



Market Research 2023 Canada





Responders +400



Women



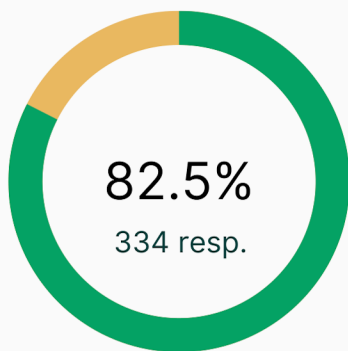
50%



men



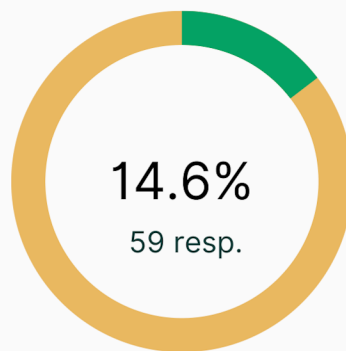
50%



82.5%

334 resp.

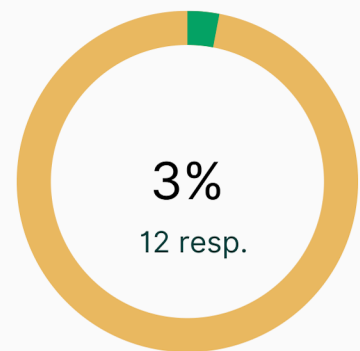
20-39 yrs



14.6%

59 resp.

40-59 yrs



3%

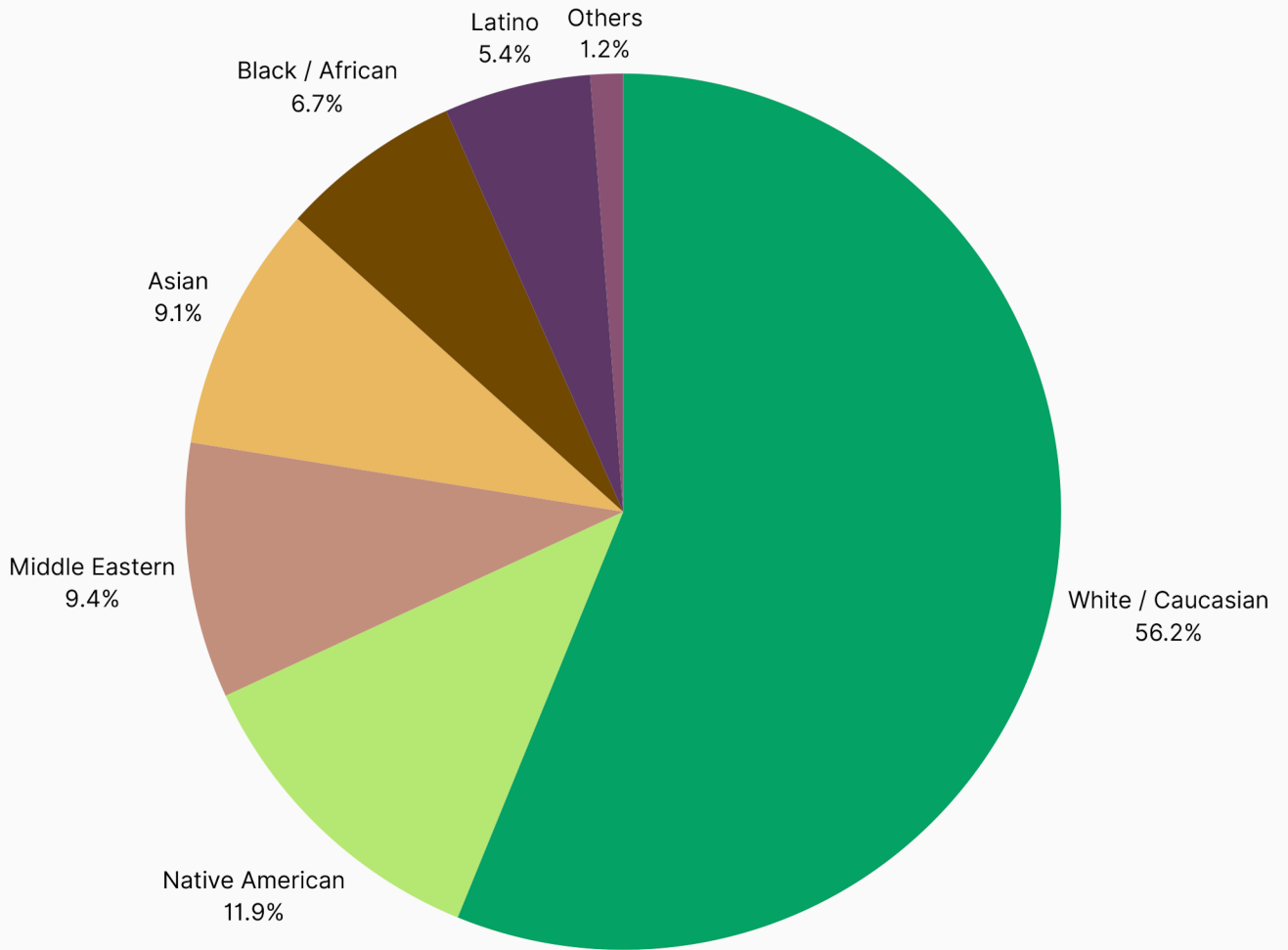
12 resp.

