

The Ipsos Mendelsohn Affluent Survey 2011

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Research Manager, Americas

Premiere US Affluence Study

Provider

- Ipsos Mendelsohn

Respondent

- Focuses solely on the top quintile of U.S. households (approx. 21% of all American adults) based on current households incomes of \$100,000 or higher

Universe

- 24.5 million Households
- 58.5 million Affluent Adults



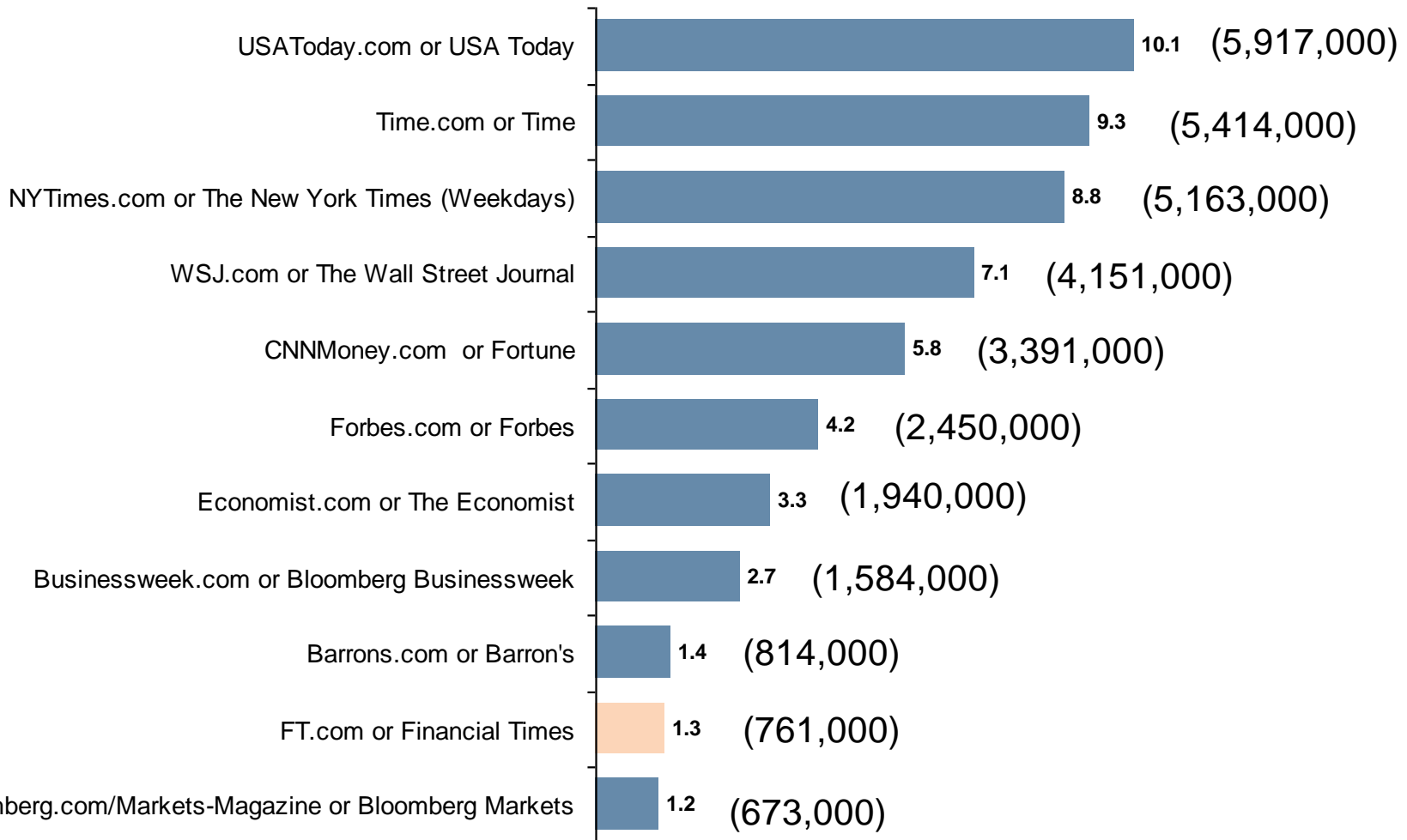
Key findings include...

- Mid-March through June 10, 2011
- All 50 states and Washington, DC
- 28-page questionnaire
- New \$10 bill incentive
- Two reminder mailings to non-responders
- 33% Response rate
- Adults (18+) having \$100,000 or more in annual household income
- These individuals represent 21% of all American adults
- FT.com is the leading international print website
- Results projected to an estimated population of 58.5 million affluent adults in 24.5 million households



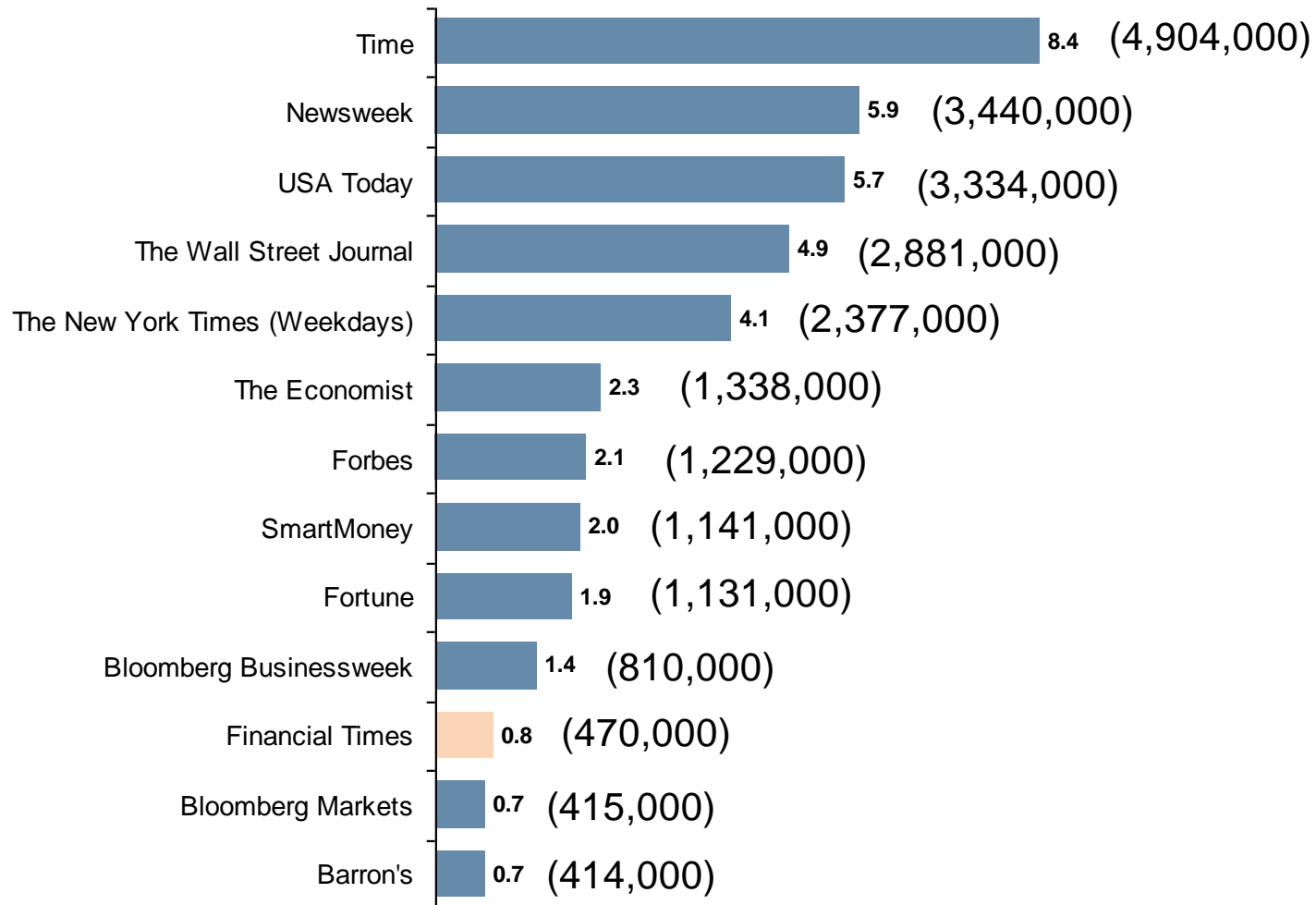
Combined Audience Reach 2011

% Coverage



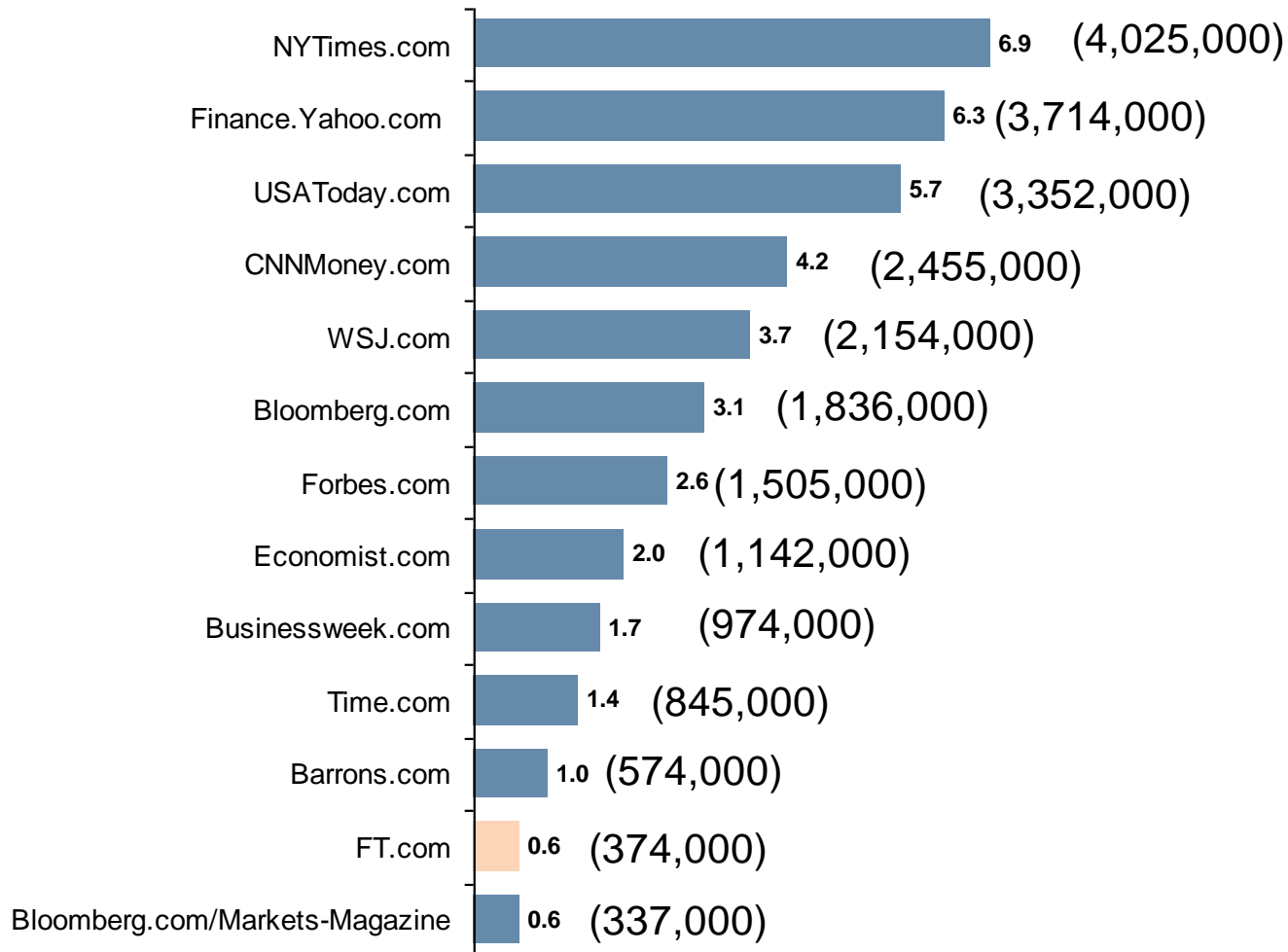
Print Reach 2011

% Coverage



Online Reach 2011

% Coverage



Financial Times Reader

In the United States

\$2.9M

Average Net Worth
Including Principle residence

\$366K

Average HHI

Ultra-Affluent

\$366,335 Mean HHI
5% earn \$1 million+ HHI
(Index 581)

Planning to Purchase

38% New Vehicle
22% New Home (build/buy)
10% Fine watch/jewelry worth
\$2,500+

High Net Worth

\$2,932,572 incl. main home
\$2,319,903 excl. main home

Business Execs

24% C-Level Job Responsibilities
52% Any Business Decision Maker
22% Financial Decision Makers
15% Work in Companies With
10,000+ Employees

Well Educated

74% College+ Education
38% Post Graduate Degree

Mean/Median Age

50 / 48

Male / Female

66% / 34%

FT.com User

In the United States

\$1.4M

Average Net Worth
Including Principle residence

\$304K

Average HHI

Ultra-Affluent

\$303,852 Mean HHI
23% earn \$250k+ HHI
(Index 212)

