

USA TODAY DEMOGRAPHIC PROFILE

NEWSPAPER ONLINE MOBILE TABLET PUBLICATIONS

	USA TODAY		
	Aud (000)	% Comp	Index
Total Readers	3,110	100%	
Men	2,020	65%	134
Women	1,089	35%	68
Age 18-49	1,558	50%	86
Age 25-54	1,863	60%	109
Age 35-54	1,592	51%	138
Median Age	50		
Average Age	49		
Any College	2,308	74%	134
Bachelor's Degree/Post Grad Degree	1,377	44%	162
Professional/Managerial	1,010	33%	143
Top/Middle Management	781	25%	173
Influentials SM(net) Includes those respo	420	14%	204
Employed Full Time	2,106	68%	142
HHI \$50,000+	2,275	73%	127
HHI \$60,000+	2,105	68%	137
HHI \$75,000+	1,672	54%	140
HHI \$100,000+	1,212	39%	156
HHI \$200,000+	321	10%	236
Median HHI \$	\$81,366		
Average HHI \$	\$99,240		
Any children in household	1,299	42%	103
Children, Ages 2-11	708	23%	87
Children, Ages 12-17	876	28%	141
Own a home	2,207	71%	103



Where America is going.