

# Demographic Profile



Target Audience (09/11, US)	Target Audience (000)	% Composition Unique Visitors	Composition Index UV	Average Visits per Visitor
<b>Females - Age</b>				
Female: 18-34	435	48.0	160	3.0
Female: 18-49	674	74.3	125	3.1
Female: 21-34	356	39.3	164	3.0
Female: 21-49	596	65.7	123	3.1
Female: 25-49	457	50.4	108	2.8
Female: 25-54	516	56.9	106	2.8
Female: 35-44	146	16.2	82	1.9
Female: 35-49	239	26.4	90	3.2
Female: 35-54	298	32.8	90	3.0
<b>HH Income (US)</b>				
HHI US: \$60K+	481	53.0	121	3.6
HHI US: \$75K+	365	40.2	123	2.9
HHI USD: 75,000 - 99,999	170	18.7	142	3.2
HHI USD: 100,000 or more	195	21.6	110	2.7
<b>HH Size</b>				
HH Size: 1	70	7.7	141	3.7
HH Size: 1-2	297	32.7	123	3.7
HH Size: 3+	610	67.3	92	2.4



Monthly Reach	Unique Users (000)	Unique Visits (000)	Average Visits per Visitor
Lesbian Ad Network (Gay Ad Network Female Reach)	907	2,570	2.8