

## User Demographics

	Triad Adult	NR.com User
<b>Gender</b>		
Male	48%	51%
Female	52%	54%
<b>Age</b>		
18 - 34	27%	40%
35 - 54	38%	41%
55+	35%	19%
<b>Household Income</b>		
Under \$49,999	56%	37%
\$50,000 - \$74,999	16%	15%
\$75,000+	28%	48%
<b>Education</b>		
Some college	28%	39%
College grad	14%	33%
Post grad work /degree	9%	9%
<b>Families</b>		
Children in HH (17 & under)	38%	57%
<b>Marital Status</b>		
Married	57%	60%
Single	24%	34%
Other	20%	6%
<b>Internet Purchases</b>		
Made a Internet Last year	49%	76%
<b>Internet Purchases Last Year (Amt. Spent)</b>		
Less than \$249	20%	33%
\$250 - \$999	19%	26%
\$1,000+	10%	17%



News-Record.com, the flagship site of our network, is the Triad's connection for up-to-the-minute news and information.

News-Record.com  
Average Monthly Stats:  
Page Views – 3.4 million+  
Unique Users – 573,000+