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## *WDEV REACHES A FINANCIALLY SECURE AUDIENCE.*

WDEV reaches an audience of professional and working people with above-average incomes and assets. Many of them seek the advice of financial professionals in making decisions about their investments, concluding that they need assistance in a complicated and confusing investing arena. But many of them have not yet come to that conclusion, making them an ideal audience for financial institutions and advisors to reach.

### RESEARCH SUMMARY

<i>INCOME</i>	<i>ASSETS</i>	<i>INVESTMENTS</i>
<b>65.6%</b> have an annual income over \$35,000	<b>77.2%</b> have assets of \$100,000 or more	<b>50%</b> have an IRA or 401(k) account
<b>18.4%</b> have an annual income over \$75,000	<b>53.1%</b> have assets of \$175,000 or more	<b>42%</b> invest in mutual funds
<b>6.3%</b> have an annual income over \$100,000	<b>13.9%</b> have assets of \$500,000 or more	<b>30%</b> invest in common or preferred stock

### FINANCIAL SERVICES USED

Accountant: **18.9%** • Financial consultant: **18.5%** • Full-service broker: **14.8%**

(Survey conducted February - March 2002 by the UVM School of Business Administration)