



Interests: Overview



All Users
100.00% Users

21 Feb 2022 - 6 Apr 2022

Key Metric:

Affinity Category (reach)		32.66% of Total users
5.07%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	
3.72%	Travel/Travel Buffs	
3.64%	Media & Entertainment/TV Lovers	
3.32%	News & Politics/Avid News Readers	
3.18%	Beauty & Wellness/Beauty Mavens	
3.06%	Beauty & Wellness/Frequently Visits Salons	
3.05%	Sports & Fitness/Sports Fans	
3.03%	Lifestyles & Hobbies/Green Living Enthusiasts	
3.02%	Shoppers/Value Shoppers	
2.99%	Media & Entertainment/Book Lovers	

In-Market Segment		26.42% of Total users
3.89%	Travel/Hotels & Accommodations	
3.11%	Real Estate/Residential Properties/Residential Properties (For Sale)	
3.04%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)	
2.80%	Home & Garden/Home Decor	
2.34%	Apparel & Accessories/Women's Apparel	
2.21%	Travel/Trips by Destination/Trips to Europe/Trips to Ireland	
2.19%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)	
1.90%	Travel/Air Travel	
1.84%	Home & Garden/Home Improvement	
1.79%	Home & Garden/Home & Garden Services	

Other Category		28.55% of Total users
6.64%	Arts & Entertainment/Celebrities & Entertainment News	
3.72%	Travel & Transportation/Hotels & Accommodations	
2.88%	Real Estate/Real Estate Listings/Residential Sales	
2.79%	Sports/Team Sports/Soccer	
2.52%	News/Sports News	
2.38%	Arts & Entertainment/TV & Video/TV Networks & Stations	
1.97%	Arts & Entertainment/TV & Video/Online Video	
1.97%	Food & Drink/Cooking & Recipes	
1.89%	News/Weather	
1.78%	Travel & Transportation/Transportation/Air Travel	