

# PRINT PROFILE

# **USA TODAY READER**

**NEWSPAPER READER** 

News Hounds 250

Cover-to-Cover 279

Category influencer, News 208

Category mobile websites for news, last 30 days 144

**MEMBER** 

Country club member 212

Fraternal order member 191

Charitable organization member 209

**TECH GEAR** 

Super influencer, computers 154

Super influencer, internet 152

Willing to pay more for top quality electronics, agree completely 122

**OUTDOOR ACTIVITY** 

Category influencer Fishing, 139

Participated last 12 mos., Boating 134

Participated last 12 mos., Hunting 142

**FANTASY SPORTS** 

Fantasy sports league 156

Gambled, last 12 mos. 120

Watch poker on TV regularly 137

ART

Go to museums 152

Art gallery/show, last 12 mos. 125

Attended music/dance performance 132

**WINE & DINNING** 

Category influencer, wine 201

Super influencer, restaurants 164

Premium domestic beer 127

**SPORTS** 

Super Influencer, Sports 183

Attend college football regularly 217

Super golf fan 168

Regular exercise program 121

BUSINESS AND FINANCE

Management, business & finance 179

Category influencer, Insurance 270

Category influencer, Finance 175



# **DETAILS**

#### Gender

Male Index 137

### Age

45-49 Index 136

## Race

African American Index 107

#### **Education**

 College BA/Post Grad Degree Index 175

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- 250k+, Index 262 Quintile I
- \$119k+ Index 151

## Region

Midwest Index 137



