



## Journal Readers Take Stock

**The average total value of personal investments for  
Journal subscribers is \$1.6 million.**

Average value of stocks	\$780,400
Average value of bonds	\$393,400
Average value of mutual funds	\$296,900
Average # of transactions/year	19
Have a retirement account	91.8%
Average percent of investments held in retirement accounts	40%
Use of financial advisors	64%
Use of brokerage firms	85%

Source: 2003 Wall Street Journal Subscriber Study

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Have a brilliant weekend.

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**THE WALL STREET JOURNAL.**

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**WEEKEND EDITION**

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