

IMDb user demographics

<u>Target</u>	<u>Unique audience composition (%)*</u>
Male	55%
Female	45%
Age 12-17	9%
Age 18+	88%
Age 18-34	27%
Age 18-49	64%
Age 21+	84%
Age 21-34	24%
Age 21-49	60%
Age 25-49	56%
Age 25-54	66%
Age 35+	61%
Age 35-49	37%
Age 35-64	57%
Age 45+	36%

**Nielsen Netview Spring 2006*