




Interests: Overview

 All Users
100.00% Users

Jun 12, 2019 - Jun 18, 2019

Key Metric:

Affinity Category (reach)		55.90% of total users
3.49%	Shoppers/Value Shoppers	
3.25%	Media & Entertainment/Movie Lovers	
3.20%	Technology/Technophiles	
3.00%	Media & Entertainment/Music Lovers	
2.87%	Lifestyles & Hobbies/Business Professionals	
2.77%	Sports & Fitness/Health & Fitness Buffs	
2.72%	Shoppers/Luxury Shoppers	
2.30%	Travel/Business Travelers	
2.30%	Lifestyles & Hobbies/Art & Theater Aficionados	
2.24%	Lifestyles & Hobbies/Shutterbugs	

In-Market Segment		49.95% of total users
2.97%	Software/Business & Productivity Software	
2.96%	Employment	
2.54%	Consumer Electronics/Mobile Phones	
2.30%	Travel/Hotels & Accommodations	
2.25%	Business Services/Advertising & Marketing Services	
1.86%	Financial Services/Investment Services	
1.84%	Business Services/Business Technology/Web Services/Web Design & Development	
1.81%	Travel/Air Travel	
1.73%	Employment/Career Consulting Services	
1.68%	Employment/IT & Technical Jobs	

Other Category		55.05% of total users
2.83%	Online Communities/Social Networks	
2.67%	Arts & Entertainment/TV & Video/Online Video	
2.37%	Arts & Entertainment/Celebrities & Entertainment News	
2.23%	Internet & Telecom/Mobile & Wireless/Mobile Phones/Smart Phones	
2.06%	Reference/General Reference/Dictionaries & Encyclopedias	
1.35%	News/Sports News	
1.30%	Arts & Entertainment/Music & Audio/Pop Music	
1.26%	Travel/Air Travel	
1.23%	Sports/Team Sports/Soccer	
1.15%	Internet & Telecom/Email & Messaging	