Planning to Purchase

31% New Vehicle
26% New Home (build/buy)
8% Fine watch/jewelry worth
\$2,500+

High Net Worth

\$1,427,006 incl. main home
\$957,749 excl. main home

Business Execs

1% C-Level Job Responsibilities
57% Any Business Decision Maker
28% Financial Decision Makers
33% Work in Companies With
10,000+ Employees

Well Educated

90% College+ Education
44% Post Graduate Degree

Mean/Median Age

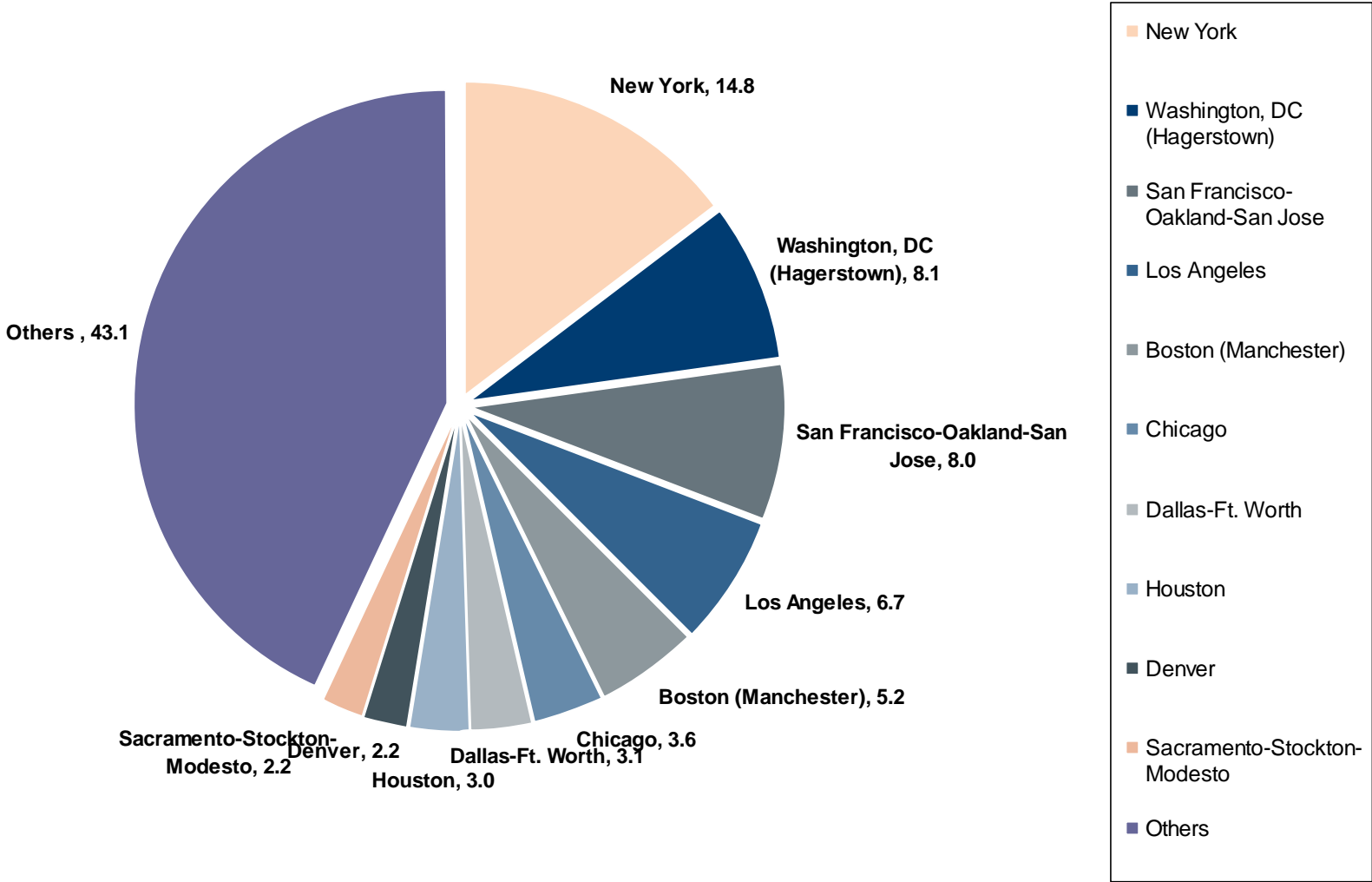
42 / 38

Male / Female

81% / 19%

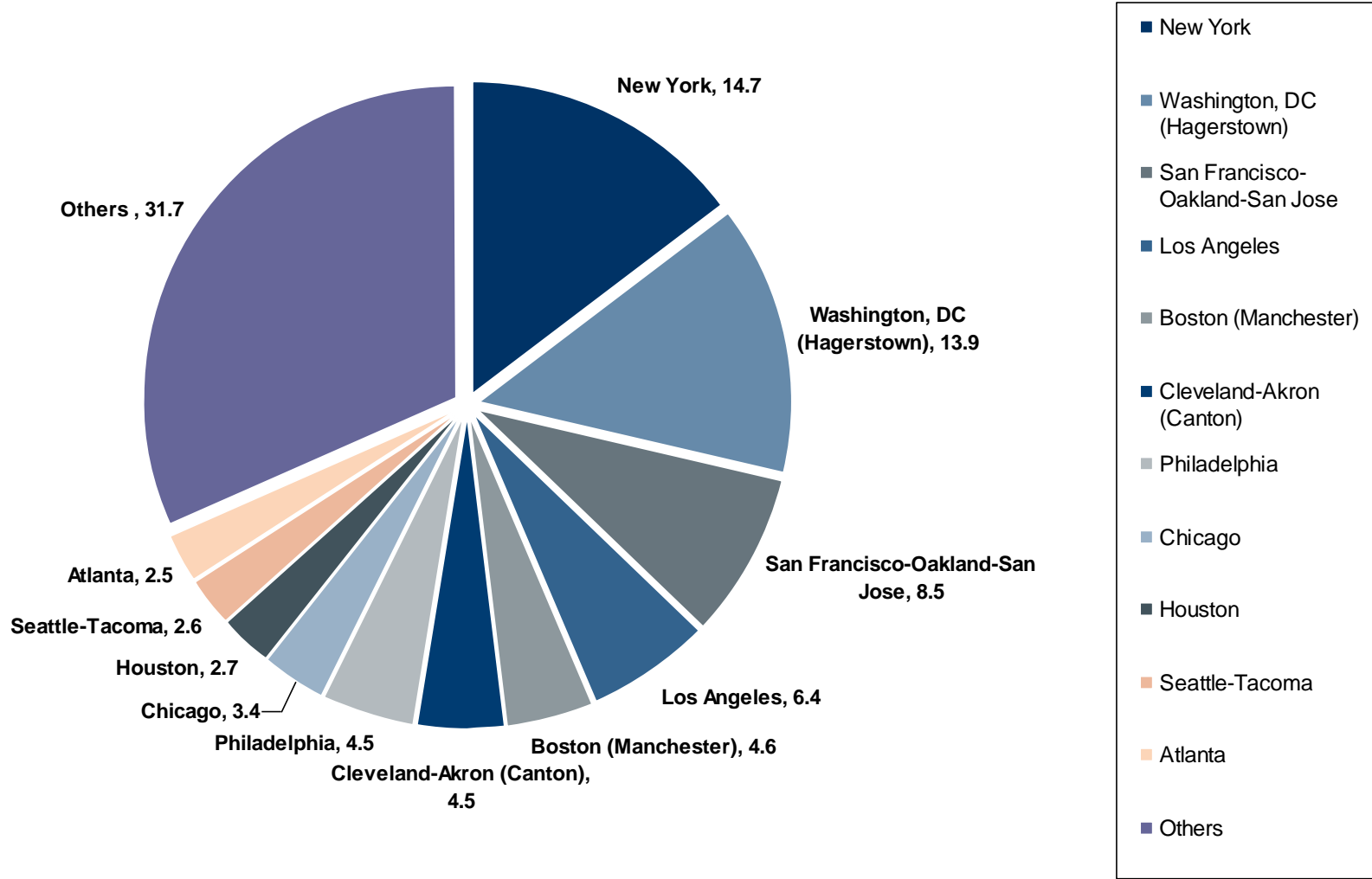
FT Readers Most Likely to Live in New York, DC, SF Bay Area and LA

Target: % Comp DMA



FT.com Users Most Likely to Live in New York, DC, SF Bay Area and LA

Target: % Comp DMA



Income & Affluence

FT Readers: Double Average US Affluent Income

Target: Household Income

	<u>Mean</u>	<u>Median</u>
Total	\$188,850	\$141,294
Financial Times	\$366,335	\$180,861
Forbes	\$276,821	\$154,627
Economist	\$269,081	\$165,395
Wall Street Journal	\$268,678	\$169,455
New York Times	\$264,734	\$162,458
Fortune	\$254,674	\$162,150
Bloomberg Businessweek	\$252,667	\$165,025
USA Today	\$215,688	\$150,901

FT Readers Highest HHI Across All Levels

Target: Household Income

	<u>\$150,000+</u>		<u>\$250,000+</u>		<u>\$500,000+</u>		<u>\$750,000+</u>		<u>\$1,000,000+</u>	
	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>
Total	42.4	100	10.8	100	2.7	100	1.4	100	0.9	100
Financial Times	63.3	149	30.0	278	12.7	469	7.0	485	5.2	581
Economist	58.7	138	22.2	205	8.8	324	4.6	318	3.4	380
Forbes	52.0	123	21.6	200	8.9	326	4.7	327	3.1	345
Wall Street Journal	59.6	140	26.0	240	7.9	291	4.1	286	2.8	312
Fortune	56.9	134	21.7	201	6.8	252	3.2	224	2.3	255
New York Times	55.5	131	23.6	218	8.1	296	3.9	269	2.3	255
Bloomberg Businessweek	57.7	136	21.9	202	8.3	307	2.9	200	2.2	239
USA Today	50.5	119	17.3	160	4.4	161	2.0	136	1.3	142

FT Readers Highest Mean/Media Liquid Net Worth

Target: Value of All Accounts (Liquid Net Worth)

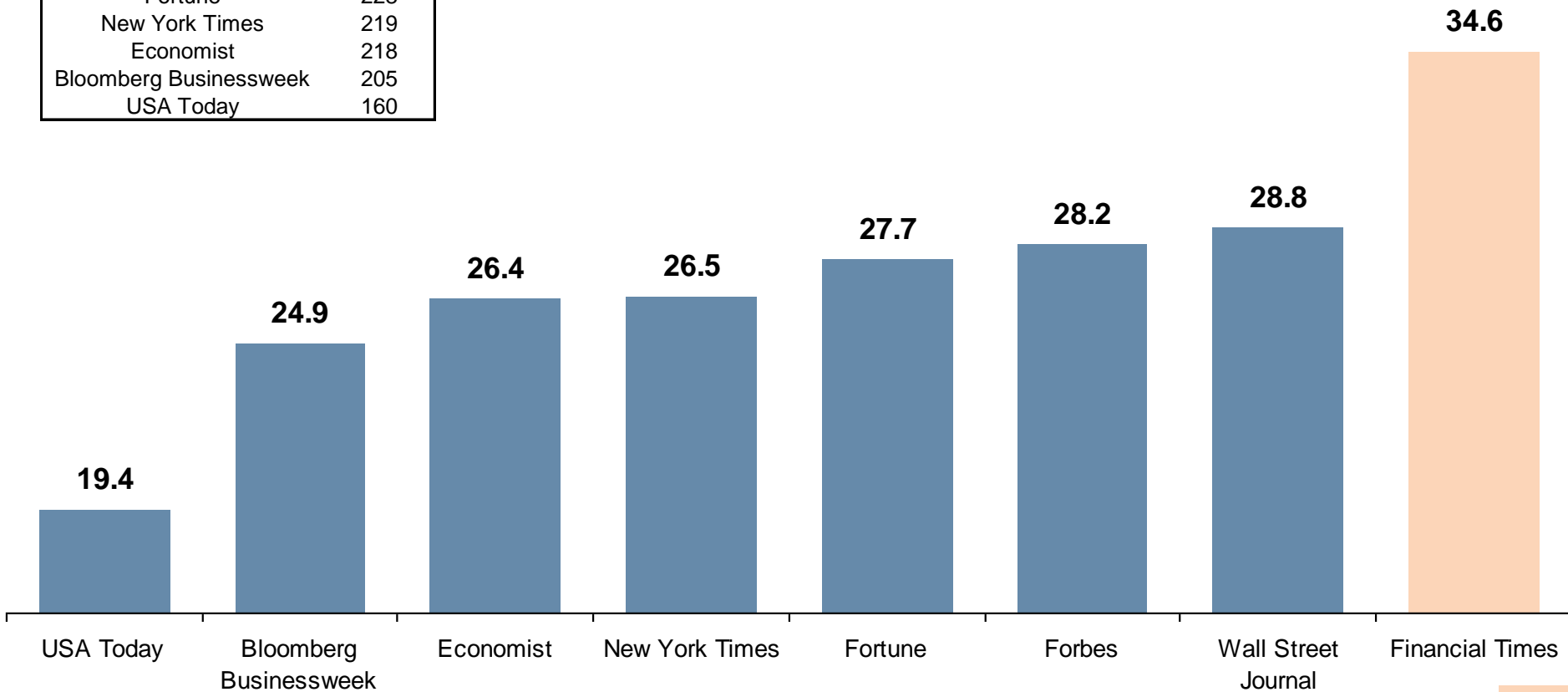
	<u>Mean</u>	<u>Median</u>
Total	\$529,685	\$199,858
Financial Times	\$1,580,666	\$519,523
Forbes	\$1,294,405	\$425,355
Economist	\$1,246,466	\$505,030
Bloomberg Businessweek	\$1,220,252	\$396,020
New York Times	\$1,187,569	\$434,264
Fortune	\$1,168,041	\$440,235
Wall Street Journal	\$1,065,366	\$543,937
USA Today	\$769,705	\$315,714

