

REPORT PROFILE

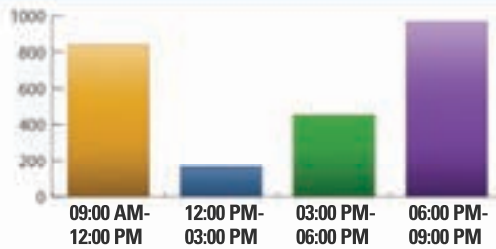
Report Request Date
 Capture Period
 Geographic Region
 Department Focus

TOP MEDIA VIEWINGS

Media File A	765	Media File I	765
Media File B	854	Media File J	854
Media File C	1,423	Media File K	1,423
Media File D	854	Media File L	854
Media File E	652	Media File M	652
Media File F	985	Media File N	985
Media File G	754	Media File O	754
Media File H	1,236	Media File P	1,236

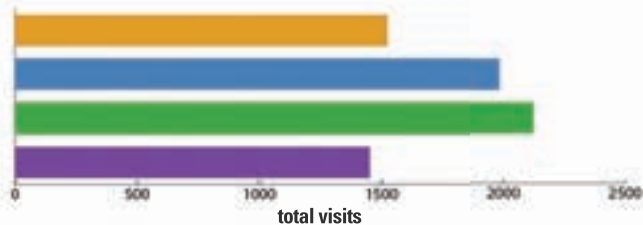
INTERACTIVE TRAFFIC VOLUMES

09:00AM - 12:00PM	848
12:00PM - 03:00PM	167
03:00PM - 06:00PM	453
06:00PM - 09:00PM	968



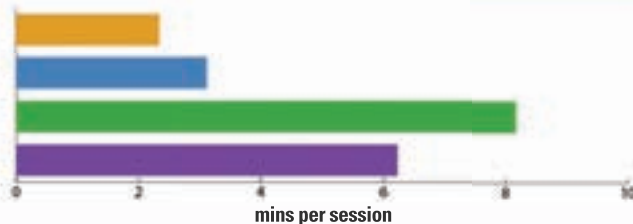
TRAFFIC BREAKDOWN BY DEPARTMENT

Dept. A	1,584
Dept. B	1,925
Dept. C	2,124
Dept. D	1,452



AVERAGE SESSION TIME BY DEPARTMENT

Dept. A	00:02:34
Dept. B	00:03:12
Dept. C	00:08:17
Dept. D	00:06:23



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DEMOGRAPHIC OVERVIEW

ETHNICITY	TOTALS	AGE GROUP	MALE	FEMALE	TOTALS
SOUTH ASIAN / ARAB	1,782	15 - 19	497	385	882
ASIAN	2,258	20 - 24	1,723	1,845	3568
BLACK	2,363	25 - 35	1,675	1,784	3459
LATIN AMERICAN	3,264	36 - 50	2,457	2,721	5178
WHITE	4,481	50 - 60	428	376	804
		60+	112	145	257

LANGUAGE SEGMENTATION

ENGLISH ■ 75%
 FRENCH ■ 15%
 MANDARIN ■ 10%

