

Online Demographics

AGE/SEX

Median Age	48 Years
Male	76.8%
Female	23.2%

EDUCATION

Undergraduate Degree or Higher	85.2%
Masters Degree	26.4%
Doctoral Degree	20.4%

NATIONALREVIEW.COM SITE USAGE

Avg. Monthly Unique Visitors	6,000,000
Avg. Monthly Page Views	30,000,000
Visit Daily	27.3%
Visit 2-3 Times A Day	26.3%
Visit 4-5 Times A Day	15%

INCOME

Average HHI	\$95,000
Average HHW	\$278,999
HHW \$1,000,000+	16.3%
HHI of \$75,000+	67%
Own Home, Co-op, or Condo	76.4%

PRO ACTIVE (IN THE PAST YEAR)

Have given a speech in public	20.9%
Served on a board	16.7%
Had a letter or article published	20.9%
Given to a political or social cause	67.4%
Have donated to charity	89.6%

READER FEEDBACK ABOUT NRO

89.1% Opinion was influenced by editorial content
21.3% Had their opinion influenced by advertising
25.6% Have contacted an advertiser
55.5% Trust/support an advertiser after seeing their ad on NationalReview.com

AUDIENCE DUPLICATION

CNN.com	14.2%
CQ.com	1.0%
DailyCaller.com	24.5%
DrudgeReport.com	64.8%
FoxNews.com	44.9%
HuffingtonPost.com	7.2%
NationalJournal.com	4.0%
NYTimes.com	12.5%
OpinionJournal.com	23.1%
Politico.com	18.3%
RealClearPolitics.com	37.3%
Reason.com	17.3%
RollCall.com	2.3%
Slate.com	8.1%
TheDailyBeast.com	6.6%
TheHill.com	8.7%
TheWeeklyStandard.com	42.4%
TownHall.com	23.6%
WashingtonPost.com	17.2%

