



About

Hitwise Demographics data is available on 350,000+ websites and provides insights into the demographic profile of users visiting a specific website or industry. This data set includes demographic profiles based on age, gender and geographic location.

Benefits

- **Truly Understand Audience Profiles:** View demographic profiles of visitors to any website or industry.
- **Search for Websites that Attract a Specific Audience:** Identify the websites and industries to which your specific demographic profile is attracted. Instantly identify potential affiliates and partners using Demographic Site Match.
- **Understand Your Competitor's Customer Base:** By profiling the demographic composition of your competitor's website visitors, you can easily determine the profiles of people they are attracting and how this compares to your customer base.
- **Customisable:** Create your own categories of websites and view the profiles of audiences to your custom sets of websites

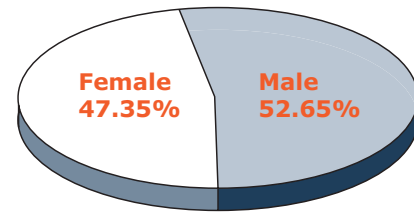
Key Features

- **Demographic Characteristics:** Gives you an overview of visitors to a website or industry by age, gender and geographic region.
- **Compare Demographic Profiles:** Compare the demographic profiles of: two websites, a website and an industry, or even two time periods to understand shifts in audience profiles post a campaign.
- **Representation:** Provides a comparison of each demographic profile and how well represented it is against another site, industry, or the online population. For example, find out how much more or less your website is represented by the 25-34 year old segment, compared to your competitor's.

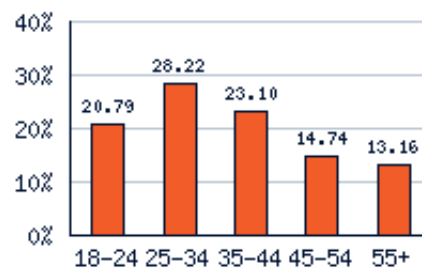
Learn More

To learn more about Hitwise Demographics please contact your Account Manager or Hitwise Customer Support at support.uk@hitwise.com or 020 7378 3600.

What Gender Are This Website's Users?



How Old Are This Website's Users?



How Well Represented is This Website Among Various Regions in the Online Population?

