid Subscriber 130,000+

## Registered Member Stats

Average Age: 46 years

Avg. Annual Household Income: \$109,000

Avg. Size of Investment Portfolio: \$433,000

Gender:  
 Male 74%  
 Female 26%

Homeownership: 79%

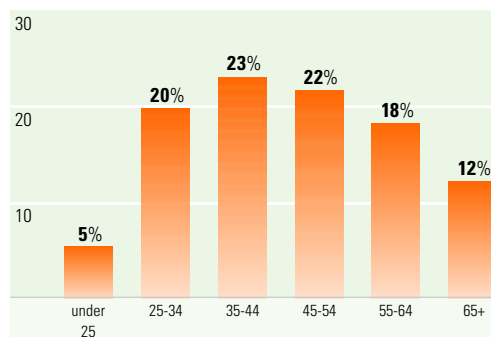
Marital Status (Married): 70%

Education:  
 Graduate Degree 38%  
 Graduated College 33%  
 Some post-graduate work 13%  
 Some college or less 16%

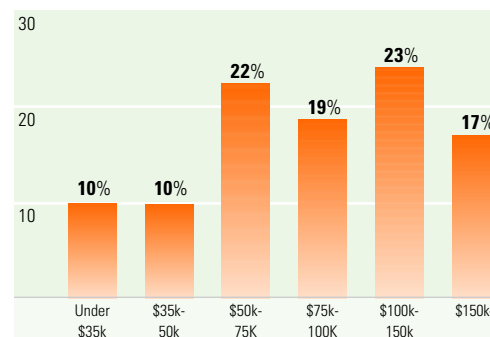
Morningstar.com delivers over 3.7 million affluent registered members. Morningstar.com Registered Members and Paid subscribers spend an average of 7.8 minutes per session and view an average of 18 pages per visit (Nielsen/NetRatings, January 2005).

Our registered member base includes all levels of investors who rely on Morningstar.com's independent analysis and innovative tools to help them make informed investment decisions. Our demographics indicate a prime audience for advertisers wishing to target high net worth individuals, investors of all levels, and technology savvy prospects.

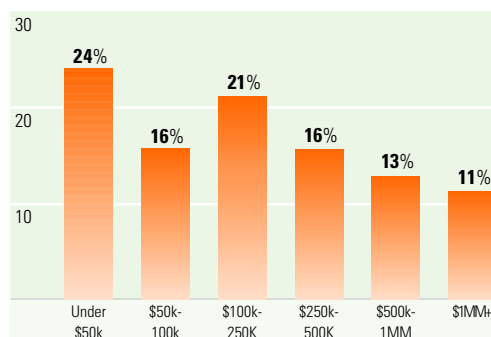
Age (average: 46 years)



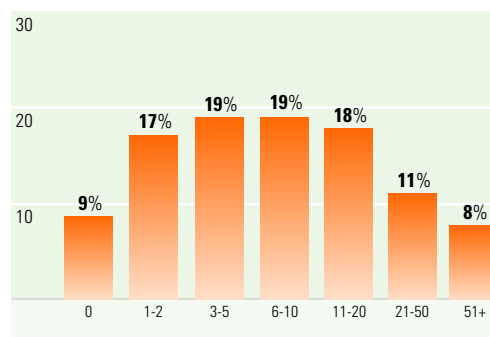
Annual Household Income (average: \$109,000)



Size of Investment Portfolio (average: \$433,000)



Investment Transaction (last 12 months)



Source: Morningstar.com Annual Membership Survey, December 2004