



# MOBILE PROFILE

## USA TODAY READER

### NEWSPAPER READER

News Hounds [256](#)  
Cover-to-cover [286](#)  
Category influencer, news [227](#)  
Category mobile websites for news, last 30 days [159](#)

### OUTDOOR ACTIVITY

Category influencer fishing, [142](#)  
Participated last 12 mos., Boating [138](#)  
Participated last 12 mos., hunting [127](#)

### WINE & DINNING

Category influencer, Wine [217](#)  
Super influencer, Restaurants [172](#)  
Premium domestic beer [130](#)

### MEMBER

Country club member [235](#)  
Fraternal order member [169](#)  
Charitable organization member [214](#)

### FANTASY SPORTS

Fantasy sports league [161](#)  
Gambled, last 12 mos. [124](#)  
Watch poker on TV regularly [140](#)

### SPORTS

Super Influencer, Sports [187](#)  
Attend college football regularly [240](#)  
Super golf fan [159](#)  
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### TECH GEAR

Super influencer, computers [158](#)  
Super influencer, Internet [164](#)  
Willing to pay more for top quality electronics, Agree Completely [128](#)

### ART

Go to museums [150](#)  
Art gallery/show, last 12 mos. [120](#)  
Attended music/dance performance [133](#)

### BUSINESS AND FINANCE

Management, business & finance [189](#)  
Category influencer, finance [182](#)



## DETAILS

### Gender

- Male Index 134

### Age

- 45-49 Index 144

### Race

- African American Index 103

### Education

- College BA/Post Grad Degree Index 180

### HHI

- 250k+, Index 289 Quintile I
- \$119k+ Index 156

### Region

- Midwest Index 136

PLEASE CALL YOUR SALES REPRESENTATIVE FOR DETAILS

