



# AFFLUENT AUDIENCE

## Demographic Profile

	USA TODAY			USATODAY.com (Past 30 Days)		
	Aud (000)	% Comp	Index	Aud (000)	% Comp	Index
<b>Total Affluent Adults</b>	<b>3,298</b>	<b>100</b>	<b>100</b>	<b>4,177</b>	<b>100</b>	<b>100</b>
<b>Gender</b>						
Male	2,099	64	126	2,808	67	133
Female	1,199	36	74	1,369	33	66
<b>Age</b>						
Median Age	51.5			48.4		
18-34	597	18	68	989	24	89
35-54	1,343	41	93	1,909	46	104
55+	1,359	41	140	1,280	31	104
25-54	1,707	52	87	2,466	59	99
35-64	2,106	64	101	2,748	66	105
<b>Household Income</b>						
Median HHI	\$158,001			\$150,865		
\$150,000+	1,773	54	118	2,103	50	110
\$200,000+	1,114	34	151	1,175	28	126
\$300,000+	451	14	169	502	10	148
<b>Education</b>						
Attended College+	3,108	94	104	3,894	93	103
Graduated College+	2,455	74	112	3,010	72	108
Post Graduate Degree	904	27	118	1,162	28	120
<b>Children</b>						
Have Any Children	1,030	31	76	1,652	40	97
<b>Occupation</b>						
Top Management	694	21	131	846	20	126
Top/Middle Management	973	30	118	1,256	30	120
Professional/Managerial	2,007	61	96	2,822	68	106
Any Chief Officer	600	18	125	800	19	132
<b>Influencers</b>						
Opinion Leaders	1,440	44	114	1,721	41	107
Business Decision Makers	1,059	32	120	1,551	37	139





# 2013 IPSOS AFFLUENT SURVEY

## Methodology: at a glance

<b>Definition of “Affluent”</b>	U.S. Adults 18+ with \$100K+ household income
<b>Population represented</b>	62.5MM U.S. Affluents
<b>Affluent market wealth</b>	Affluent adults represent 25% of adults but 70% of U.S. net worth and 60% of household income
<b>Methodology</b>	28 page mail survey
<b>Conducted</b>	March – July 2012
<b>Sample Size</b>	13,000+
<b>Media</b>	155 printed publications, 30 categories of mobile apps, 333 websites, 97 TV networks
<b>Content</b>	Demographics, usage data on 738 brands across 20 product categories, planned lifestyle events, 158 spending categories, leisure/cultural activities and 95 psychographics

