



ONLINE PROFILE

USA TODAY READER

NEWSPAPER READER

News Hounds [178](#)
Cover-to-cover [154](#)
Category influencer, news [216](#)
Category mobile websites for news, last 30 days [226](#)

OUTDOOR ACTIVITY

Category influencer, fishing [131](#)
Participated last 12 mos., boating [130](#)
Participated last 12 mos., backpacking [163](#)

WINE & DINNING

Category influencer, wine [210](#)
Super influencer, restaurants [175](#)
Premium domestic beer [135](#)

MEMBER

Country club member [135](#)
Business club [203](#)
Charitable organization member [135](#)

FANTASY SPORTS

Fantasy sports league [217](#)
3+ times gambled, last 12 mos. [121](#)
Watch poker on TV regularly [129](#)

SPORTS

Super influencer, Sports [210](#)
Attend college football regularly [192](#)
Super golf fan [156](#)
Regular exercise program [127](#)

TECH GEAR

Super influencer, computers [282](#)
Super influencer, internet [226](#)
Willing to pay more for top quality electronics, Agree Completely [167](#)

ART

Go to museums [156](#)
Art gallery/show, last 12 mos. [151](#)
Attended music/dance performance [130](#)

BUSINESS AND FINANCE

Management, business & finance [217](#)
Category Influencer, Real Estate [222](#)
Category Influencer, Business [251](#)
Category Influencer, Finance [225](#)



DETAILS

Gender

- Male Index 133

Age

- 45-49 Index 113

Race

- African American Index 98

Education

- College BA/Post Grad Degree
- Index 185

HHI

- 250k+, Index 182 Quintile I
- \$119k+ Index 136

Region

- Midwest Index 98

PLEASE CALL YOUR SALES REPRESENTATIVE FOR DETAILS

Source: MRI Doublebase USATODAY.com last 30 days

