

INVESTING

HOME

COLLEGE

TAXES

INSURANCE

RETIREMENT
PLANNING

CARS

PERSONAL
TECHNOLOGY

TRAVEL

kiplinger.com

kipmediakit.com

Subscriber Study Highlights

Kiplinger's PERSONAL FINANCE

SEX

81% Male
19% Female

HOUSEHOLD INCOME

59% HHI \$85,000+
47% HHI \$100,000+
36% Average Net Worth \$1 Million+
Median HHI \$109,600 (Index 200)
Average HHI \$133,600 (Index 200)
Average Net Worth: \$1,139,900

INVESTMENTS/FINANCIAL

100% Own Investments
83% Own Mutual Funds (Index 787)
75% Own Stock (Index 871)
88% Have an IRA account (Index 632)
43% Have a 401(k) (Index 266)
39% Have Used Financial Planning or Money Market Counsel (Index 569)
82% Own Investments Valued \$150,000+
25% Own Investments Valued \$1 Million+
Average investment Portfolio \$923,000

REAL ESTATE

94% Own Primary Residence (Index 133)
44% Own Additional Property (Index 388)
18% Own Vacation/Weekend Home (Index 667)
18% Own Investment Real Estate (Index 553)
53% Plan Home Improvements in the coming yr
Median Value of Primary Home: \$316,900 (Index 144)
Average Value of Primary Home: \$412,900 (Index 162)

OCCUPATION (Base: Employed)

47% Management, Business and Financial Operations (Index 316)
60% Purchase Decision-makers (Index 184)

INTERNET

93% Have Internet Access (Index 114)
Of those who used internet in the last 30 days:
74% Tracked Investments/Traded Online (Index 505)
69% Made a Purchase Online (Index 148)
59% Made Travel Arrangements Online (Index 246)

AGE/MARITAL STATUS

21% Age 21-49
37% Age 50-64
42% Age 65+
78% Married (Index 139)

EDUCATION

93% Attended College+ (Index 177)
72% Graduated College+ (Index 284)
34% Post-graduate Degree (Index 424)

Source: 2008 Kiplinger's Personal Finance Subscriber Study; MRI Market Solutions;
Indices based on 2008 MRI Spring US Pop

Subscriber Study

Purchasing Habits & Intentions

PURCHASE INTENT

IN THE NEXT 12 MONTHS:

- 33% Plan to purchase a computer or computer-related item
- 29% Plan to purchase a flat/plasma/LCD television
- 13% Plan to make a real estate purchase
- 12% Plan to purchase a GPS
- 8% Plan to purchase diamonds/jewelry
- 8% Plan to purchase a digital video camera

AUTOMOTIVE

- 29% Plan to purchase or lease a vehicle in the coming year
- 55% Plan to buy or lease a new vehicle

WHEN PURCHASING A NEW VEHICLE:

- 88% Consider dependability very important
- 75% Consider the manufacturer's reputation very important
- 69% Consider safety very important

BEVERAGE ALCOHOL

- 44% Consume premium/top shelf brands of alcoholic beverages
- 72% Always or sometimes order by brand

IN THE LAST 6 MONTHS:

- 86% Have consumed or served alcoholic beverages (Index 146)
- 72% Have consumed or served beer/ale (Index 169)
- 69% Have consumed or served dinner/table wines (Index 260)
- 47% Have consumed or served white goods (Index 172)
- 41% Have consumed or served bourbon/whiskey (Index 294)

TRAVEL

IN THE PAST YEAR:

- 49% Rented a car (Index 258)
- 73% Stayed at a hotel/motel for personal/vacation reasons (Index 403)
- 96% Took a domestic leisure trip (Index 109)
- 36% Took a domestic business trip (Index 195)
- Average amount spent on domestic trips: \$2,400 (Index 150)

IN THE PAST THREE YEARS:

- 54% Took a foreign trip (Index 215)
- 95% Took a foreign pleasure trip (Index 105)
- 24% Took a foreign business trip (Index 187)
- 36% Took a cruise (Index 183)
- Average amount spent on foreign vacations in the last year: \$4,200 (Index 175)

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Subscriber Study Readership Highlights

Kiplinger's PERSONAL FINANCE

Average time spent reading: 1.1 hours (67 minutes)

READERSHIP

- 79% Read 4 out of the last 4 issues
- 93% Feel *Kiplinger's* is authoritative
- 94% Feel *Kiplinger's* is a publication they TRUST
- 93% Feel it is better than other financial magazines
- 78% Rate *Kiplinger's* as one of their favorites/very good
- 89% Find the editorial coverage of financial products/services useful
- 81% Find the editorial coverage of non-financial products/services useful

TOOK ACTION (in the last year)

- 88% Have taken some action after reading *Kiplinger's*
- 57% Used articles to manage their personal finances
- 52% Discussed an article or referred someone to it
- 39% Cut out an article or advertisement
- 21% Visited www.Kiplinger.com
- 20% Visited an advertiser's website

PSYCHOGRAPHICS

Buying Styles

- 88% Buy based on quality, not price
- 70% Buy brands that reflect their style
- 62% Prefer products that offer the latest in new technology

Environmental

- 63% Would be willing to give up convenience for a product that is environmentally safe
- 62% Would pay more for a product that is environmentally safe

Financial

- 92% Agree their investments are in good shape
- 81% Expect the total value of their investments to be higher by the end of the year
- 78% Plan to continue to invest substantially in stocks
- 89% Make pro-active decisions in managing their money
- 83% Like to keep abreast of the many different financial products and services available

Source: 2008 Kiplinger's Personal Finance Subscriber Study; MRI Market Solutions