FT #1 With Liquid Millionaires

Target: \$1,000,000 or more - Total Household Financial Accounts (Liquid Assets)

% Comp

	Index
Financial Times	286
Wall Street Journal	238
Forbes	233
Fortune	228
New York Times	219
Economist	218
Bloomberg Businessweek	205
USA Today	160



FT Readers Highest Mean/Media Liquid Net Worth

Target: Value of All Accounts (Liquid Net Worth)

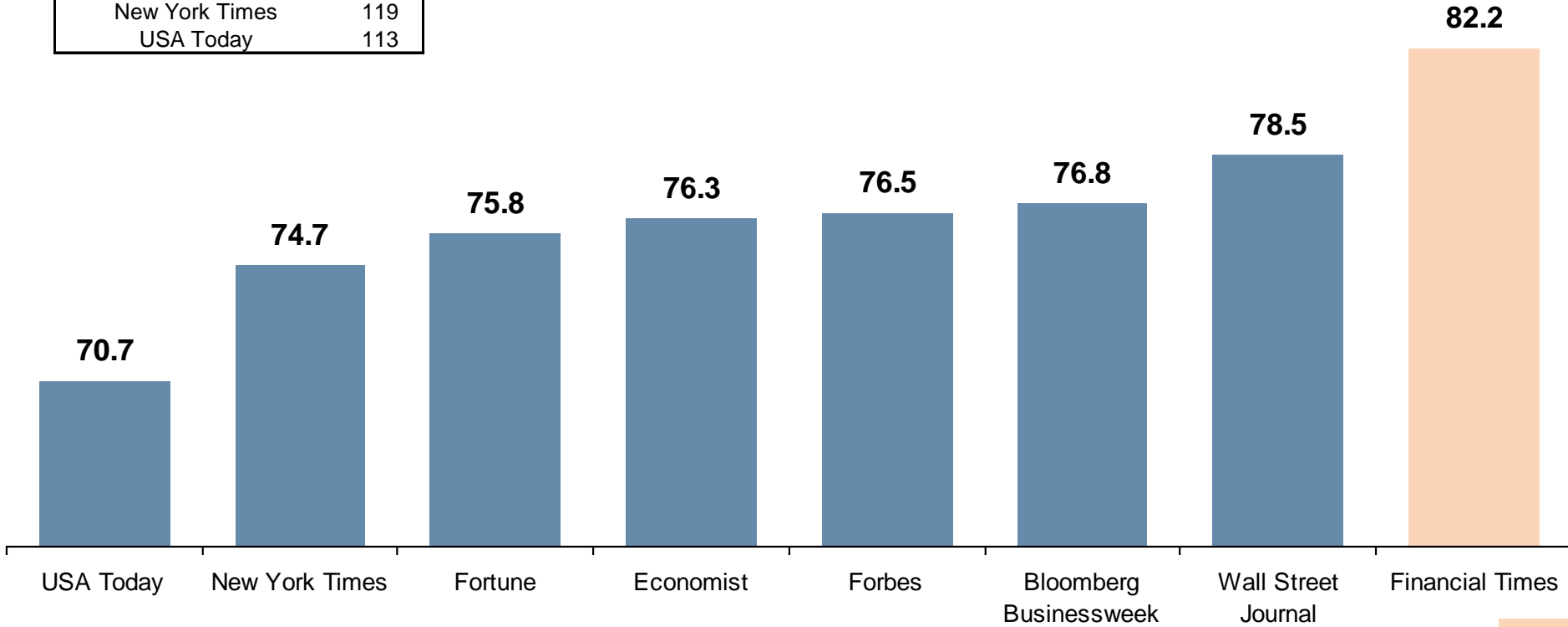
	<u>\$1,000,000+</u>		<u>\$2,000,000+</u>		<u>\$3,000,000+</u>	
	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>
Total	12.1	100	4.7	100	2.6	100
Financial Times	34.6	286	15.0	320	9.3	363
Wall Street Journal	28.8	238	12.8	273	7.6	295
Forbes	28.2	233	12.6	270	8.5	331
Fortune	27.7	228	11.5	247	5.8	225
New York Times	26.5	219	10.5	225	6.4	250
Economist	26.4	218	11.3	241	6.8	266
Bloomberg Businessweek	24.9	205	8.7	187	5.5	215
USA Today	19.4	160	8.0	171	4.4	170

FT Most Likely to Use Broker/Financial Services Company

Target: Any Household Use Of Broker/Financial Services - Used In Past Year

% Comp

	Index
Financial Times	131
Wall Street Journal	125
Bloomberg Businessweek	122
Forbes	122
Economist	122
Fortune	121
New York Times	119
USA Today	113



FT Leads in Usage of Financial Planners, Private Bankers, Estate Planner and Tax Consultants

Target: Any Household Use Of Broker/Financial Services - Used In Past Year

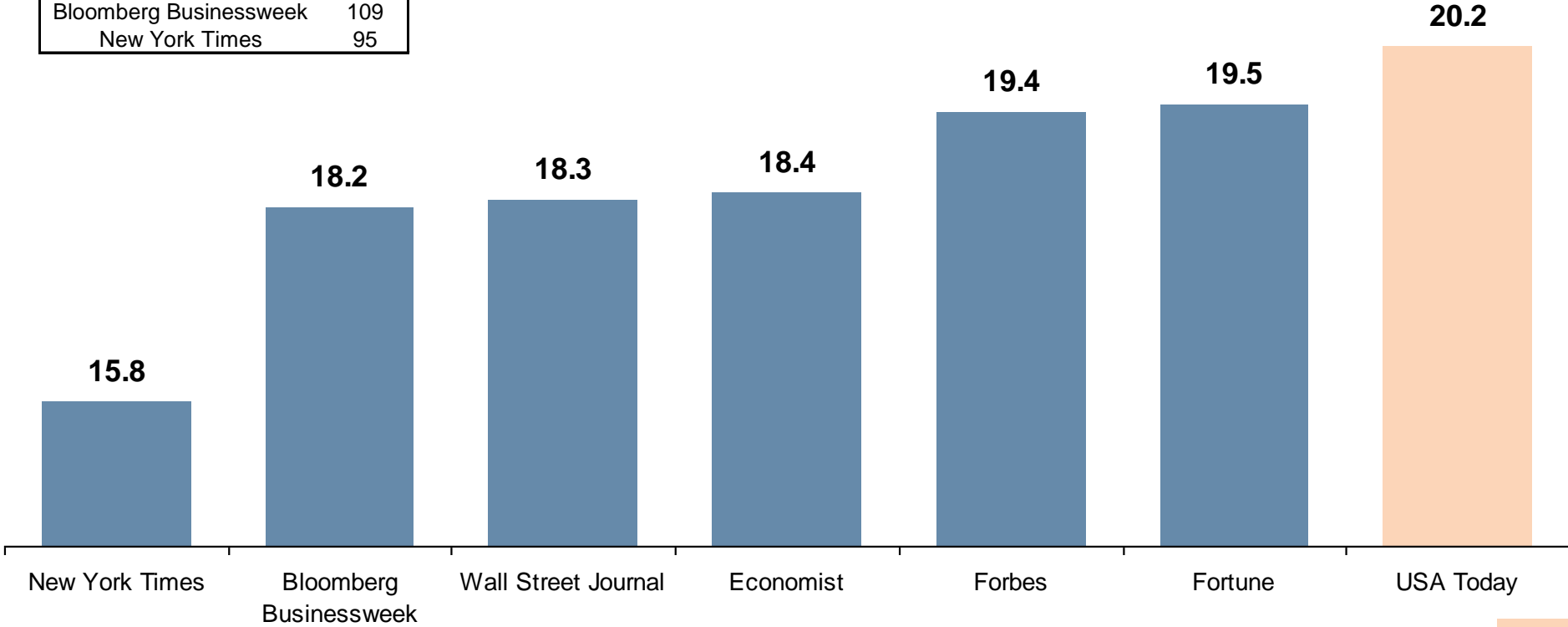
	<u>Total</u>		<u>Financial Times</u>		
	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>Rank*</u>
Any of the following	62.8	100	82.2	131	1
Any Broker (net)	27.0	100	50.9	189	3
Full-service broker	12.4	100	20.0	162	4
Discount broker	3.6	100	13.6	374	2
Online trading	11.4	100	30.1	264	2
Other broker service	3.6	100	6.1	168	1
Financial planner	16.7	100	24.5	147	1
CPA	20.5	100	25.4	124	5
Tax consultant	23.7	100	29.2	123	1
Private banker	5.4	100	14.1	259	1
Estate planner	3.1	100	9.5	304	1
Personal money manager	4.1	100	7.1	173	4
Wealth advisor	2.3	100	6.4	274	4

FT Readers Most Likely to Use Financial Planners

Target: Financial Planner - Used In Past Year

% Comp

	Index
Financial Times	147
USA Today	121
Fortune	117
Forbes	117
Economist	110
Wall Street Journal	110
Bloomberg Businessweek	109
New York Times	95



FT Readers Highest Net Worth (Excl. Principle Residence)

Target: Value of Financial Accounts Plus Real Estate - Excluding principal residence

	<u>\$1,000,000+</u>		<u>\$3,000,000+</u>		<u>\$5,000,000+</u>	
	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>
Total	19.9	100	4.4	100	1.4	100
Financial Times	44.9	225	13.4	303	9.1	659
Forbes	38.1	192	12.1	273	7.0	508
New York Times	35.4	178	9.4	212	4.7	341
Bloomberg Businessweek	37.3	187	8.3	188	4.4	315
Economist	36.9	185	10.8	245	4.7	341
Wall Street Journal	41.7	209	11.3	255	4.5	327
Fortune	40.0	201	10.6	239	4.1	295
USA Today	30.3	152	6.8	153	2.5	180

FT Readers Highest Net Worth (Incl. Principle Residence)

Target: Value of Financial Accounts Plus Real Estate - Including principal residence

	<u>\$1,000,000+</u>		<u>\$3,000,000+</u>		<u>\$5,000,000+</u>		<u>\$7,000,000+</u>	
	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>
Total	35.3	100	6.6	100	2.0	100	1	100
Financial Times	62.7	178	20.8	314	11.3	553	8.6	835
Forbes	52.2	148	17.0	256	8.9	437	5.2	503
New York Times	54.1	153	15.4	232	6.7	329	4.3	413
Economist	58.0	164	17.7	267	8.3	405	3.8	369
Bloomberg Businessweek	50.0	142	12.9	194	5.7	278	3.7	356
Wall Street Journal	62.5	177	17.8	268	7.0	343	3.5	337
Fortune	59.9	170	16.4	247	6.7	326	3.1	302
USA Today	46.9	133	10.3	156	3.6	175	1.9	181

FT Readers Highest Net Worth

Target: Net Worth

	<u>\$500,000+</u>		<u>\$750,000+</u>		<u>\$1,000,000+</u>		<u>\$2,000,000+</u>		<u>\$5,000,000+</u>	
	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>
Total	52.6	100	37.6	100	25.9	100	10.5	100	2.7	100
Financial Times	74.1	141	65.2	173	43.8	169	21.9	209	7.3	269
Economist	66.1	126	55.1	147	40.3	156	20.6	197	6.5	239
Forbes	62.9	120	52.2	139	40.7	158	21.4	204	5.9	216
Wall Street Journal	70.7	134	59.8	159	46.9	182	23.1	221	5.3	195
New York Times	67.3	128	55.7	148	42.6	165	20.7	198	4.8	177
Fortune	66.7	127	57.0	152	41.9	162	19.0	182	4.0	147
Bloomberg Businessweek	62.2	118	50.1	133	36.0	139	17.7	169	3.8	138
USA Today	58.6	111	45.4	121	32.5	126	14.2	136	2.8	102

