Mean CPC by category

Category	Mean CPC
Apparel	0.55
Arts & Entertainment	0.35
Beauty & Personal Care	0.62
Business & Industrial	1.02
Computers & Consumer Electronics	0.85
Dining & Nightlife	0.45
Family & Community	0.80
Finance	1.80
Food & Groceries	0.40
Health	1.20
Hobbies & Leisure	0.41
Home & Garden	1.08
Internet & Telecom	0.77
Jobs & Education	1.06
Law & Government	1.20
News, Media & Publications	0.32
Occasions & Gifts	0.53
Real Estate	1.20
Retailers & General Merchandise	0.77
Sports & Fitness	0.40
Travel & Tourism	0.48
Vehicles	0.79