

WSJDN TABLET AUDIENCE PROFILE

The Wall Street Journal's award-winning tablet applications combine the best of its online and print product. Enhanced groundbreaking features have resulted in unprecedented engagement levels amongst an elite audience and demographic.

TRAFFIC

Monthly Unique Visitors 2,263,000

DEMOGRAPHICS

Men/Women 62/38

AGE

AGE	COMP (%)	INDEX
18-34	29	91
35-54	48	126
55+	23	79

HOUSEHOLD INCOME

\$75,000+	66	138
\$100,000+	53	161

EDUCATION

Graduated College or More	62	132
Postgraduate Study or More	29	161

