

Mar 1, 2016 - Apr 6, 2016

Interests: Overview

Some data in this report may have been removed when a threshold was applied. [Learn more](#)

 All Users
100.00% Sessions

Key Metric:

Affinity Category (reach)	16.47% of total sessions
6.94%	Travel Buffs
6.15%	Movie Lovers
6.15%	TV Lovers
5.68%	Shutterbugs
5.05%	Technophiles
4.42%	Auto Enthusiasts
4.10%	Social Media Enthusiasts
3.79%	News Junkies & Avid Readers/Entertainment & Celebrity News Junkies
3.63%	Political Junkies
3.47%	Cooking Enthusiasts

In-Market Segment	15.48% of total sessions
16.82%	Travel/Hotels & Accommodations
11.21%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
11.21%	Employment
9.81%	Financial Services/Investment Services
9.81%	Real Estate/Residential Properties
7.94%	Dating Services
7.94%	Real Estate/Residential Properties/Residential Properties (For Sale)
7.94%	Travel/Air Travel
6.07%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (New)
6.07%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)

Other Category	16.27% of total sessions
19.35%	Arts & Entertainment/TV & Video/Online Video
18.28%	Online Communities/Social Networks
18.28%	Shopping/Classifieds
17.20%	Reference/General Reference/Dictionaries & Encyclopedias
13.98%	Reference/Language Resources/Foreign Language Resources/Translation Tools & Resources
12.90%	Sports/Team Sports/Soccer