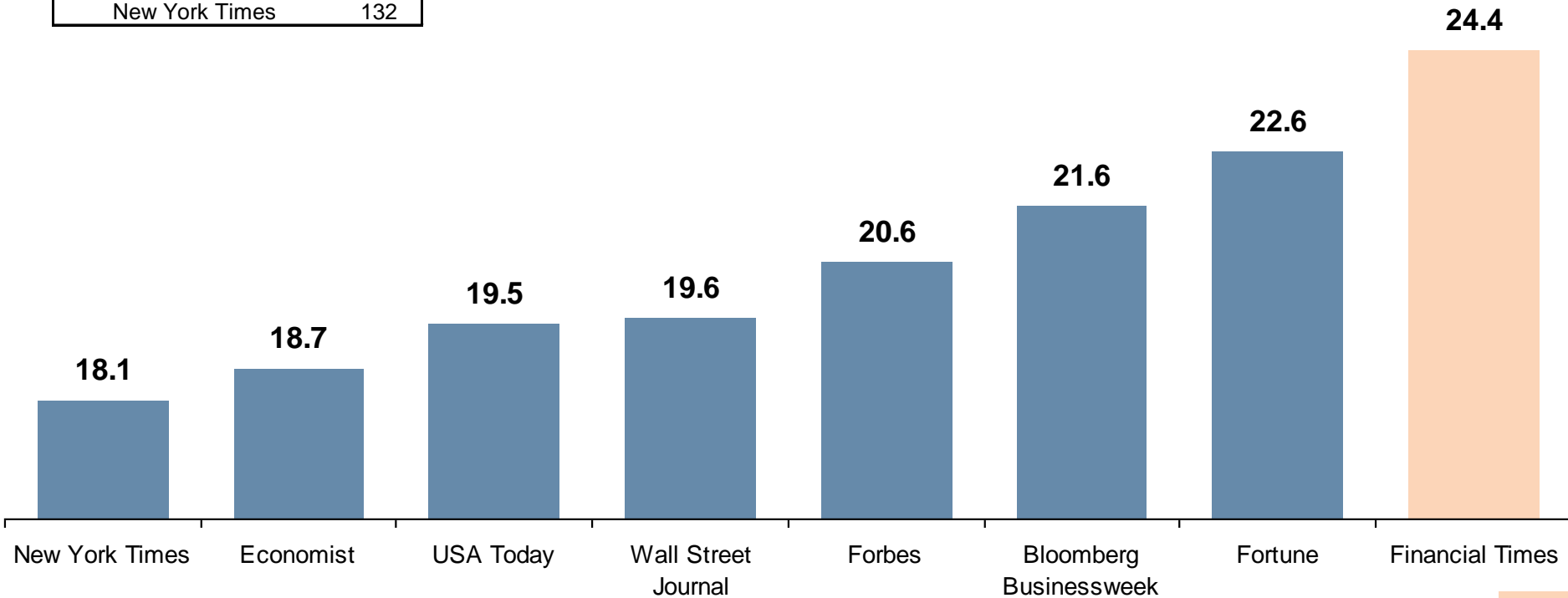
Business Executives

FT #1 With C-Suite Execs – Job Responsibility

Target: Any C-Suite Job Responsibility

% Comp

	Index
Financial Times	177
Fortune	165
Bloomberg Businessweek	157
Forbes	150
Wall Street Journal	143
USA Today	142
Economist	136
New York Times	132

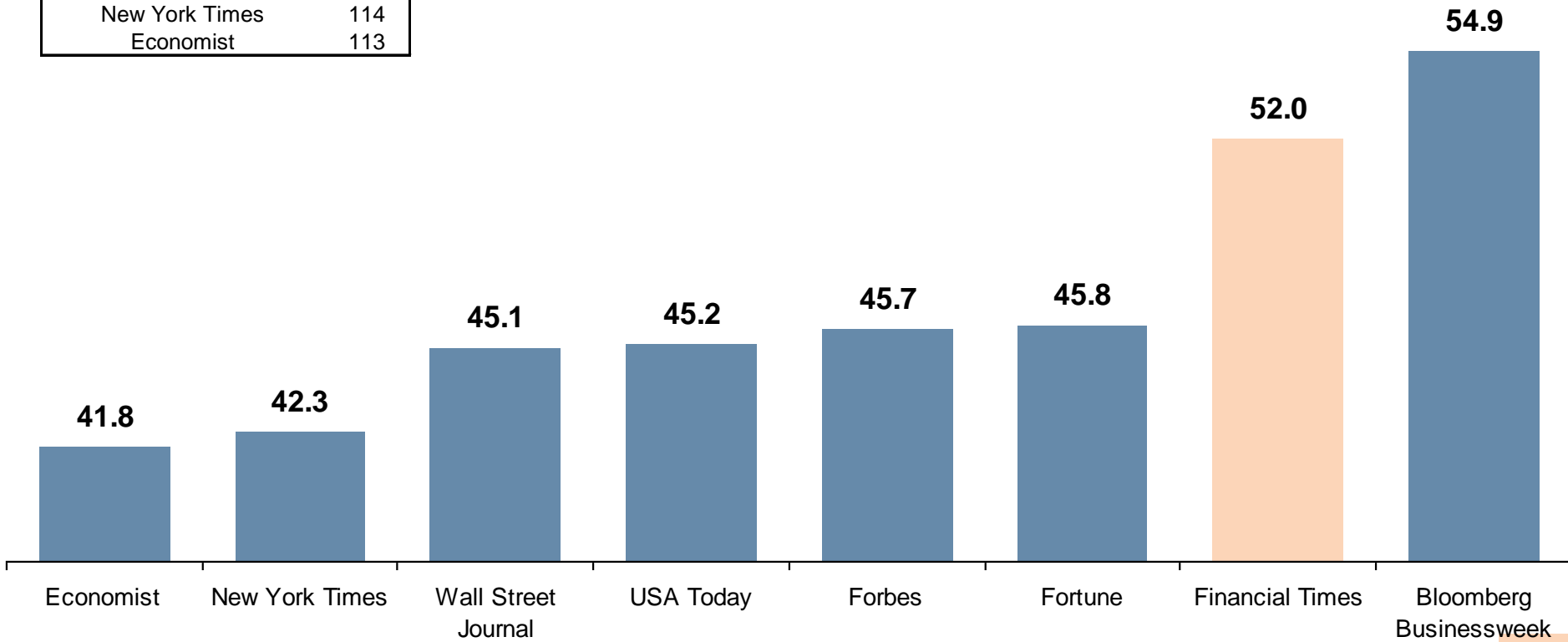


FT #2 With Business Decision Makers

% Comp

Target: Any Business Decision Maker

	<u>Index</u>
Bloomberg Businessweek	148
Financial Times	140
Fortune	124
Forbes	123
USA Today	122
Wall Street Journal	121
New York Times	114
Economist	113

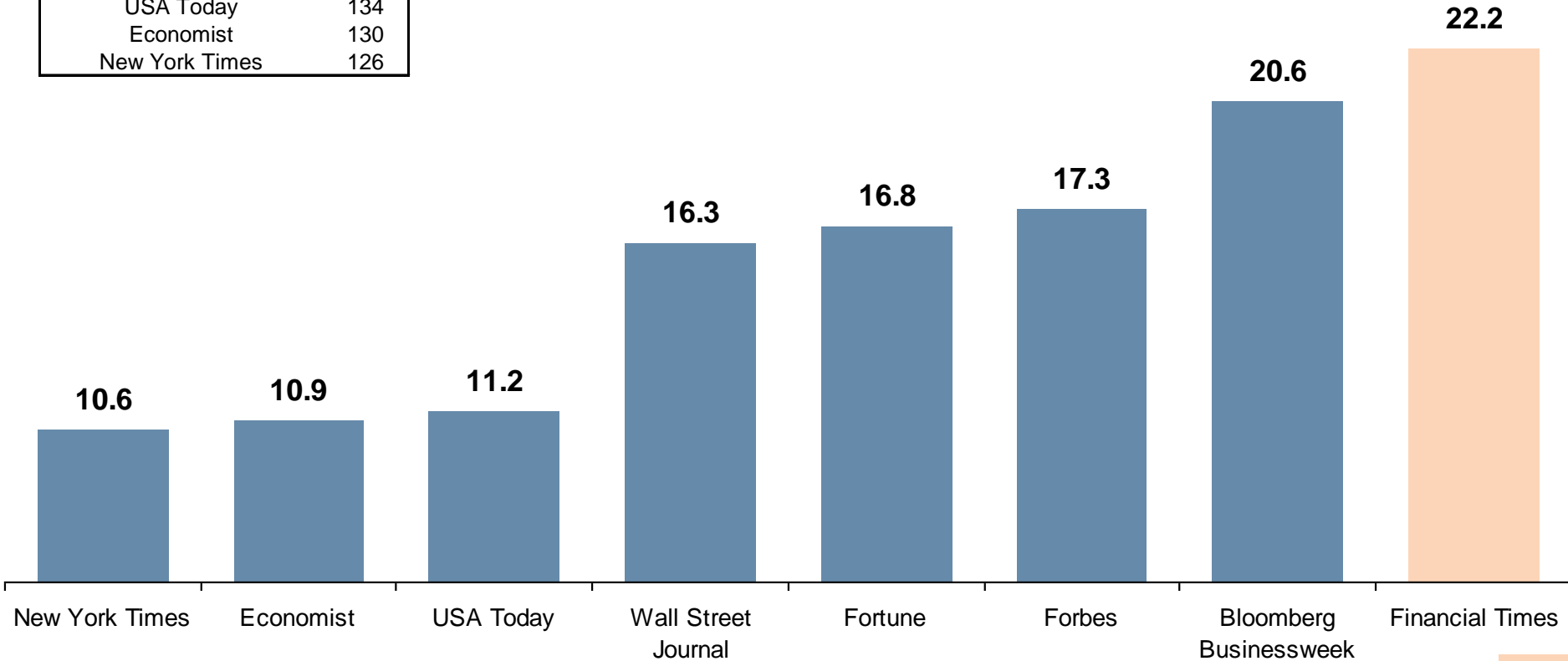


FT #1 With Financial Decision Makers

Target: Any Financial Decision Maker

% Comp

	Index
Financial Times	264
Bloomberg Businessweek	246
Forbes	206
Fortune	201
Wall Street Journal	194
USA Today	134
Economist	130
New York Times	126

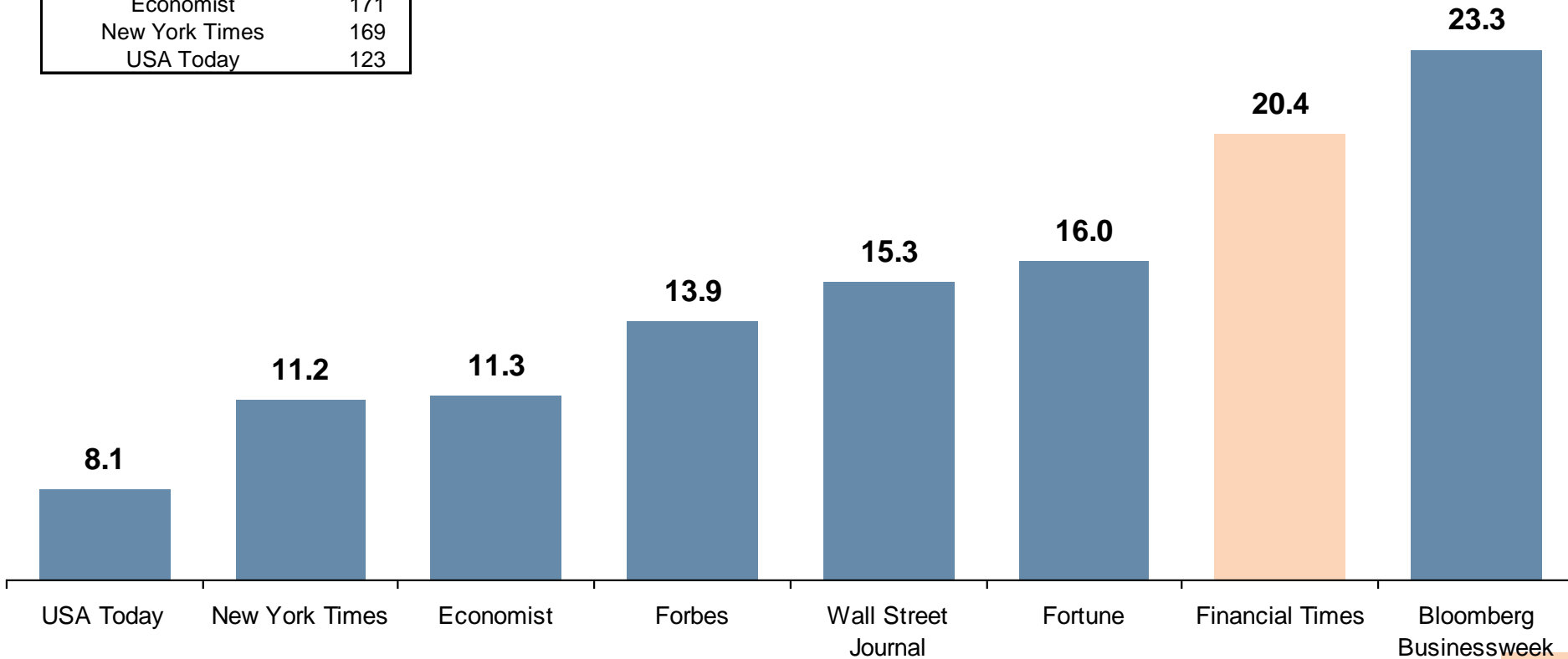


FT #2 With Readers Working in Financial Services/ Insurance

Target: Any Finance/Insurance Job Industry

% Comp

	<u>Index</u>
Bloomberg Businessweek	352
Financial Times	309
Fortune	243
Wall Street Journal	232
Forbes	210
Economist	171
New York Times	169
USA Today	123



