

30-day traffic, (U.S., Worldwide)

Unique Visitors – 110 M, 370 M

Reach – 45.6%, 28.8%

Page views – 52 B, 160 B

Total visits – 3.1 B, 8.7 B

Avg visits per visitor – 28,23

Avg time on site – 20:00, 23:20s

Gender

Male: 43%

Female: 57%

Age

0 – 17: 18%

18 – 24: 7%

25 – 34: 14%

35 – 44: 20%

45 – 54: 24%

55 – 64: 12%

65 or more: 4%

Household Income

\$0 – \$24,999: 7%

\$25,000 – \$49,999: 22%

\$50,000 – \$74,999: 36%

\$75,000 – \$99,999: 18%

100,000 – \$149,999: 12%

\$150,000 or More: 5%

Children in Household

Yes: 36%

No: 64%

Education

Less than HS diploma: 22%

High School: 14%

Some College: 36%

Bachelors Degree: 20%

Graduate Degree: 8%



30-d ay traffic, (U.S., Worldwide)

Unique Visitors – 19 M, 73 M

Reach – 8.3%, 5.7%

Page views – 1 B, 3 B

Total visits – 94 M, 280 M

Avg visits per visitor – 4.9, 3.8

Avg time on site – 8:00, 9:10

Gender

Male: 45%

Female: 55%

Age

0 – 17: 13%

18 – 24: 9%

25 – 34: 19%

35 – 44: 25%

45 – 54: 21%

55 – 64: 11%

65 or more: 3%

Household Income

\$0 – \$24,999: 12%

\$25,000 – \$49,999: 27%

\$50,000 – \$74,999: 29%

\$75,000 – \$99,999: 18%

100,000 – \$149,999: 10%

\$150,000 or More: 4%

Children in Household

Yes: 28%

No: 72%

Education

Less than HS diploma: 16%

High School: 11%

Some College: 41%

Bachelors Degree: 23%

Graduate Degree: 9%



30-day traffic, (U.S., Worldwide)

Unique Visitors – 24 M, 66 M

Reach – 10.1%, 5.1%

Page views – 2.1 B, 4B

Total visits – 270 M, 550 M

Avg visits per visitor – 11, 8.3

Avg time on site – 12:10, 11:40

Gender

Male: 43%

Female: 57%

Age

0 – 17: 11%

18 – 24: 8%

25 – 34: 16%

35 – 44: 29%

45 – 54: 20%

55 – 64: 11%

65 or more: 3%

Household Income

\$0 – \$24,999: 13%

\$25,000 – \$49,999: 30%

\$50,000 – \$74,999: 27%

\$75,000 – \$99,999: 16%

100,000 – \$149,999: 10%

\$150,000 or More: 4%

Children in Household

Yes: 28%

No: 72%

Education

Less than HS diploma: 12%

High School: 9%

Some College: 47%

Bachelors Degree: 24%

Graduate Degree: 8