

www.VisitCanton.com | 370,146 Unique Sessions | 806,024 Page Views

USER LOCATION:

61% Ohio
23% Remaining 47 states + D.C.
7% Michigan
6% Pennsylvania
3% International
(.85% Canada + 166 countries)

OHIO METROS:

1. 75% Cleveland/Akron/Canton
2. 16% Columbus
3. 3% Cincinnati
4. 2% Youngstown
5-10. <1%
Dayton, Toledo, SEO/WV, Zanesville, Lima

AGE:

14% 18-24
22% 25-34
21% 35-44
19% 45-54
16% 55-64
8% 65+

DEVICES:

61% Mobile
30% Desktop
9% Tablet

GENDER:

63.5% Female
36.5% Male

TRAFFIC SOURCES:

61% Organic Search
10% Direct
7% Social
7% Paid Search
5% Referral
4% Display Ads
3% Email
3% Other

Social Media | 15,428 Followers | 2,455,577 Impressions

FACEBOOK /VisitCanton

87% of followers are from Stark County
76% women | 23% men
69% between the ages of 35-64 years old

TWITTER @VisitCanton

70% of followers are from Ohio
61% women | 39% male
86% between the ages of 25-54