

USA TODAY AFFLUENT AUDIENCE DEMOGRAPHIC PROFILE

NEWSPAPER ONLINE MOBILE TABLET PUBLICATIONS

	USA TODAY			USATODAY.com (past 30 days)		
	Aud (000)	% Comp	Index	Aud (000)	% Comp	Index
Total Affluent Adults		3,334,000		3,352,000		
Male	2,082	62%	122	2,213	66%	129
Female	1,251	38%	77	1,139	34%	69
<u>Age</u>						
Median Age	51			48		
Age 18-34	495	15%	54	647	19%	71
Age 25-54	1,848	55%	93	2,177	65%	109
Age 35-49	1,103	33%	99	1,276	38%	114
Age 55+	1,259	38%	141	960	29%	107
<u>Household Income</u>						
Median HHI	\$150,901			\$148,551		
\$150,000+	1,683	51%	119	1,635	49%	115
\$200,000+	937	28%	141	846	25%	127
\$300,000+	402	12%	160	315	9%	125
<u>Education</u>						
Any college (1+ years)	2,822	85%	109	2,789	83%	107
Graduated college+	2,078	62%	117	2,132	64%	119
Postgraduate degree	927	28%	132	882	26%	125
<u>Occupation</u>						
Professional/Managerial	2,160	65%	106	2,303	69%	113
Top/Middle Management	1,096	33%	126	1,051	31%	120
<u>Children</u>						
Have any children at home	1,224	37%	88	1,195	36%	85



Where America is going.