



TABLET PROFILE

USA TODAY READER

NEWSPAPER READER

Skimmers [144](#)

Newspaper most trusted media [123](#)

Category mobile websites for news, last 30 days [275](#)

Obtain news online, last 30 days [177](#)

OUTDOOR ACTIVITY

Participated last 12 mos., bicycling [170](#)

Participated last 12 mos., backpacking/hiking [189](#)

Participated last 12 mos., jogging/running [159](#)

SPORTS

Watch/listen/attend college sports regularly [193](#)

Golf fan [187](#)

Regular exercise program [141](#)

MEMBER

AARP [152](#)

Country club/charitable organization [305](#)

BUSINESS AND FINANCE

Management, business & finance [338](#)

Business travel [272](#)

Knowledgeable real estate influential [221](#)

WINE & DINNING

Spend more for a quality bottle of wine [119](#)

Participated in fine dining, last 30 days [181](#)

Premium domestic beer [146](#)

FANTASY SPORTS

Gambled, last 12 mos. [162](#)

Bought lottery tickets, last 12 mos. [127](#)

TECH GEAR

Tech-enthusiast [239](#)

Home electronics influential [200](#)

Willing to pay more for top quality electronics, agree completely [146](#)

ART

Go to museums [122](#)

Attend music/dance performance [142](#)

Participate in painting/drawing/photography [175](#)

PERSONAL CARE

Spent \$100+ on H&B aids [138](#)

Facial, massage, body treatment, last 36 mos. [136](#)



DETAILS

Gender

- Male Index 153

Age

- 45-54 Index 120

Race

- White Index 107

Education

- College BA/Post Grad Degree Index 258

HHI

- 250k+, Index 667 Quintile I
- \$119k+ Index 209

Region

- Midwest Index 120

PLEASE CALL YOUR SALES REPRESENTATIVE FOR DETAILS