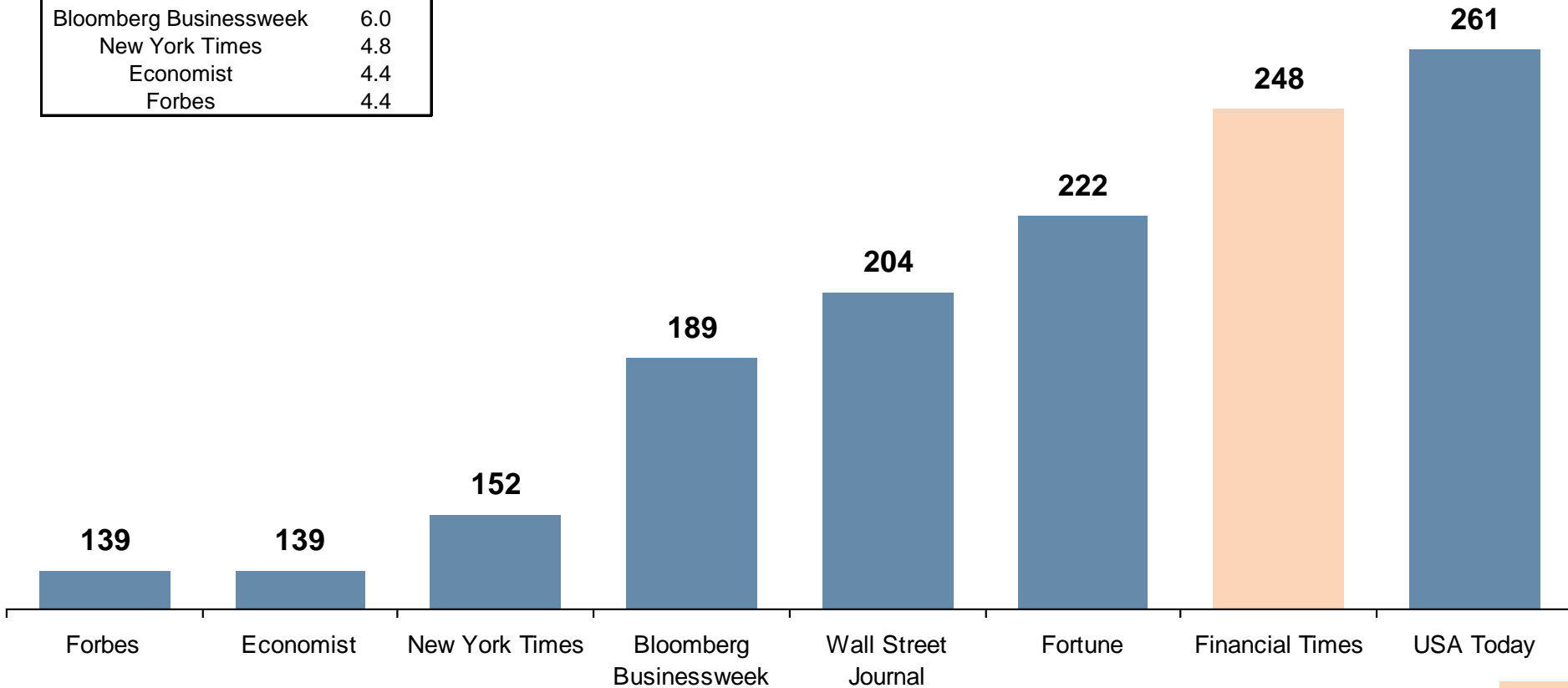
Travel

FT #2 With Readers Taking 20+ Business Trips

Target: 20+ Business Trips Past Year

Comp Index

	<u>% Comp</u>
USA Today	8.3
Financial Times	7.8
Fortune	7.0
Wall Street Journal	6.5
Bloomberg Businessweek	6.0
New York Times	4.8
Economist	4.4
Forbes	4.4



FT Readers #1 With Frequent International Business Travelers

Target: Four+ Commercial Airline Trips – Foreign Trips

	<u>Total</u>		<u>Business</u>		<u>Vacation</u>	
	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>
Total	3.3	100	1.2	100	1.6	100
Economist	16.6	504	5.4	439	7.8	484
Financial Times	16.2	492	7.2	589	7.0	434
Wall Street Journal	10.9	330	3.4	280	6.0	376
New York Times	10.4	316	2.6	215	5.4	335
Bloomberg Businessweek	10.4	315	2.5	205	6.5	406
Fortune	10.4	315	4.7	386	4.3	266
Forbes	10.1	305	2.0	165	6.4	399
USA Today	7.0	211	2.3	186	3.3	209

FT Readers #1 With Front of Plane Travel

Target: First/Business Class Any Air Travel

	<u>Total</u>		<u>Business</u>		<u>Vacation</u>	
	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>
Total	16.3	100	10.7	100	11.5	100
Financial Times	37.9	233	31.3	292	23.1	200
Fortune	31.7	195	23.8	222	20.9	181
Forbes	29.6	182	21.1	197	21.3	185
Wall Street Journal	29.4	181	21.0	196	20.4	177
Economist	27.1	167	17.6	164	19.8	171
New York Times	27.1	167	19.1	179	19.3	167
Bloomberg Businessweek	24.6	152	17.1	159	16.7	145
USA Today	24.0	148	15.8	148	17.7	154

FT Readers #1 With Front of Plane International Travel

Target: First/Business Class Foreign Air Travel

	<u>Total</u>		<u>Business</u>		<u>Vacation</u>	
	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>
Total	10.8	100	7.3	100	8.1	100
Financial Times	32.1	296	27.9	381	17.8	220
Fortune	24.1	222	18.4	251	16.3	201
Wall Street Journal	22.5	207	15.6	213	16.2	200
Economist	21.9	202	14.6	199	16.3	201
New York Times	21.8	201	15.1	205	15.9	197
Forbes	21.6	199	14.4	196	16.4	202
Bloomberg Businessweek	18.7	172	12.8	175	13.5	166
USA Today	16.6	153	10.7	145	13.3	164

FT Readers #1 With Front of Plane Domestic Travel

Target: First/Business Class Domestic Air Travel

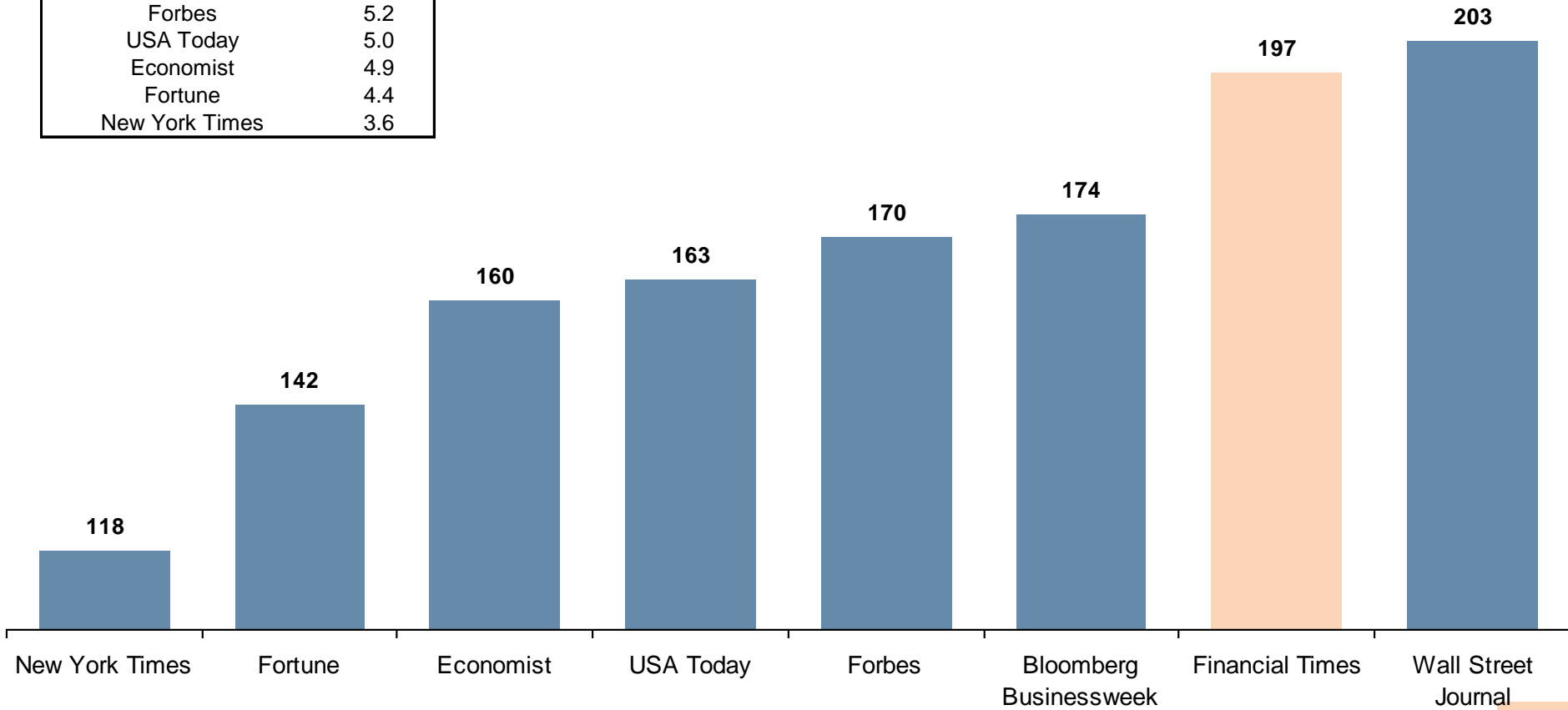
	<u>Total</u>		<u>Business</u>		<u>Vacation</u>	
	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>
Total	12.1	100	7.8	100	7.9	100
Financial Times	27.0	223	19.9	256	19.5	246
Fortune	22.5	186	16.4	211	14.7	186
Forbes	21.9	181	15.9	204	14.3	181
Wall Street Journal	20.3	168	14.6	187	13.2	167
USA Today	17.9	148	11.4	146	11.9	151
Economist	17.7	146	11.6	149	13.0	165
Bloomberg Businessweek	17.5	145	12.0	154	11.2	142
New York Times	16.9	140	11.9	152	12.4	157

FT #2 With Readers Flown Private Air

Comp Index

Target: Yes - Travel on private aircraft as alternative to commercial flight

	% Comp
Wall Street Journal	6.2
Financial Times	6.1
Bloomberg Businessweek	5.4
Forbes	5.2
USA Today	5.0
Economist	4.9
Fortune	4.4
New York Times	3.6



FT Readers Highest Mean Spend on Business Travel

Target: Value of Total Business Travel Expenditure

	<u>Mean</u>	<u>Median</u>
Total	\$5,488	\$1,846
Financial Times	\$11,007	\$3,491
Fortune	\$9,613	\$3,352
Wall Street Journal	\$9,106	\$3,377
USA Today	\$9,010	\$3,311
Economist	\$8,431	\$3,546
Bloomberg Businessweek	\$8,250	\$2,990
New York Times	\$6,927	\$3,129
Forbes	\$6,774	\$2,315

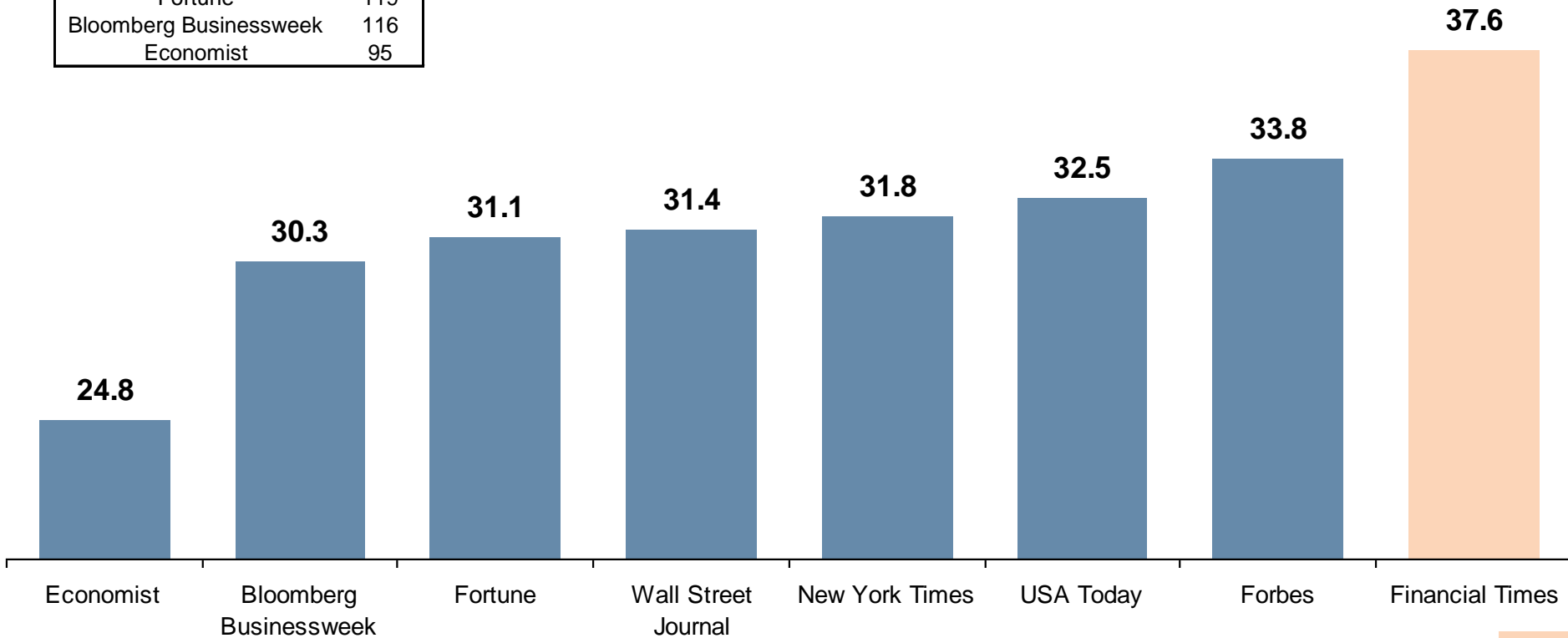
Auto

FT #1 With Readers Planning to Purchase New Vehicle

Target: Buy or lease a car, SUV, truck (net) - Lifestyle plans for the next 12 months - I or someone else plans

