

FAST FACTS

Unique Visitors: 7.1 Million

Page Views: 124 Million

POSTMEDIA NETWORK



Visitor Profile

	<u>%</u>	<u>Index</u>
GENDER		
Men	51%	102
Women	49%	98
AGE		
Under 18	12%	66
18-24	8%	93
25-34	20%	110
35-44	20%	111
45-54	17%	103
55+	22%	114
REGION		
BC	25%	184
Prairies	22%	127
Ontario	38%	100
Quebec	11%	45
Atlantic	5%	63
HHLD INCOME		
\$60K+	72%	123
\$75K+	55%	120
\$100K+	37%	142