

	Online Population % Comp.	the excite network % Comp.	excite % Comp.	iwon % Comp.
Gender				
Female	54.3	51.7	48.5	58.6
Male	45.7	48.3	51.5	41.4
Age				
18-24	12.4	11.9	14.1	7.5
18-34	31.2	32.1	33.2	30.5
18-49	67.4	68.8	69.6	67.8
25-54	66.8	69.5	68.2	72.6
35-54	47.9	49.3	49.1	49.5
Mean Age	42	41.6	41.1	42.4
Income				
HHI: \$35K - \$49,999	17.9	17.8	16.7	19.6
HHI: \$75K - \$99,999	17.2	16.4	17.2	15.6
HHI: \$50K+	63.3	62.6	64.4	59
HHI: \$75K+	39.3	38.5	40.3	35.5
HHI: \$100K+	22.1	22.1	23.1	19.9
Mean Income	\$74,235	\$73,870	\$75,688	\$70,171
Marital Status				
Married	65.5	64.7	63.6	65.9
Single	33.7	34.5	35.4	33.8
Divorced	7.9	8.7	8.3	9.5
Children in Household				
No Children	56.8	55.9	56.5	55.4
One+ Child	42.1	43.5	42.8	44.3
Education				
Any College	80.4	79.7	82	73.4
College Grad/Post Grad	52.7	49.9	53	41.4
Employment				
Prof/Managerial	27.8	27.8	29.3	23.2
Type of Residence				
Own a Residence	70	68.7	69.1	66
Rent a Residence	17.8	20.1	19.3	22.6

@Plan Winter 2003 - 2004