% Comp

	Index
Financial Times	144
Forbes	130
USA Today	125
New York Times	122
Wall Street Journal	121
Fortune	119
Bloomberg Businessweek	116
Economist	95

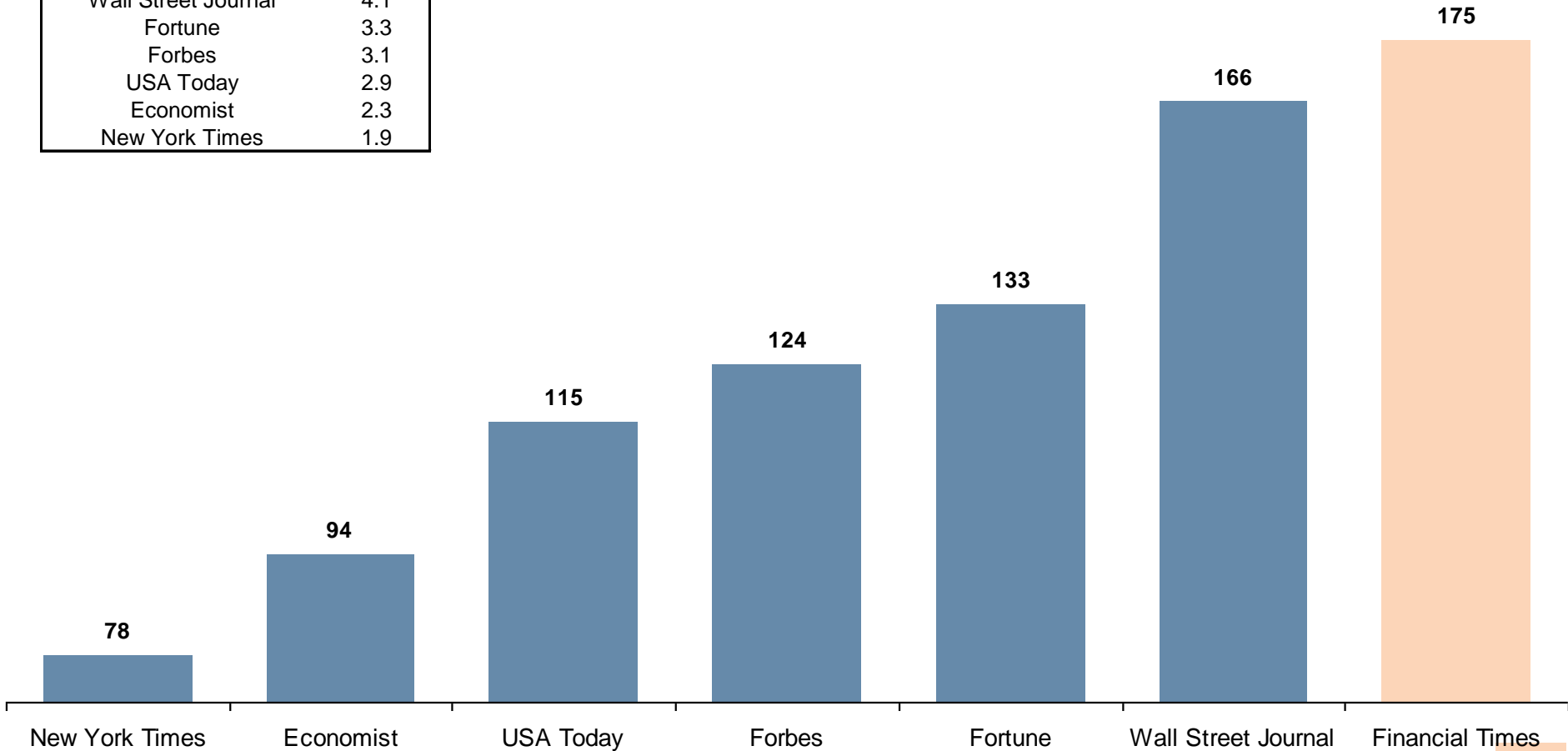


FT Readers Most Likely to Own Luxury Sports Car

Target: Luxury Sports Car - Any vehicle - Segment Summary

Comp Index

	% Comp
Financial Times	4.4
Wall Street Journal	4.1
Fortune	3.3
Forbes	3.1
USA Today	2.9
Economist	2.3
New York Times	1.9



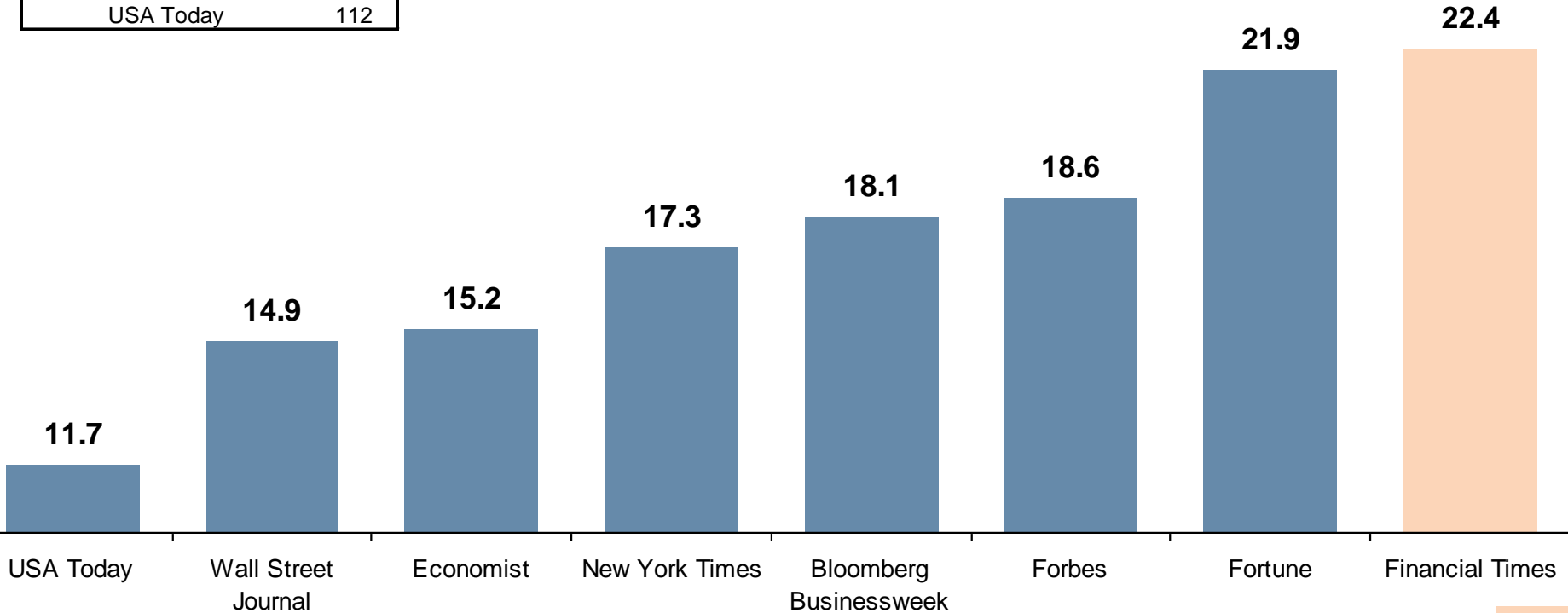
Real Estate

FT #1 With Readers Planning to Purchase/Build a New Home

Target: Build or buy a home (net) - Lifestyle plans for the next 12 months - I or someone else plans

% Comp

	Index
Financial Times	213
Fortune	208
Forbes	177
Bloomberg Businessweek	173
New York Times	165
Economist	145
Wall Street Journal	142
USA Today	112



FT Readers Highest Mean/Media Value Principle Residence

Target: Value of Principal Residence

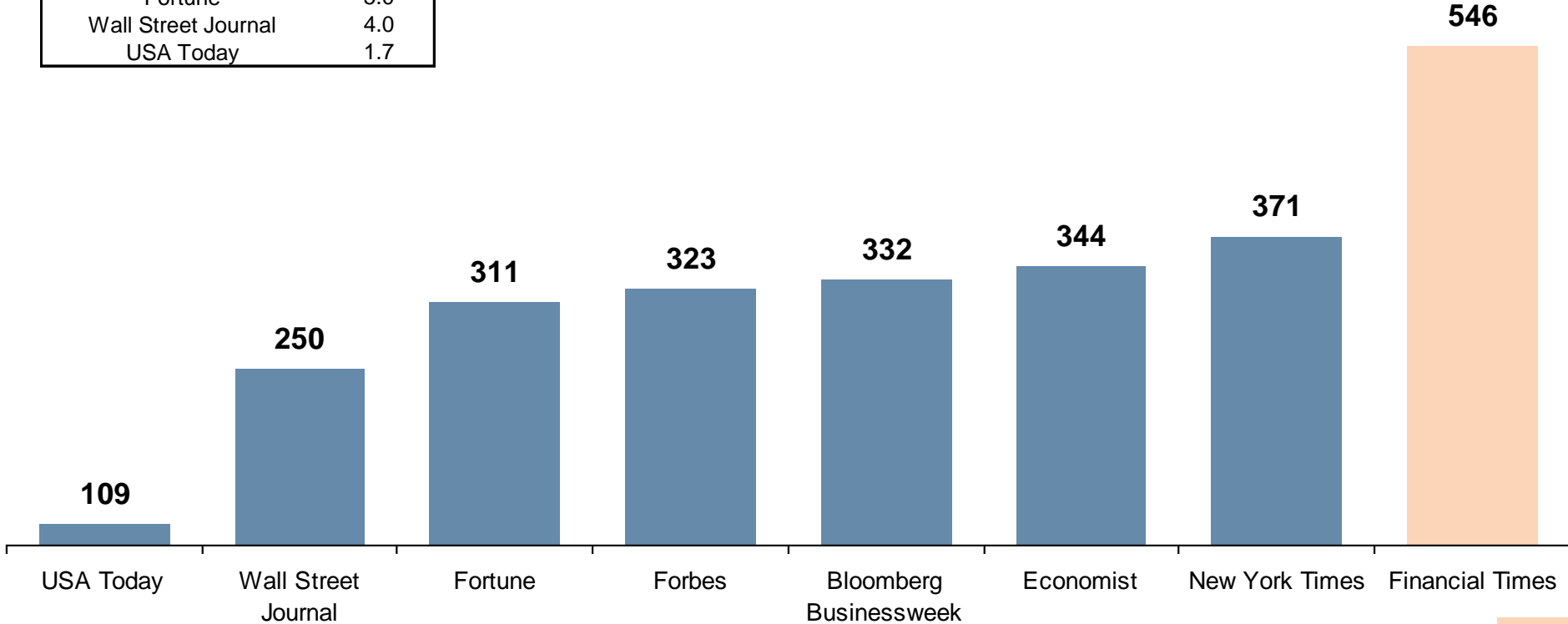
	<u>Mean</u>	<u>Median</u>
Total	\$418,575	\$352,248
Financial Times	\$697,393	\$460,644
Economist	\$628,906	\$465,126
New York Times	\$614,644	\$463,316
Fortune	\$561,161	\$434,809
Wall Street Journal	\$556,561	\$435,186
Bloomberg Businessweek	\$548,891	\$429,124
Forbes	\$540,622	\$408,377
USA Today	\$426,589	\$356,610

FT #1 With Readers Whose Main Residence is Worth \$1.5m+

Target: \$1,500,000 or more - Value of principal residence

Comp Index

	% Comp
Financial Times	8.7
New York Times	5.9
Economist	5.5
Bloomberg Businessweek	5.3
Forbes	5.1
Fortune	5.0
Wall Street Journal	4.0
USA Today	1.7

