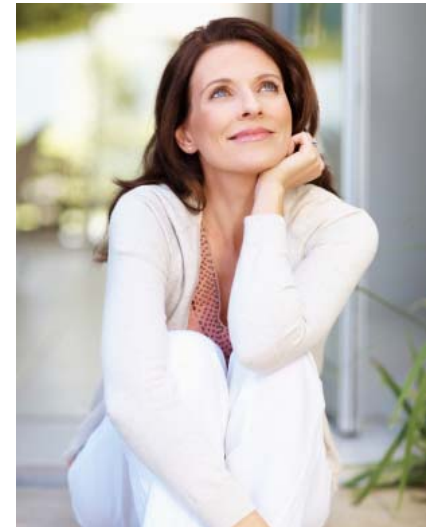


# Audience Profile

2012

Circulation Region: Northern California, Nevada and Utah  
 Circulation: 2,450,000 ♦ Audience: 5,635,000

*via*



- ♦ When compared to the average Northern California, Nevada, and Utah adult, Via readers spend more, travel more often, and live more active lifestyles
- ♦ Via readers are 48% more likely to have a post-graduate degree than the average adult in Northern California, Nevada, and Utah
- ♦ Via readers on average earn \$20,700 more per household than non-readers in Northern California, Nevada, and Utah

		N. Cal/NV/UT			
		Audience	Composition	Coverage	Index
Men		2,583,000	46%	34%	92
Women		3,052,000	54%	40%	108
Married		3,609,000	64%	44%	120
Household Income					
\$60,000+		4,038,000	72%	48%	130
\$75,000+		3,407,000	60%	50%	137
\$100,000+		2,446,000	43%	53%	144
\$150,000+		1,157,000	21%	57%	155
\$200,000+		521,000	9%	61%	167
Average HHI	\$102,600				
Median HHI	\$90,300				
Age					
18-34		967,000	17%	17%	47
35-54		2,321,000	41%	41%	110
55-64		1,218,000	22%	63%	170
65+		1,128,000	20%	57%	154
Median Age	51.7 years				
Education					
Attended college		4,083,000	72%	47%	126
Bachelor's degree+		2,367,000	42%	55%	148
Home					
Own home		4,427,000	79%	46%	124
Median Home Value	\$388,173				
Mean Home Value	\$427,085				

Source: 2011 Doublebase, prototype: GfK MRI

