

INVESTING

HOME

COLLEGE

TAXES

INSURANCE

RETIREMENT
PLANNING

CARS

PERSONAL
TECHNOLOGY

TRAVEL

kiplinger.com

kipmediakit.com

MRI Spring 2008

Topline Numbers

Kiplinger's

**PERSONAL
FINANCE**

| | Kiplinger's <small>PERSONAL FINANCE</small> | MONEY | SMART MONEY |
|--------------------|---|------------|----------------|
| Total Adults (000) | 2,653 | 7,874 | 3,336 |
| Total Men | 64% | 62% | 59% |
| Total Women | 36% | 38% | 41% |
| Age 25-54 | 58% | 64% | 63% |
| Age 35-54 | 48% | 47% | 47% |
| Median Age | 51.5 years | 47.2 years | 48.9 years |
| HHI \$75,000+ | 64% | 60% | 53% |
| HHI \$100,000+ | 51% | 47% | 40% |
| HHI \$150,000+ | 25% | 23% | 19% |
| Median HHI | \$101,976 | \$94,475 | \$81,160 |
| IEI \$50,000+ | 48% | 45% | 40% |
| IEI \$75,000+ | 34% | 28% | 28% |
| Median IEI | \$68,773 | \$57,716 | \$56,567 |
| Prof/Managerial | 47% | 42% | 37% |
| Top Management | 15% | 11% | 9% |
| Graduated college+ | 65% | 51% | 45% |
| Married | 74% | 66% | 58% |
| Own Home | 87% | 78% | 77% |