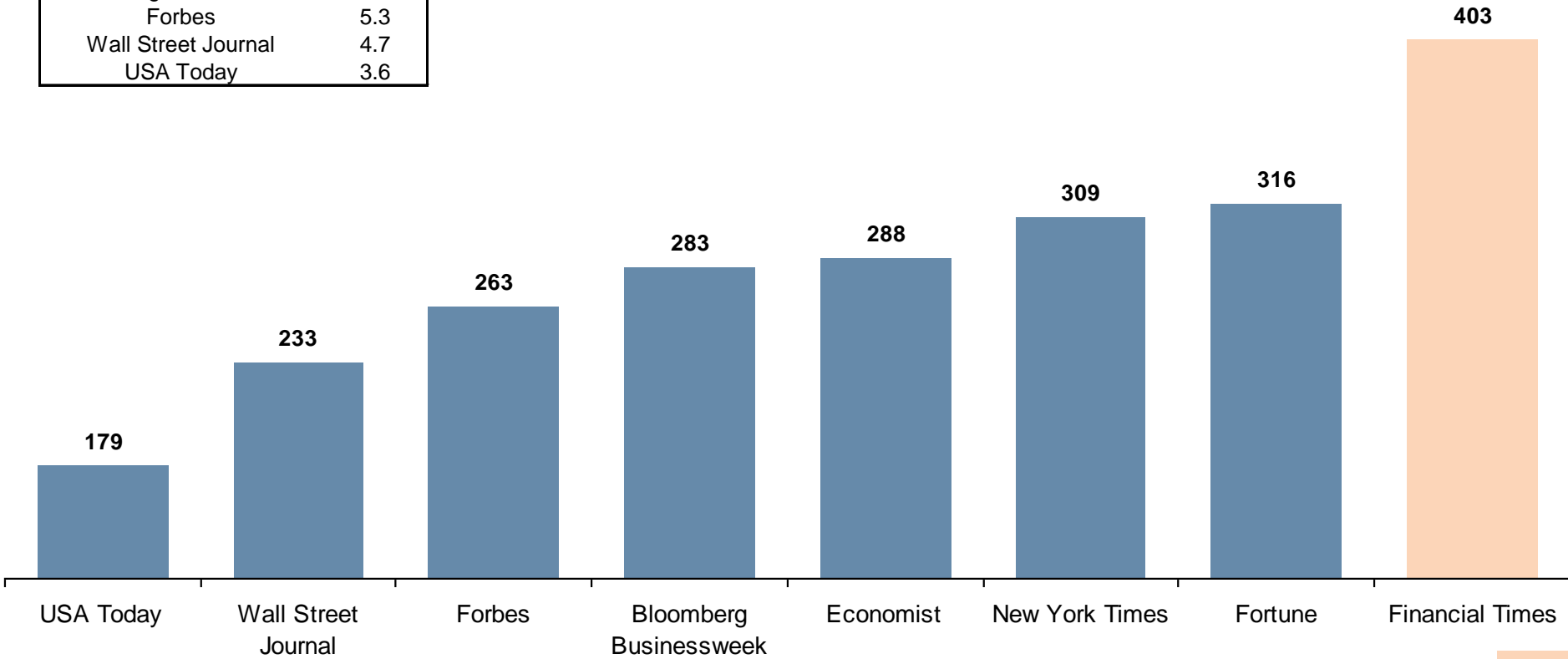


FT #1 With Readers Planning to Hire an Interior Designer or Decorator in the Next 12 Months

Target: Employ an interior designer or decorator - I or someone else plans in the next 12 months

Comp Index

	% Comp
Financial Times	8.1
Fortune	6.4
New York Times	6.3
Economist	5.8
Bloomberg Businessweek	5.7
Forbes	5.3
Wall Street Journal	4.7
USA Today	3.6

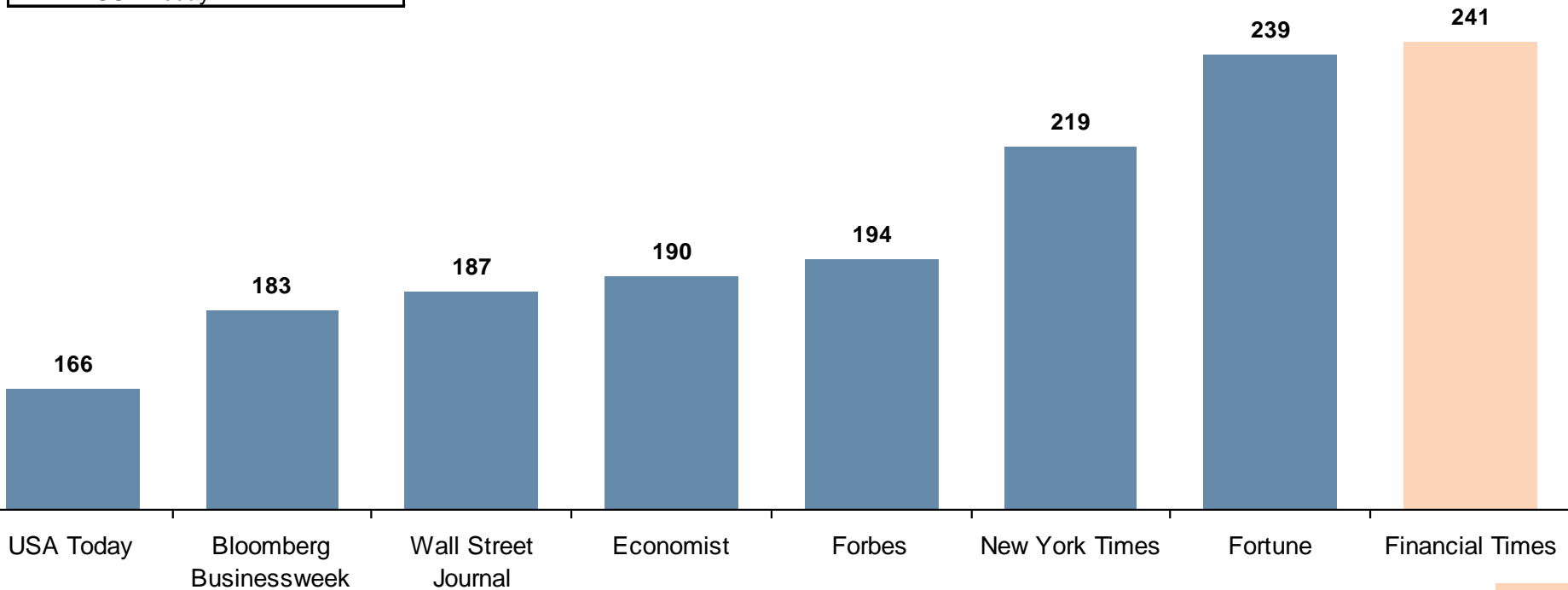


FT #1 With Readers Planning to Hire an Interior Designer or Decorator in Next Year or Have Used in Past Year

Target: Employ an interior designer or decorator in next 12 months or Used Interior designer/decorator - past 12 months

Comp Index

	% Comp
Financial Times	16.3
Fortune	16.1
New York Times	14.8
Forbes	13.1
Economist	12.9
Wall Street Journal	12.7
Bloomberg Businessweek	12.4
USA Today	11.2



On Average, FT Readers Spent the 2nd Most Last Year

Target: Value of Total Listed Expenditures

	<u>Mean</u>	<u>Median</u>
Total	\$66,364	\$51,318
Bloomberg Businessweek	\$102,229	\$77,292
Financial Times	\$98,553	\$61,538
Wall Street Journal	\$97,980	\$73,787
Forbes	\$94,508	\$66,067
New York Times	\$94,461	\$70,070
Fortune	\$93,625	\$67,219
Economist	\$90,155	\$65,604
USA Today	\$81,648	\$63,107

On Average, FT Readers Spent the Most on Apparel & Accessories Last Year

Target: Value of Total Apparel and Accessories

	<u>Mean</u>	<u>Median</u>
Total	\$4,611	\$3,225
Financial Times	\$8,422	\$4,488
New York Times	\$7,218	\$4,498
Forbes	\$6,977	\$4,236
Wall Street Journal	\$6,774	\$4,456
Bloomberg Businessweek	\$6,572	\$4,488
Economist	\$6,557	\$3,992
Fortune	\$6,460	\$4,500
USA Today	\$5,906	\$3,949

Luxury Expenditure

FT #1 With Readers Planning to Purchase Fine Watch or Piece of Jewelry Costing \$2,500 or More

Target: Buy a fine watch or piece of jewelry costing \$2,500 or more- Lifestyle plans for the next 12 months - I or someone else plans

Comp Index

	<u>% Comp</u>
Bloomberg Businessweek	11.3
Financial Times	10.0
Economist	8.8
New York Times	8.5
Forbes	8.4
Wall Street Journal	7.8
Fortune	6.2
USA Today	4.1

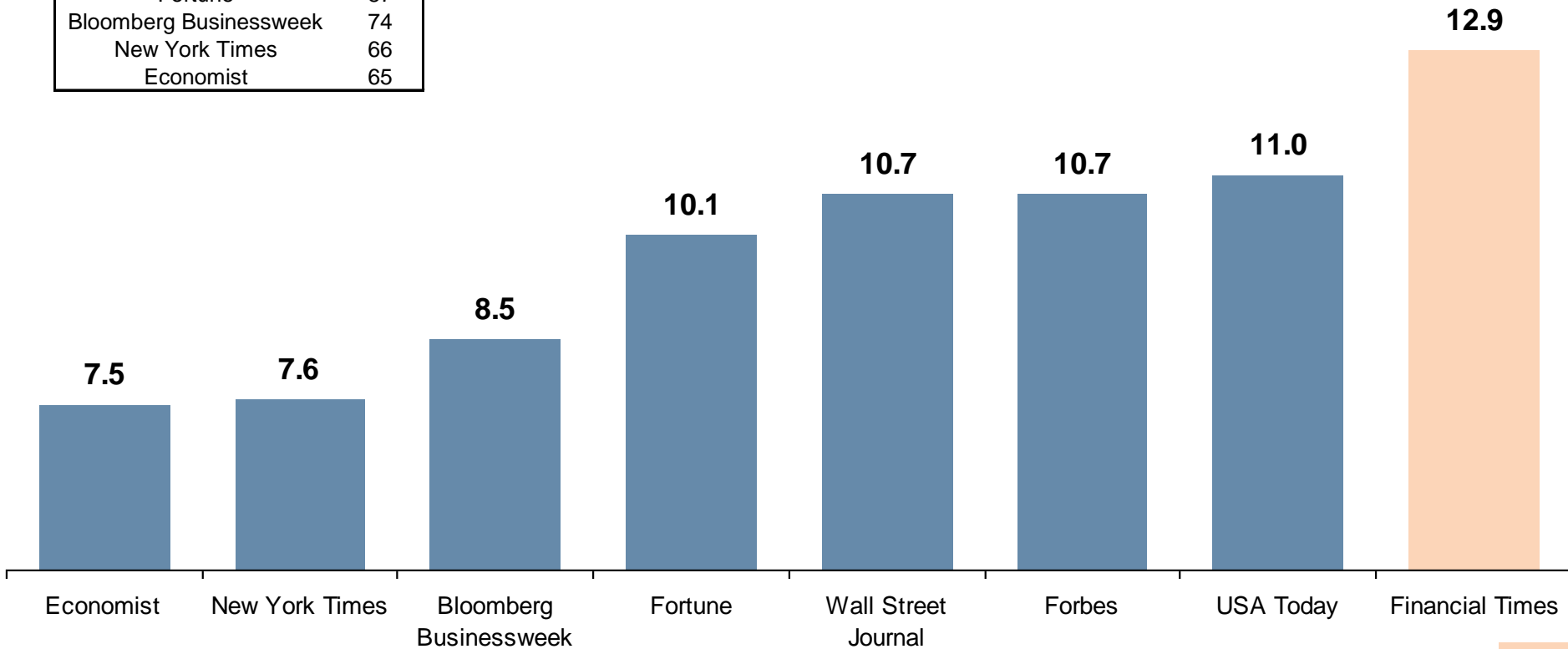


FT #1 With Readers Who Own Powerboats

Target: Own powerboat - Boat Ownership - Ownership

% Comp

	Index
Financial Times	112
USA Today	95
Forbes	93
Wall Street Journal	93
Fortune	87
Bloomberg Businessweek	74
New York Times	66
Economist	65



