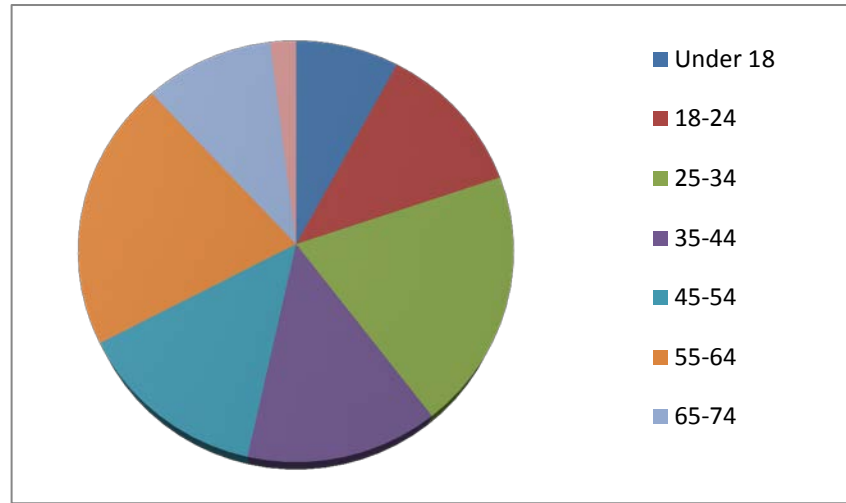


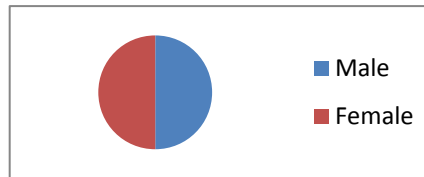
Sample of 336 - Courtesy of Burst Media Inc.
AGE

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%



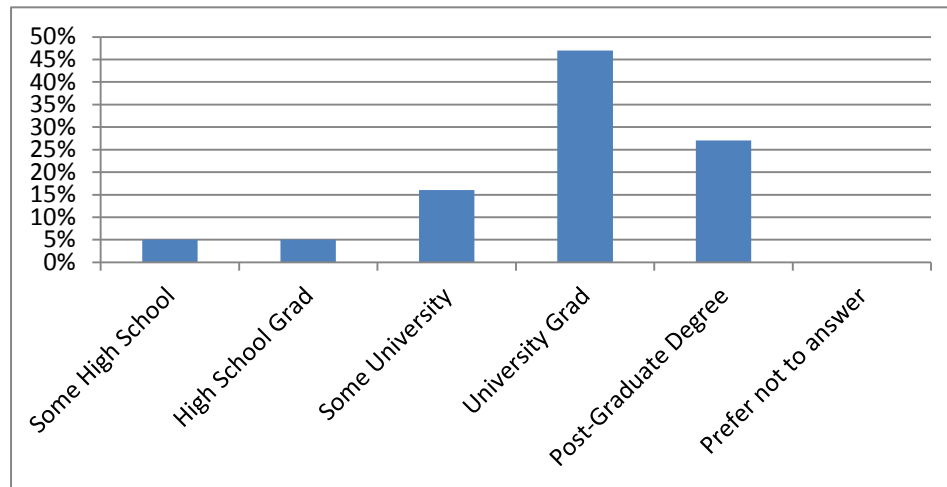
GENDER

Male	50%
Female	50%



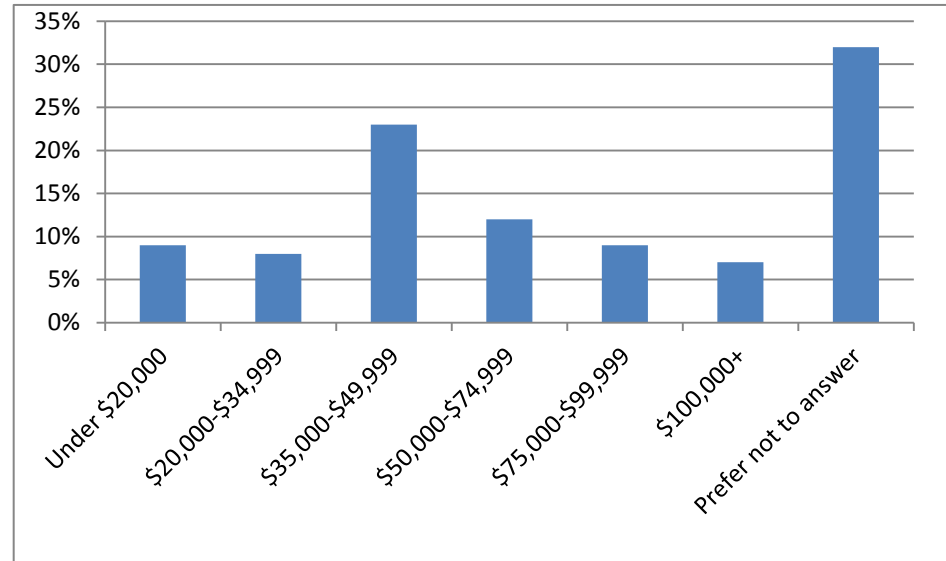
EDUCATION

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



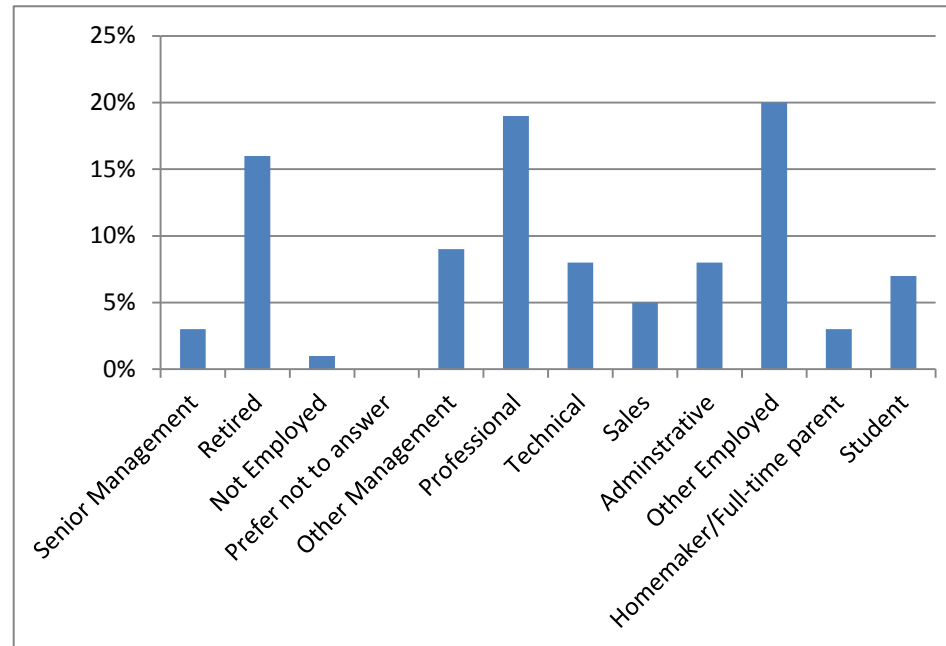
INCOME

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: April 5, 2011