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**DID YOU KNOW?**  
 THISISMONEY.CO.UK IS A  
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## WHAT?

MONTHLY UNIQUE VISITORS  
**3.7M**  
 260K Daily

MONTHLY PAGE VIEWS  
**65.6M**  
 2.1M Daily

MONTHLY VISITS  
**9.5M**  
 307K Daily

## % OF TRAFFIC BY DEVICE

## WHERE?



(Browser & App)

(Browser & App)

## WHO?

### GENDER



**45**  
 AVERAGE AGE



**74%**  
 ABC1



**43%**  
 35-54  
 YEAR OLDS

## WHY?

**2 IN 5**

look for profitable ways to invest my money

**£34,642**

average savings and investments

**2 IN 3**

agree that it is worth paying extra for quality products