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## AUDIENCE PROFILE

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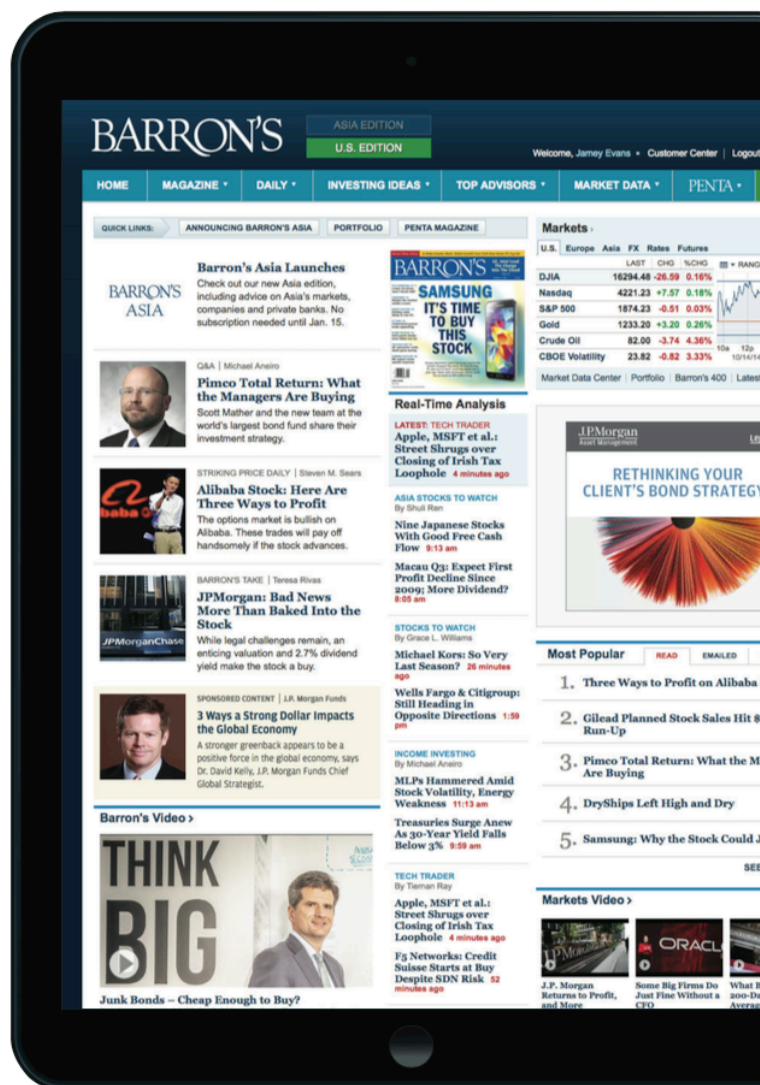
### TRAFFIC

Unique Visitors 2.5 Million  
Page Views 11 Million

### DEMOGRAPHICS

Men/Women 77/23  
Average Age 45  
Average Household Income \$288,886  
Average Household Net Worth \$2,048,334

	Comp (%)	Index
HHI \$200,000 or More	34	144
Graduated College or More	88	120
Millionaire	55	152
Top Management	43	150



Source: comScore Media Metrix Q1 (Jan-Mar) 2017, 3-Month Avg.; US multi-platform 2017 Spring Ipsos Study HHI \$100,000+; includes past 30 day visits to WSJ.com on digital platforms; top management based on employed.