

FAST FACTS

Unique Visitors: 686,000

Page Views: 7 Million*



Visitor Profile

	%	Index
GENDER		
Men	49%	99
Women	51%	101
AGE		
Under 18	15%	77
18-24	16%	163
25-34	24%	134
35-44	17%	95
45-54	13%	78
55+	15%	84
REGION		
BC	25%	180
Prairies	20%	116
Ontario	33%	88
Quebec	15%	65
Atlantic	6%	81
HHLD INCOME		
\$60K+	56%	99
\$75K+	41%	92
\$100K+	21%	88

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