



Interests: Overview



All Users
100.00% Users

May 1, 2018 - May 24, 2018

Key Metric:

Affinity Category (reach)		47.85% of total users
3.64%	Banking & Finance/Avid Investors	
3.61%	Shoppers/Value Shoppers	
3.54%	Sports & Fitness/Health & Fitness Buffs	
3.53%	Lifestyles & Hobbies/Business Professionals	
3.47%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	
3.29%	Travel/Travel Buffs	
3.20%	Lifestyles & Hobbies/Outdoor Enthusiasts	
2.79%	News & Politics/News Junkies/Entertainment & Celebrity News Junkies	
2.75%	Sports & Fitness/Sports Fans	
2.60%	Home & Garden/Do-It-Yourselfers	

In-Market Segment		44.96% of total users
3.14%	Travel/Hotels & Accommodations	
2.77%	Real Estate/Residential Properties/Residential Properties (For Sale)	
2.50%	Autos & Vehicles/Vehicles (Other)/Bicycles & Accessories	
2.29%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)	
2.05%	Employment	
1.97%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)	
1.81%	Financial Services/Investment Services	
1.81%	Home & Garden/Home Decor	
1.59%	Travel/Air Travel	
1.49%	Home & Garden/Home & Garden Services/Landscape Design	

Other Category		47.55% of total users
5.30%	News/Weather	
4.24%	Arts & Entertainment/Celebrities & Entertainment News	
4.12%	Sports/Individual Sports/Running & Walking	
3.35%	News/Sports News	
2.56%	Food & Drink/Cooking & Recipes	
2.31%	Sports/Team Sports/American Football	
2.02%	Arts & Entertainment/TV & Video/Online Video	
1.93%	Reference/General Reference/Dictionaries & Encyclopedias	
1.81%	Autos & Vehicles/Bicycles & Accessories/Bike Parts & Repair	
1.75%	Real Estate/Real Estate Listings/Residential Sales	