

## MRI Audience (000):

	USA TODAY	USATODAY.com*
Total Adults :	2,883 readers	13,804 visitors
Male:	1,759 (61%)	7,816 (57%)
Female:	1,124 (39%)	5,988 (43%)
A25-54:	1,500 (52%)	8,921 (65%)
College+	2,016 (70%)	11,355 (82%)
Median HHI	\$79,086	\$83,486
Median Age	51	40

Source: \*Monthly visitors; GfK MRI Doublebase 2014 Report

## Ipsos Affluent Audience (000):

	USA TODAY	USATODAY.com*
Total Adults:	3,869 readers	4,795 visitors
Male:	2,530 (65%)	2,903 (61%)
Female:	1,338 (35%)	1,891 (40%)
A25-54:	1,915 (50%)	2,628 (55%)
College+	2,829 (73%)	3,709 (77%)
Median HHI	\$157,523	\$155,435
Median Age	53	48

Source: \*Monthly visitors; 2014 Ipsos Affluent Survey, HHI \$100K+

## USA TODAY

### Readership:

Mon-Thurs:	3,234,920
Friday:	3,330,360

Source: March 2014 ABC Publisher's Statement

## USATODAY.COM

### Key Measurements:

Total unique visitors (000):	23,258
Avg. minutes per visit:	11.3
Avg. daily visitors (000):	1,925
Avg. visits per visitor:	3.1
Total pages viewed (MM):	280

Source: comScore Media Metrix Key Measures, Aug. 2014, Total Audience, PC Only

## USA TODAY MOBILE

Total downloads of all applications: 14M  
(includes iPhone, Android, Windows phone)

A25-54	60%
Male/Female	60%/40%
HHI \$75k+	52%
HHI \$100k+	35%
College+	51%

## USA TODAY TABLET

Total downloads:	7M
A25-54:	61%
Male/Female:	71%/29%
HHI \$75k+:	54%
HHI \$100k+:	36%
College+:	95%

Source: Monthly Mobile report (iTunes Connect, Android App Store, Windows Market) cumulative through Aug. 2014; USA TODAY Digital/Mobile/Tablet Custom Study 2013

Source: comScore MobiLens Audience Profile, Jul. 2014 (3 month avg.), Persons 13+ ; Monthly Mobile report (iTunes Connect, Android App Store, Windows Phone Marketplace) cumulative through Aug. 2014



## Gannett Sites Network

### Key Measurements

Total unique visitors (000):	59,316
Average daily visitors (000):	6,369
Total pages viewed (MM):	1,429
Median HHI:	\$78,044
Median Age:	45

### Audience Profile

Male   Female:	51%   49%
Ages 18-34:	27%
Ages 35-49:	28%
Ages 25-54:	57%
HHI \$75k+:	52%
Have children:	41%

## USA TODAY Sites

### Key Measurements

Total unique visitors (000):	36,684
Average daily visitors (000):	3,452
Total pages viewed (MM):	621
Median HHI:	\$83,706
Median Age:	44

### Audience Profile

Male   Female:	59%   41%
Ages 18-34:	28%
Ages 35-49:	29%
Ages 25-54:	58%
HHI \$75k+:	56%
Have children:	42%

## USA TODAY Sports Media Group Sites

### Key Measurements

Total unique visitors (000):	22,043
Average daily visitors (000):	2,000
Total pages viewed (MM):	380
Median HHI:	\$83,097
Median Age:	43

### Audience Profile

Male   Female:	65%   35%
Ages 18-34:	28%
Ages 35-49:	30%
Ages 25-54:	59%
HHI \$75k+:	55%
Have children:	43%

Digital Source: comScore Media Metrix Demographic Profile/Key Measures, Total Audience, PC Only, Aug. 2014

## USA TODAY Mobile & Tablet

### Mobile Key Measurements

Total visitors (MM):	16.9
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### Mobile Audience Profile

Male   Female:	60%   40%
Ages 18-34	46%
Ages 25-54:	60%
HHI \$75k+:	52%
Have children:	49%

Source: comScore MobiLens, Audience Profile, Persons 13+, Jul. 2014 (3 month avg.).

### App Downloads

Total (MM)	20.1
iPhone (MM):	8.6
iPad (MM):	5.3
Android (MM):	4.7
Android Tablet (MM)	1.5

### Tablet Audience Profile

Male/Female:	71%/29%
A25-54:	61%
HHI \$75k+:	54%
HHI \$100k+:	36%
College+:	95%

Source: USA TODAY Digital/Mobile/Tablet Custom Study 2013

App Source: Monthly Mobile report - Apple/Android, cumulative through Aug. 2014