13-19 yrs

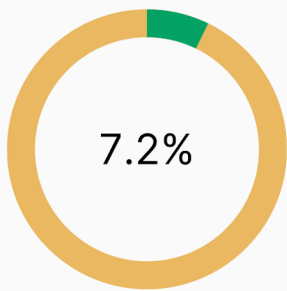




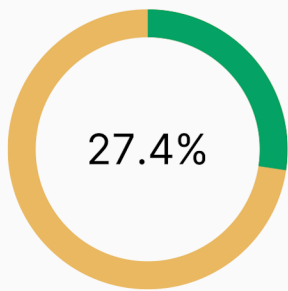
Ethnicity



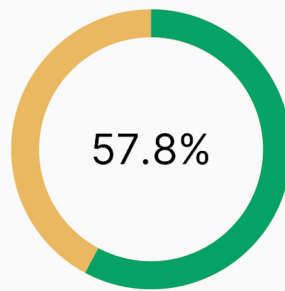
Educations



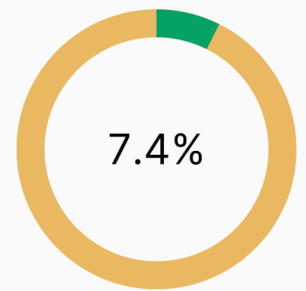
Doctorate



Master's



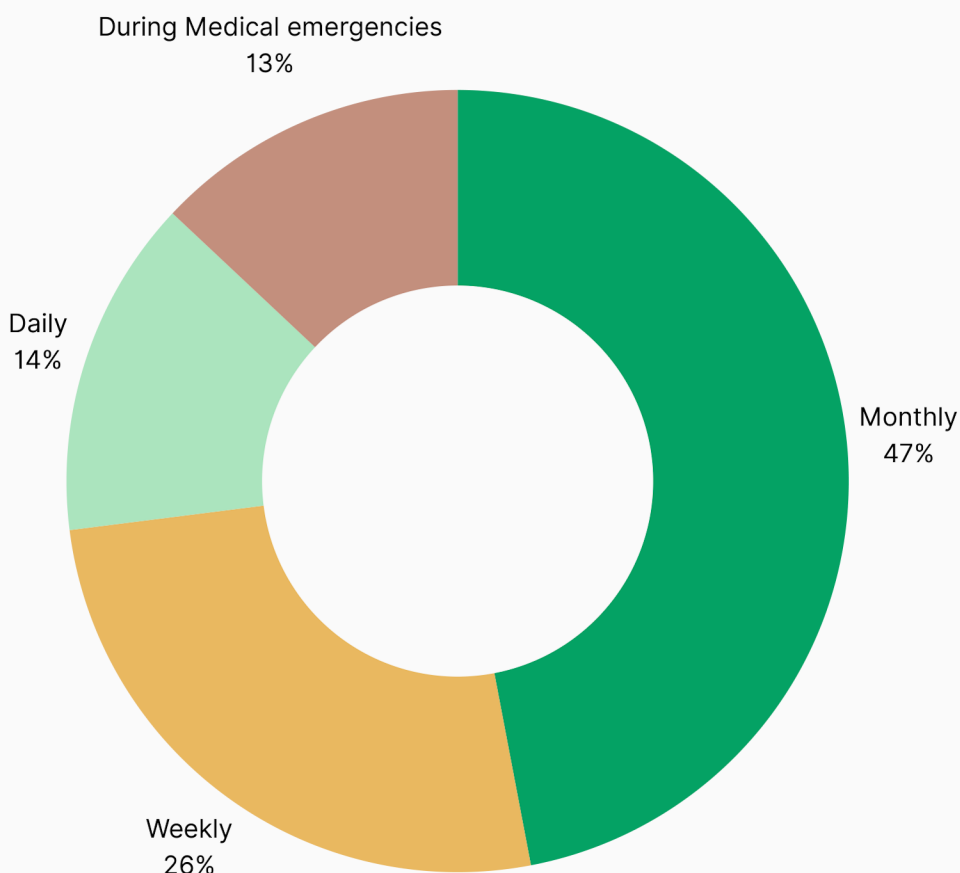
Bachelor's



High school



