

## User Demographics

	Triad Adult	GT.com User
<b>Gender</b>		
Male	48%	51%
Female	52%	49%
<b>Age</b>		
18 - 34	27%	31%
35 - 54	38%	53%
55+	35%	17%
<b>Household Income</b>		
Under \$49,999	56%	28%
\$50,000 - \$74,999	16%	17%
\$75,000+	28%	55%
<b>Education</b>		
Some college	28%	29%
College grad	14%	31%
Post grad work /degree	9%	18%
<b>Families</b>		
Children in HH (17 & under)	38%	53%
<b>Marital Status</b>		
Married	57%	66%
Single	24%	27%
Other	20%	8%
<b>Internet Purchases</b>		
Made a Internet Last year	49%	79%
<b>Internet Purchases Last Year (Amt. Spent)</b>		
Less than \$249	20%	25%
\$250 - \$999	19%	36%
\$1,000+	10%	18%



GoTriad.com, and its accompanying SCENE calendar, offer Triad residents a place to find ideas on things to do and see in and around the area.

GoTriad.com is the ideal venue to reach an active crowd looking to go, see and do.

GoTriad.com Average Monthly Stats:

Page Views – 108,000+

Unique Users – 40,000+