

## Independent 529 Plan Consumer Profile

Independent 529 Plan Consumers typically are

- Married
- Live in a household with 2 or more children, and at least one under age 6
- Have a household income of at least \$100K annually

66% have a post graduate degree

55% went to private college

19% went to both private & public college

54% would prefer their children to go to private college

1/3 has their children in private K-12 school

They swim, cycle, exercise and are involved with children and church

They also garden and take photographs

They go to museums, the ballet, the theatre and the zoo

They have home offices, DVD players and PDAs

They own exercise equipment

They read finance, news and children's magazines

They visit Google, Mapquest, Yahoo and Amazon

They are more likely to consider a hybrid car and less interested in traditional American cars

They love PBS & NPR

They are highly involved with children's lives

## Account Statistics

35% of accounts on Automatic Contribution Plan

20% of account owners are TIAA-CREF customers

61% of accounts opened online

92% of accounts opened by parents

Median age of beneficiary is 8

## Appealing Attributes of Independent 529 Plan

- Pre-paid tuition
- No fees
- Variety colleges
- Flexibility