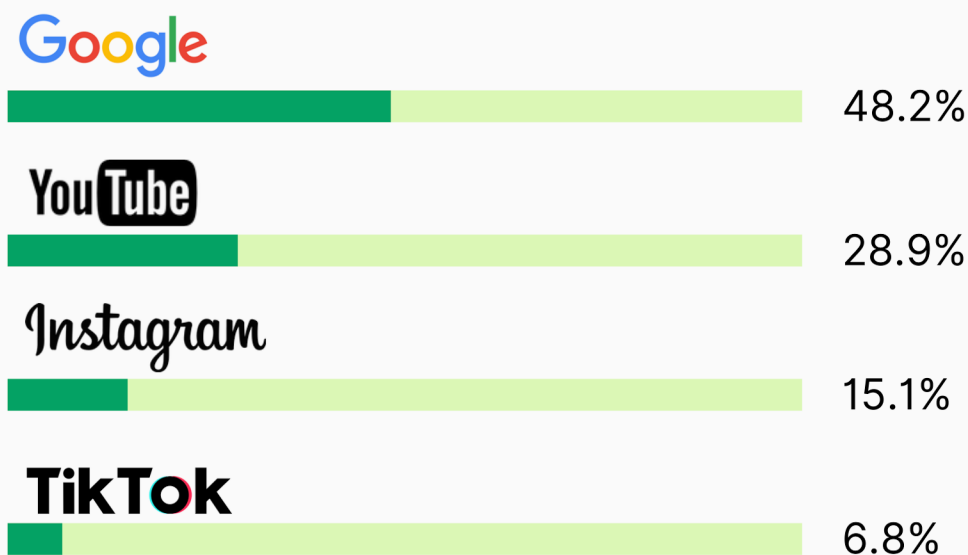
Seeking Health information online



Platforms

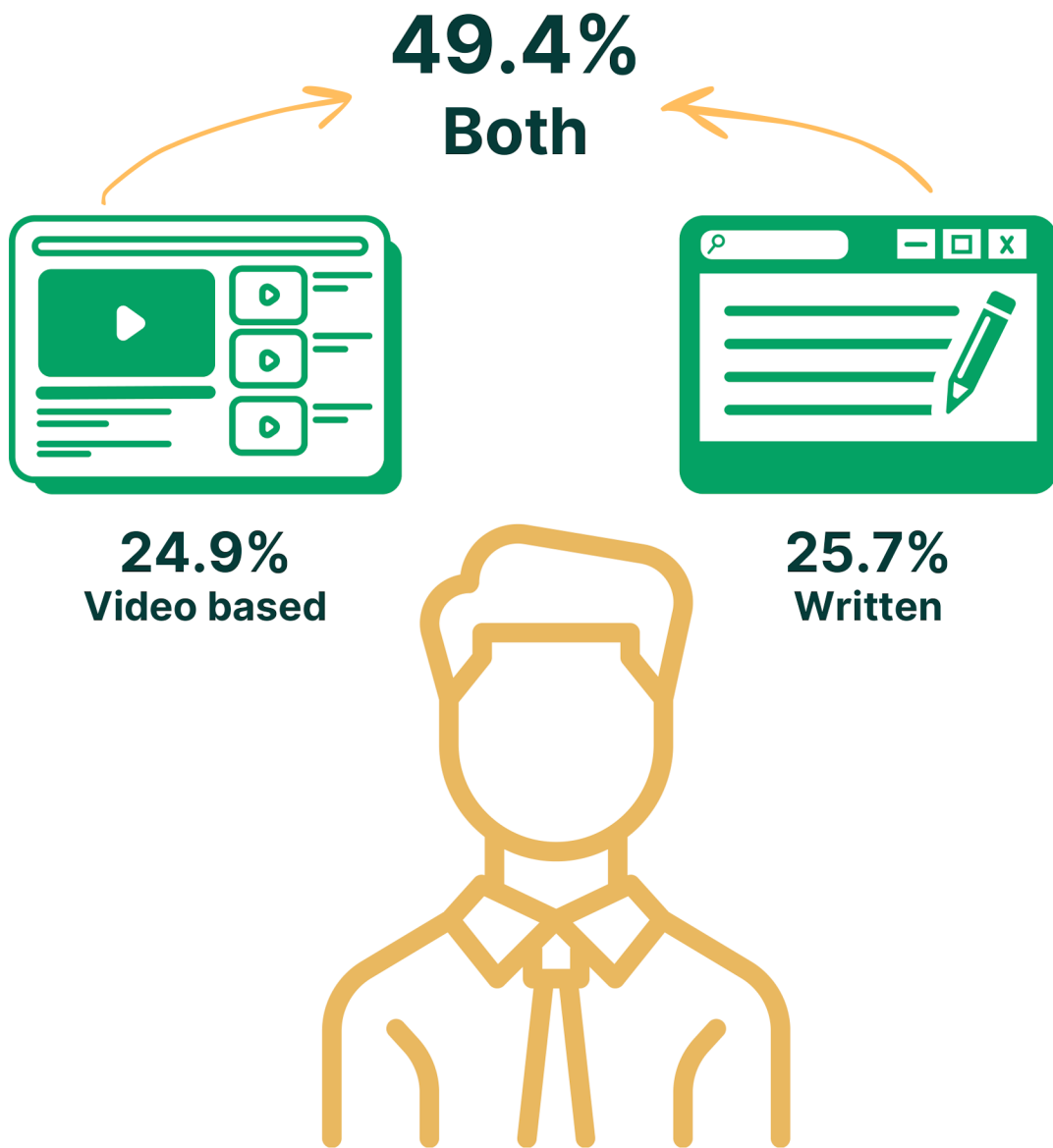
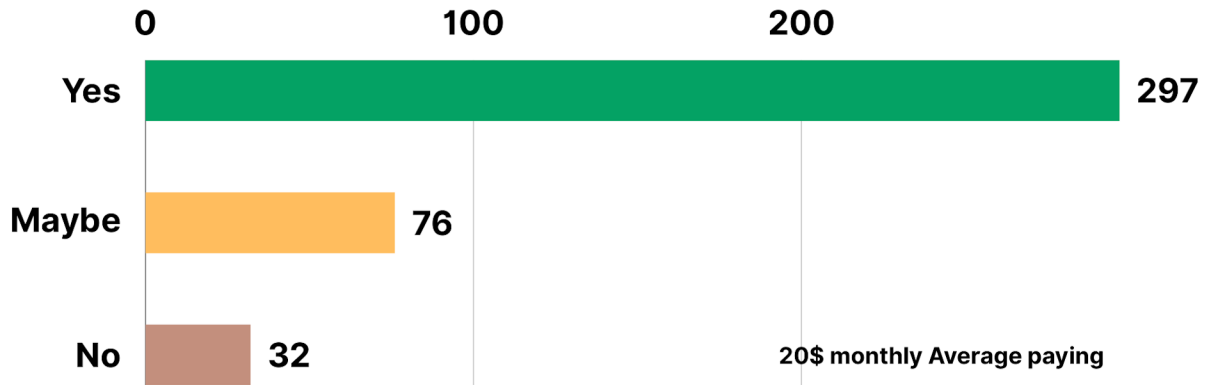


