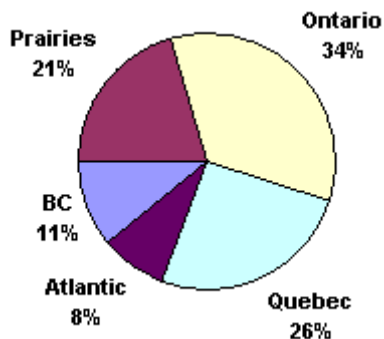




Distribución geográfica Canada

Highlights from Media Metrix Canada

Of those Canadians surfing the Web in June, 34% lived in Ontario with the next highest region being Quebec at 26%.



Media Metrix Canada found that Web site preferences varied considerably according to the regions in which surfers lived. Most popular in B.C. were Regional/Local sites, Networks, Auctions and Hobbies/Lifestyle. Ontarians preferred Business categories, while Quebec Internet users tended to visit Government and Search/Navigation sites.

Household Income

42% of Canadians households on-line had incomes of \$40,000-\$75,000. The distribution of those with higher and lower incomes was similar, at 29%. Households with a lower income spent more of their time visiting education, careers and government sites, whereas households with incomes of \$75,000+ favoured Real Estate, Travel and Automotive sites.

Household Income

