

# Globe Online Readership



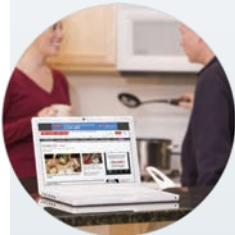
## ONLINE AUDIENCE

UNIQUE VISITORS 3.7 MILLION  
PAGE VIEWS 113 MILLION

AVERAGE DAILY VISITORS 728,000  
AVERAGE TIME SPENT 31 MINUTES/VISITOR

SOURCE: COMSCORE MEDIAMETRIX Q3 MONTHLY AVERAGE TO SEPT 2011

# EDUCATED INFORMED INFLUENTIAL



DIGITAL READERS	READ GLOBE ONLINE IN PAST WEEK (%)	POPULATION 18+ (%)
<b>GENDER</b>		
Male	61.4%	48.8%
Female	38.6	51.2
<b>AGE DISTRIBUTION</b>		
18 – 24	11.8%	12.5%
25 – 34	20.7	18.1
35 – 49	34.1	34.1
50 – 64	25.3	23.7
Average Age	43	46
<b>MARITAL STATUS</b>		
Married/Living together	66.3%	61.7%
Single/Widowed/Seperated/Divorced	32.2	36.9
<b>LEVEL OF EDUCATION</b>		
Some Post Secondary	23.1%	33.4%
University Graduate Plus	66.4	33.6
Graduated Post-Graduate University	27.9	11.5
<b>EMPLOYMENT STATUS</b>		
Self-Employed	13.9%	11.1%
Employed by someone else	58.4	50.2
<b>OCCUPATION</b>		
Senior Managers/Other Managers	25.1%	14.1%
Professionals	9.2	3.9
Net MPs (Senior/other managers & professionals)	34.3	18.0
Other White Collar	20.0	17.5
<b>PERSONAL INCOME</b>		
\$50,000+	57.3%	35.8%
\$60,000+	43.8	23.8
\$75,000+	31.0	14.4
\$100,000+	16.5	6.6
Average Personal Income	\$63,619	\$46,098
<b>HOUSEHOLD INCOME</b>		
HHI \$50,000+	84.1%	69.6%
HHI \$60,000+	75.8	58.9
HHI \$75,000+	64.1	45.7
HHI \$100,000+	46.4	28.9
Average Household Income	\$96,958	\$77,903
<b>HOUSEHOLD COMPOSITION</b>		
Adults Only	63.3%	63.6%
Adults with Children	36.5	36.3
<b>DWELLING</b>		
Own	81.4%	74.8%
Rent	17.3	23.4

SOURCE: 2010 NADbank Study - 48 National Readership Markets (Toronto and Kitchener EMA included)  
Globe Online Reach/Past Week: 1,317,000