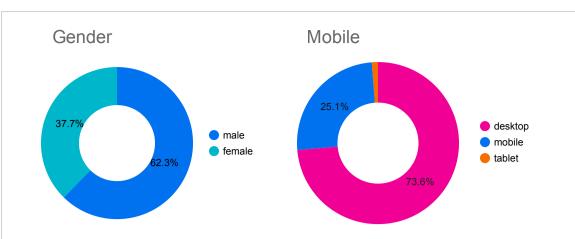
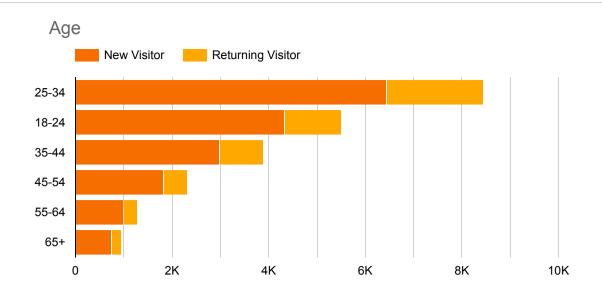
TSG GA Demographics Overview



Gender	Users	New U	Sessi	Pages	Avg. S	Bounc
1. male	201,521	179,986	263,091	5.47	00:03:24	40.67%
2. female	112,537	98,518	155,192	5.43	00:03:55	40.55%
					1 - 2 / 2	< >

					Age / Users
Gender	65+	55-64	45-54	35-44	25-34
male	535	649	1,252	2,254	4,601
female	306	451	805	1,160	2,805



Age	Users	New U	Sessio	Pages	Avg. S	Bounc
1. 25-34	119,764	105,235	163,370	5.74	00:03:46	38.55%
2. 35-44	52,656	45,970	69,576	5.77	00:03:35	39.19%
3. 18-24	69,209	61,895	90,380	4.86	00:03:17	43.9%
4. 45-54	31,356	27,603	41,320	5.44	00:03:47	40.74%
5. 65+	10,202	8,993	13,296	5.37	00:03:32	40.81%
6. 55-64	14,232	12,954	19,109	5.07	00:03:43	42.13%
					1 - 6 / 6	< >



Region Globally

	Country	Users	Sessions	Pages / Session	Avg. Session Duration
1.	Norway	86	108	3.31	00:02:35
2.	Chile	142	201	3.75	00:02:36

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Region within US

	Region	City	Us	New U	Sessi	Page	Avg. S	Boun
1.	Virginia	Ashburn	2,688	2,684	2,717	5.79	00:01:08	28.01%
2.	New York	New York	1,132	962	1,715	7.28	00:04:44	29.68%
3.	(not set)	(not set)	1,119	1,036	1,341	2.89	00:02:22	59.28%
4.	California	San Jose	796	636	1,306	7.51	00:04:56	26.19%
5.	California	San Fra	733	609	1,084	7.98	00:04:49	21.4%
^			500	507	747	1 00	100 / 7272	, · · · · · · ·

Shoppers/Value Shoppers

Media & Entertainment/Movie Lovers

Technology/Technophiles

Lifestyles & Hobbies/Green Living Enthusiasts

Media & Entertainment/Light TV Viewers

Travel/Business Travelers

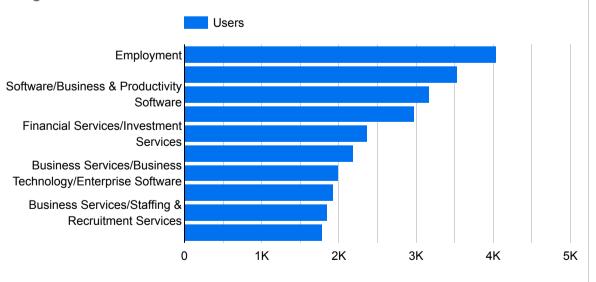
Beauty & Wellness/Frequentty Visits Salons

Lifestyles & Hobbies/Outdoor Enthusiasts

Travel/Travel Buffs

	Affinity Cate	Users	Ne	Ses	Pages	Avg. Ti	Bounce
1.	Media & Enterta	21	20	22	3.64	00:01:32	40.91%
2.	Media & Enterta	1,017	944	1,265	4.63	00:00:44	48.06%
3.	Shoppers/Barg	4,783	4,302	6,416	5.3	00:00:48	41.63%
4.	Sports & Fitnes	265	237	342	6.49	00:00:51	37.13%
5.	Media & Enterta	628	558	831	5.61	00:00:45	40.91%
6.	Media & Enterta	659	607	875	3.9	00:01:00	44.34%
7.	Media & Enterta	144	136	174	3.76	00:00:51	45.98%
8.	Food & Dining/	6,932	5,972	9,687	6.21	00:00:47	36.76%
						1 - 100 / 116	< >

In-Market Segment



	In-Market Seg	U	New	Ses	Pages	Avg. Ti	Bounce
1.	Employment	7	60,730	100,	6.17	00:00:47	36.15%
2.	Software/Busines	6	53,218	79,985	5.28	00:00:49	40.83%
3.	Consumer Electro	4	39,658	56,445	4.98	00:00:45	42.13%
4.	Education/Post-S	3	29,148	42,629	4.9	00:00:53	43.21%
5.	Business Service	6	56,106	84,332	4.46	00:01:01	44.99%
6.	Apparel & Access	3	29,257	44,741	5.27	00:00:50	37.9%
7.	Real Estate/Resid	2	20,542	31,284	5.64	00:00:48	39.17%
8.	Real Estate/Resid	3	26,288	43,373	6.56	00:00:46	32.74%
						1 - 100 / 415	< >