2010 Web Traffic & Demographics

**Monthly Site Traffic**

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Impressions</td>
<td>85,000</td>
</tr>
<tr>
<td>Average Unique Visitors</td>
<td>11,225</td>
</tr>
<tr>
<td>Average Visitor Session</td>
<td>5 Minutes</td>
</tr>
<tr>
<td>Referring Sites</td>
<td>130</td>
</tr>
</tbody>
</table>

**Growth from 2009 vs. 2010**

- Page Impressions: 260% increase
- Unique Visitors: 30% increase
- Average Visitor Session: 128%
- Affiliate Network Expansion 242%

**Age**

- 13 to 17: 25%
- 18 to 34: 32%
- 35 to 49: 27%
- 50+: 16%

**Household Income**

- $0-30k: 35%
- $30-60k: 30%
- $60-100k: 15%
- $100k+: 10%

**Education**

- College: 51%
- High School: 49%

**Region**

- West: 21%
- North East: 36%
- South: 23%
- Midwest: 20%

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