Information Confidence
7.3 / 10



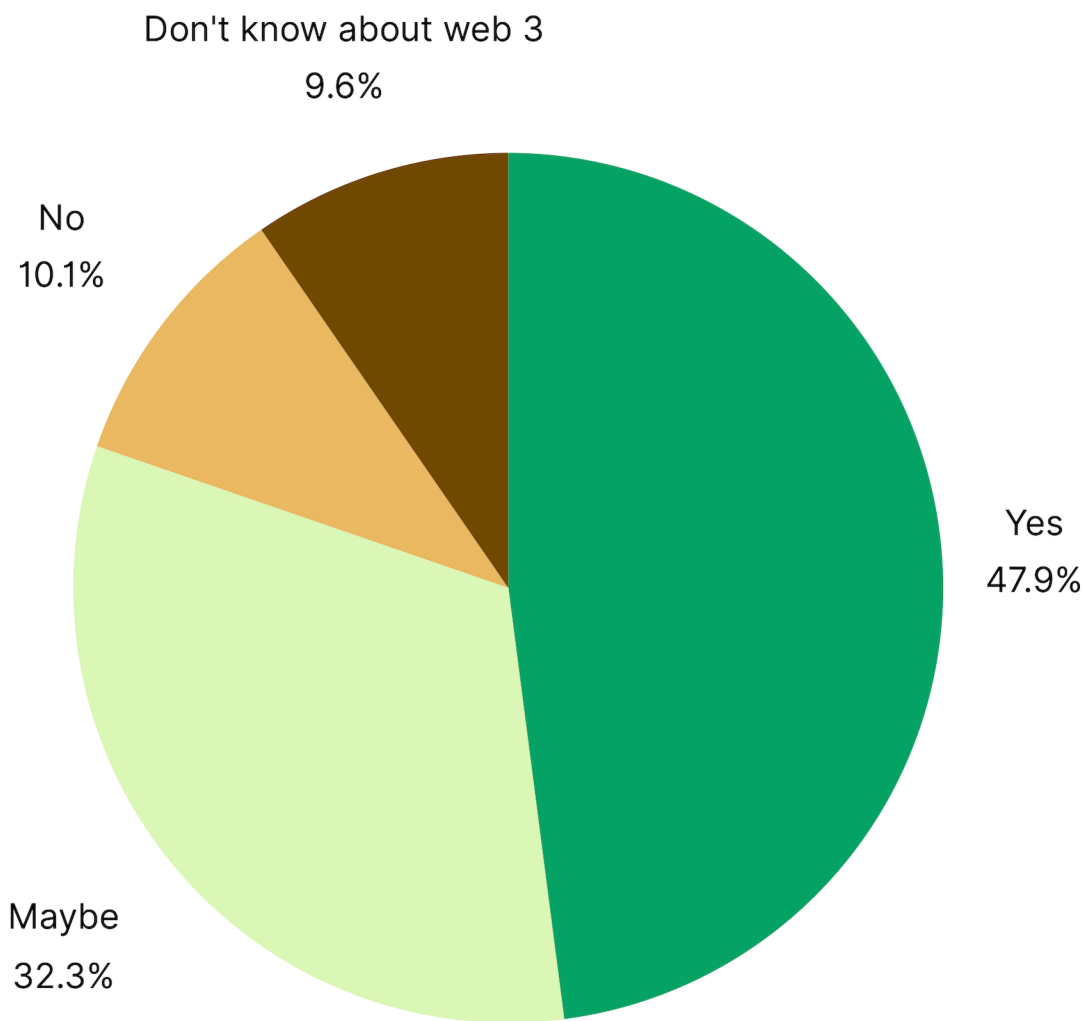


Pay for verified information





Investing in a projects through web 3



"Over 80% Aspire for Decision-Making Roles in Projects"

"Over 85% Eager to Share Feedback with Creators"

"Over 80% Seek More Than Fandom"