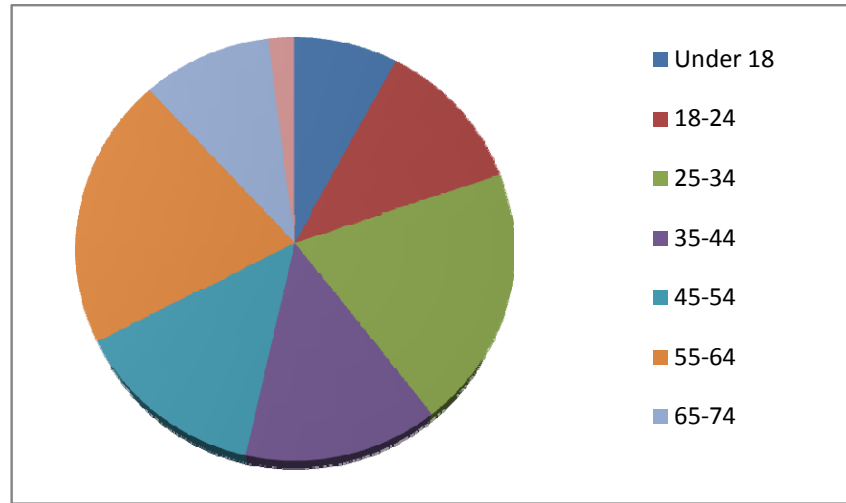


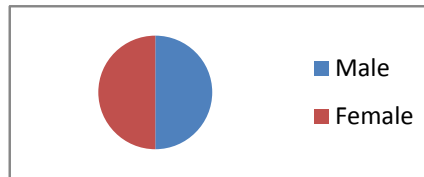
**Sample of 334 - Courtesy of Burst Media Inc.**  
**AGE**

|                      |     |
|----------------------|-----|
| Under 18             | 8%  |
| 18-24                | 12% |
| 25-34                | 20% |
| 35-44                | 14% |
| 45-54                | 14% |
| 55-64                | 21% |
| 65-74                | 10% |
| 75+                  | 2%  |
| Prefer not to answer | 0%  |



