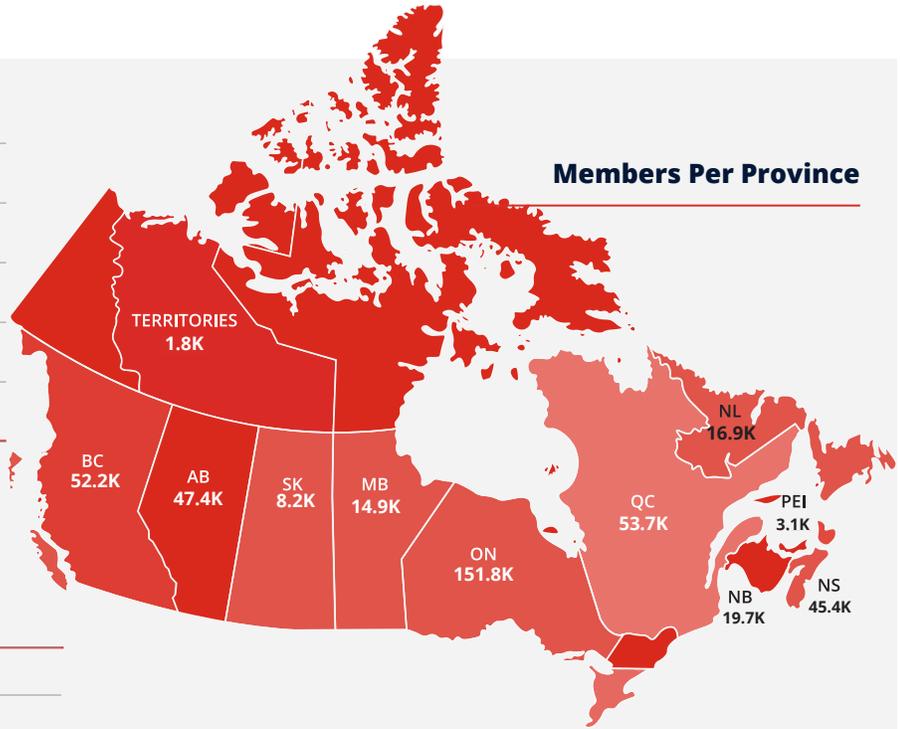


Who our members are and how they connect with us

113.6K	Canadian Armed Forces Members (CAF)
97.5K	Veterans
62.3K	Extended Defence Team
67.7K	CAF Families
54.7K	Veterans Families
45.5K	Extended Defence Team Families
+7.9%	Growth rate over last year



Age Range of Web Visitors

42.6%	18-34
34.7%	35-54
12.3%	55-64
10.2%	65+

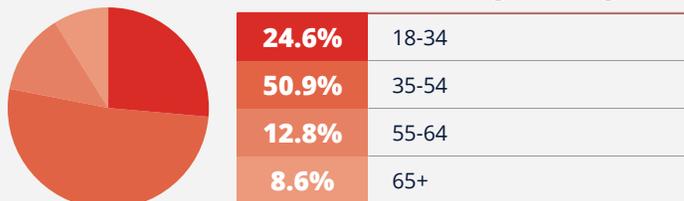
Social & Email

83.8K	Social Media Followers
44.6% Male	55.4% Female
215.9K	Email Subscriptions
35.0%	Avg. Open Rate
7.7%	Avg. Click Rate

Visitors on

60.7%	Mobile
36.8%	Desktop
2.5%	Tablets
17.7K	Total App Downloads
310.8K	Total Website

Followers Per Age Range



Members Per Age Range