Psychographics

About FT Readers... #1 or #2 in All Influential Statements

Target: Definitely Agree With Statements

	<u>Total</u>		<u>Financial Times</u>		
	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>Rank*</u>
I Consider myself an opinion leader	11.2	100	28.1	250	1
I am very interested in culture and the arts	11.9	100	29.2	246	2
I am a risk taker	8.5	100	18.3	216	2
I am usually one of the first of my friends or colleagues to try new products or services	7.7	100	15.9	208	1
I like to stand out from others	10.8	100	21.6	199	1
I tend to take the lead in decision-making	13.4	100	25.8	192	1
I like to offer advice to others	11.4	100	20.9	183	1
I try to keep up with technological developments	13.0	100	22.3	172	2
People often ask my advice when they are looking to buy technology or electronics products	6.9	100	11.0	160	2
I enjoy purchasing new gadgets and appliances	10.7	100	16.9	159	2
I usually check e-mail or Facebook within 30 minutes of waking up in the morning	14.5	100	22.6	156	2
I enjoy boating/sailing	10.5	100	16.2	154	1
I am satisfied with my standard of living	21.3	100	30.2	142	1
I think of myself as a creative person	18.7	100	26.4	141	2
I am almost constantly doing more than one thing at a time	23.5	100	31.6	134	2

“Green” Issues Important to FT Readers

Target: Definitely Agree With Statements

	<u>Total</u>		<u>Financial Times</u>		
	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>Rank*</u>
I regularly make the effort to investigate a company's environmental or social record	3.8	100	10.0	266	2
The economy is more important than the environment	6.2	100	12.6	204	1
I would be willing to pay more for products that are environmentally friendly	11.5	100	22.0	192	2
Minimizing my impact on the environment is an important part of my life	15.9	100	25.1	158	2
Environmental issues are overblown	8.3	100	12.8	154	2
Companies should make sure that their products are environmentally friendly, even if that means prices for customers are a bit high	19.5	100	29.2	149	2
Even doing a few small things can help improve the environment	26.5	100	33.7	127	2
I would never buy toiletries and other products that have been tested on animals	11.2	100	13.9	123	2

FT Readers Financially Savvy

Target: Definitely Agree With Statements

	<u>Total</u>		<u>Financial Times</u>		
	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>Rank*</u>
I keep up with the financial news	8.4	100	38.1	455	2
People often ask my advice about financial issues and investing	4.3	100	19.2	442	1
I usually consult a financial expert before deciding on money issues	6.4	100	15.0	232	1
I still have some money left over for a little indulgence	16.1	100	32.9	204	2
I am actively involved in the management of my personal finances	33.5	100	53.3	159	2
It is important to me that I make as much money as possible	16.6	100	25.4	153	1
A person is responsible for his or her financial security after retirement	30.4	100	45.4	149	1

Food and Health Issues Important to FT Readers

Target: Definitely Agree With Statements

	<u>Total</u>		<u>Financial Times</u>		
	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>Rank*</u>
I make a special effort to buy foods that are produced or grown locally	10.6	100	24.4	230	1
Paying more for organic food is worth it	6.7	100	12.8	189	2
I usually buy brand-name packaged goods instead of generic or store brands	5.7	100	10.5	185	2
People often ask my advice when it comes to health issues	6.3	100	11.1	177	1
I consider myself to be physically fit	14.6	100	21.5	147	1
I like to exercise	20.2	100	28.9	143	2

FT Readers Opinion on Matters of the Home, Decorating

Target: Definitely Agree With Statements

	<u>Total</u>		<u>Financial Times</u>		
	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>	<u>Rank*</u>
I only buy items for my home when I need to replace something	11.2	100	21.8	194	1
I often spend more money than I expect to on my home purchases	6.6	100	11.5	174	1
I'm always looking for new ways to improve my home	12.8	100	19.1	149	1
The kitchen is the center of our family life	14.6	100	20.1	138	1
I prefer a home that is classic as opposed to trendy or fashionable	14.9	100	20.3	137	1
I enjoy presenting my home to others	14.4	100	19.4	135	1
I decorate and furnish my home more for comfort than for style	14.2	100	17.7	125	1
I regularly take on do-it-yourself projects in my home	18.9	100	23.2	123	2

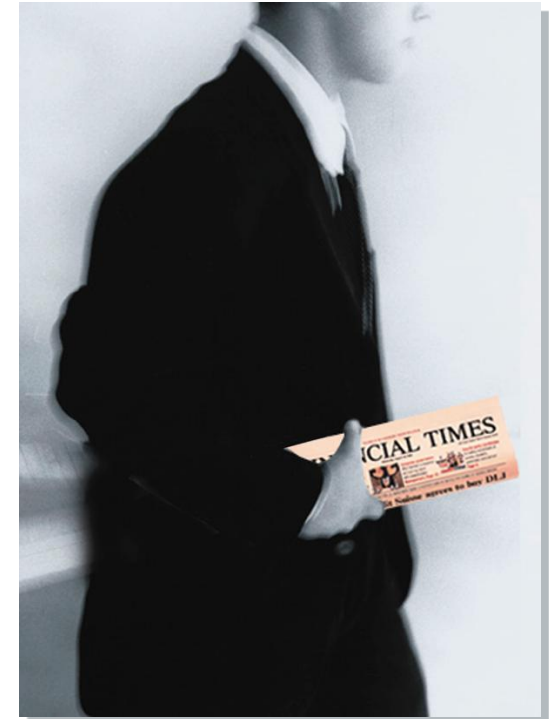
Financial Times: Unduplicated and Unparalleled

62% ...do not read...	Wall Street Journal
72% ...do not read...	New York Times
77% ...do not read...	Economist
78% ...do not read...	Fortune
81% ...do not read...	USA Today
82% ...do not read...	Forbes
85% ...do not read...	Bloomberg Businessweek
87% ...do not read...	Barron's



FT.com: Unduplicated and Unparalleled

37%	...do not use...	WSJ.com
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83%	...do not use...	USAToday.com



For more information please contact:

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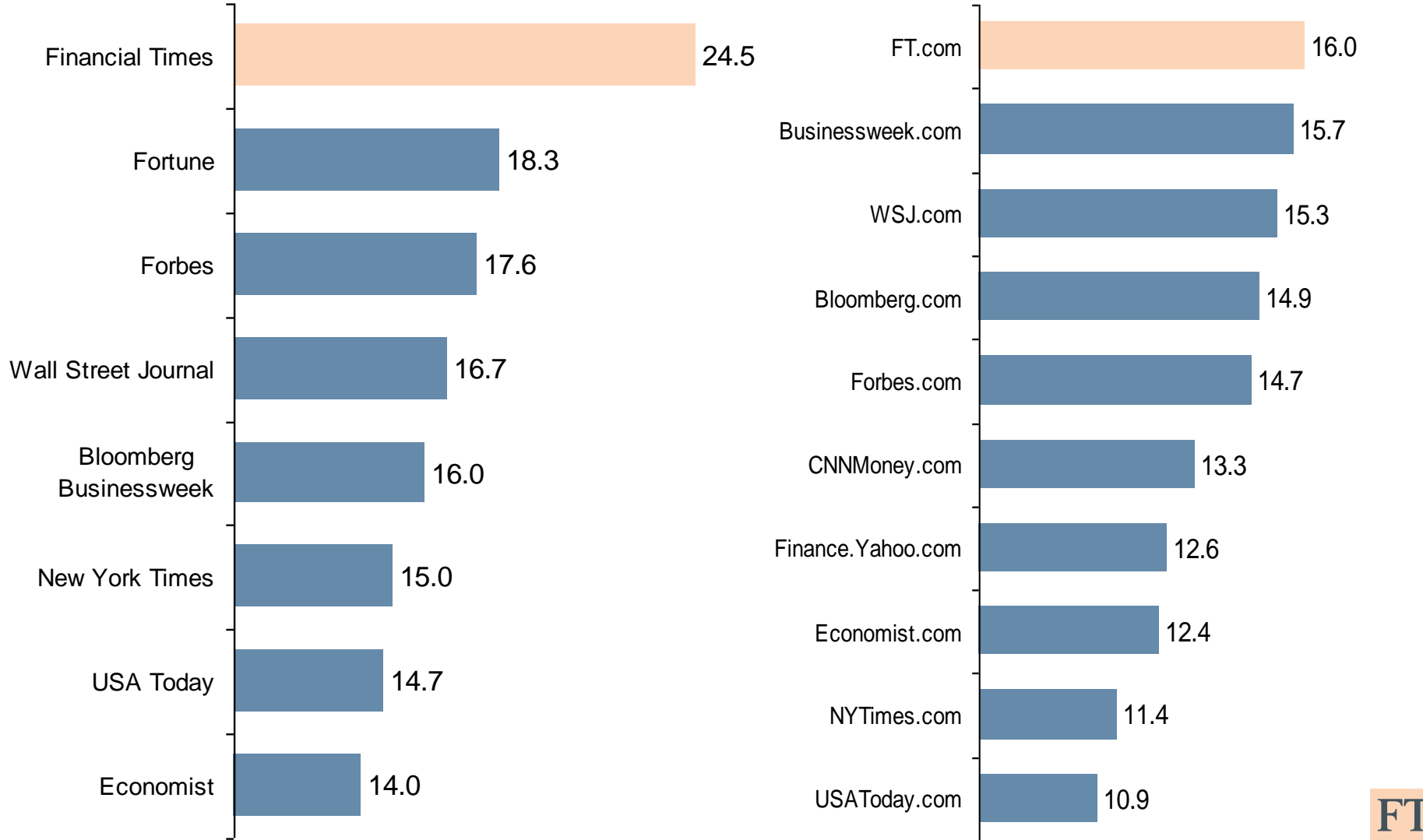
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FT & FT.com #1 With Readers & Users Who Are C-Suite Execs

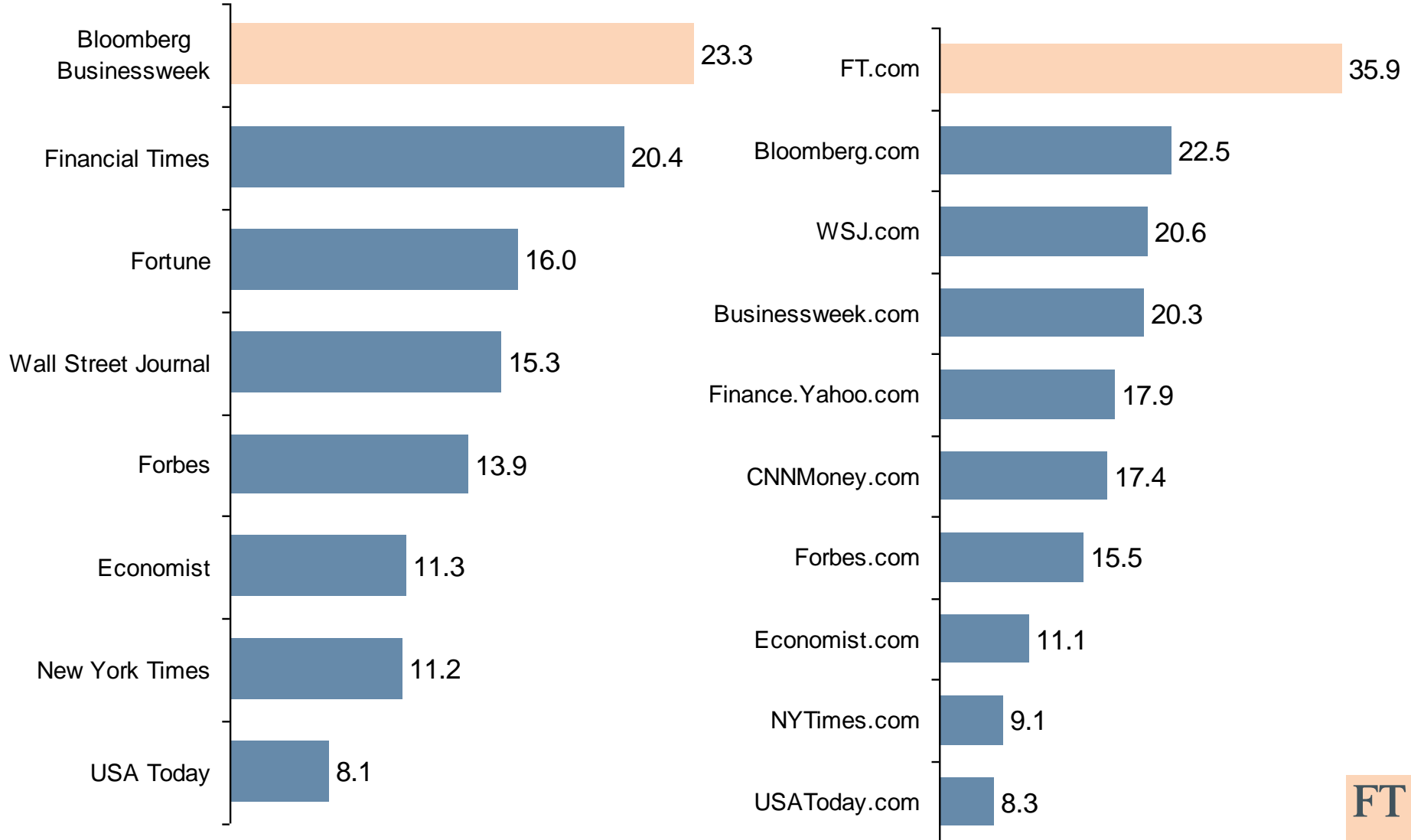
Target: C-Suite Job Title



FT & FT.com #1 With Readers & Users Who Work in Finance

Target: Any Finance/Insurance Job Industry

% Comp



FT & FT.com #1 With Financial Decision Makers

Target: Any Financial Decision Maker

% Comp