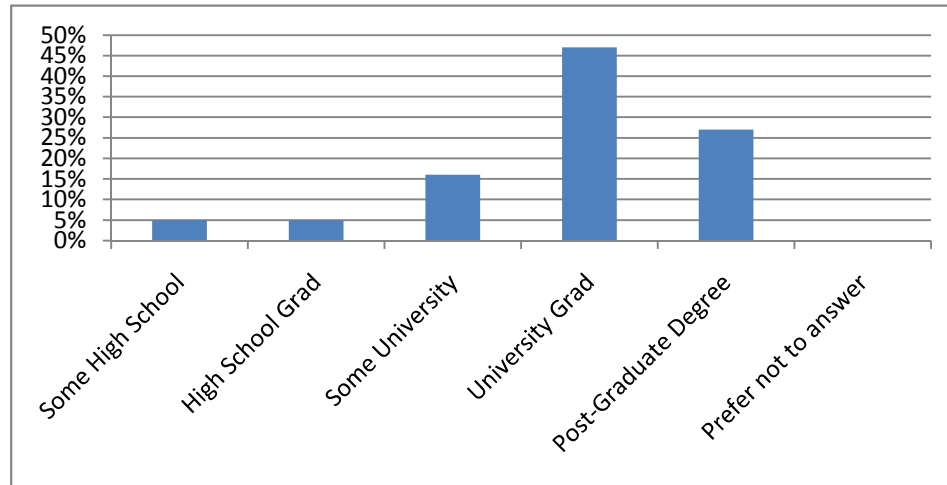
**GENDER**

|        |     |
|--------|-----|
| Male   | 50% |
| Female | 50% |



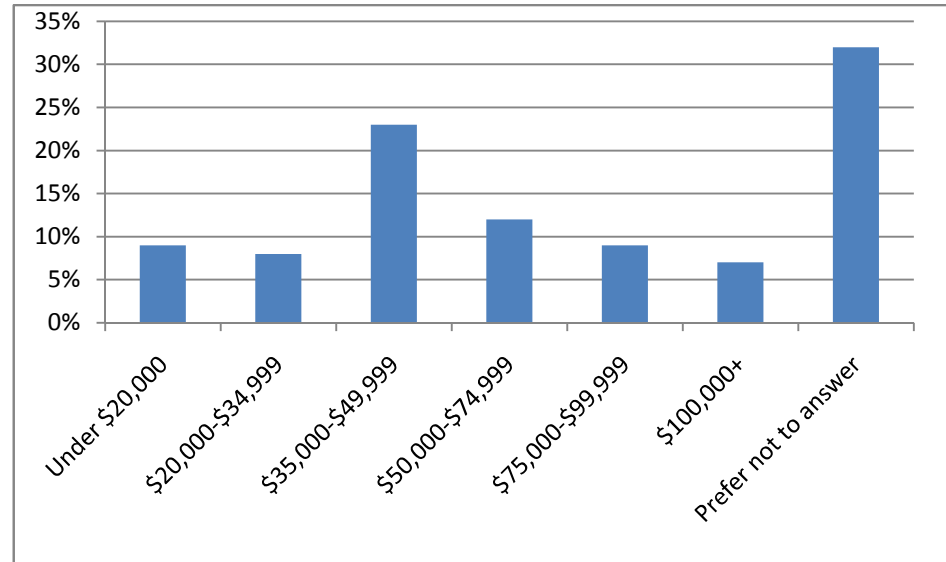
**EDUCATION**

|                      |     |
|----------------------|-----|
| Some High School     | 5%  |
| High School Grad     | 5%  |
| Some University      | 16% |
| University Grad      | 47% |
| Post-Graduate Degree | 27% |
| Prefer not to answer | 0%  |



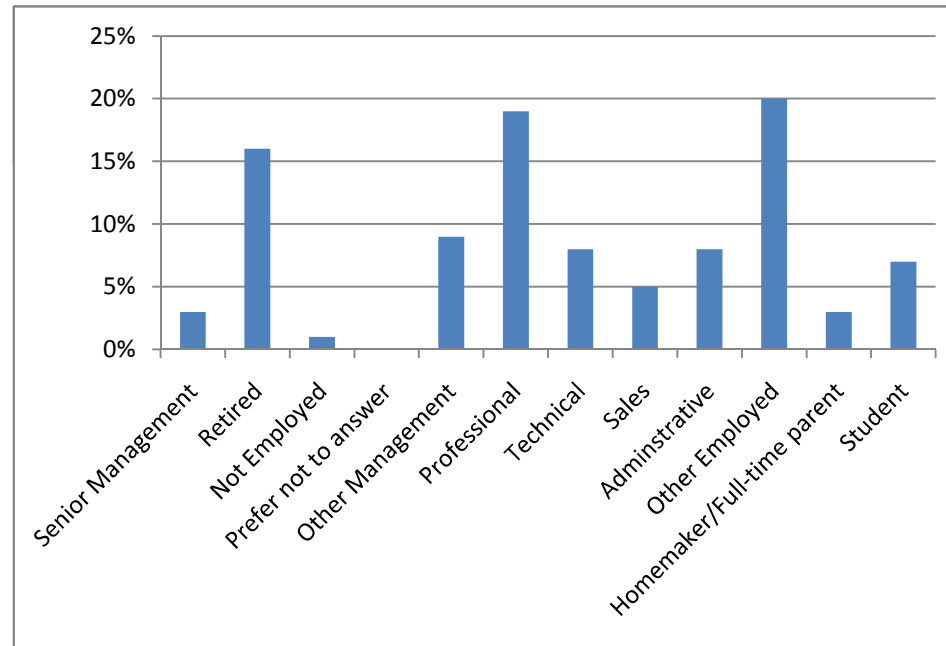
## INCOME

|                      |     |
|----------------------|-----|
| Under \$20,000       | 9%  |
| \$20,000-\$34,999    | 8%  |
| \$35,000-\$49,999    | 23% |
| \$50,000-\$74,999    | 12% |
| \$75,000-\$99,999    | 9%  |
| \$100,000+           | 7%  |
| Prefer not to answer | 32% |



## OCCUPATION

|                            |     |
|----------------------------|-----|
| Senior Management          | 3%  |
| Retired                    | 16% |
| Not Employed               | 1%  |
| Prefer not to answer       | 0%  |
| Other Management           | 9%  |
| Professional               | 19% |
| Technical                  | 8%  |
| Sales                      | 5%  |
| Administrative             | 8%  |
| Other Employed             | 20% |
| Homemaker/Full-time parent | 3%  |
| Student                    | 7%  |



Report Date: June 15, 2010