

Whyville Demographics

Whyville is populated by millions of boys and girls from around the world, mostly in the tween demographic. Combined, they will make 40 million visits to Whyville in the next year.

Quick Statistics



- Population: 5 million members (and growing)
- Age: 60% of members aged 17 and under
- Gender: 70% female, 30% male
- Nationality: 90% of members from US and Canada
- Monthly Page Views: 40 million – 50 million
- Total Unique Visitors Expected This Year: 700,000+
- Average Time Spent per Citizen per Month: 3 hours
- Average Number of Login Days per Month per User: 6.04
- Total Member Hours Expected This Year: 5 million
- Total Member Page Views Expected This Year: 1 billion

Whyville History

Whyville celebrated its 10th anniversary in 2009. First launched in 1999, Whyville incorporates more than 17 years of research in education and cooperative learning by students and professors at the California Institute of Technology.



Whyville leads the industry in its ability to reach tweens (especially girls) with its games and activities. Parents trust Whyville to engage their children in a safe, COPPA compliant environment, and Whyville has won numerous awards, including the 2008 Gold Award at the Nation Parenting Publication's Awards (NAPPA) Children's Products Competition.

When it comes to engagement, Whyville outperforms nearly all other websites, including Nickelodeon, Habbo, Club Penguin, Webkinz and others.

In a study done by ComScore Media Metrics in 2008, Whyville was shown to be the most engaging site for teens on the web with a 32 minute per visit average -- more than twice the average of its nearest competitor.

comScore

Average Minutes Per Visit
(Sept 08)

Whyville

