

Interests: Overview

All Users  
100.00% Users

25 Jun 2020 - 16 Nov 2020

Key Metric:

Affinity Category (reach)		34.23% of Total users	In-Market Segment		21.36% of Total users
4.49%	Shoppers/Value Shoppers		6.40%	Education/Post-Secondary Education	
4.41%	Media & Entertainment/Movie Lovers		5.69%	Employment	
4.18%	Technology/Technophiles		4.03%	Software/Business & Productivity Software	
3.59%	Media & Entertainment/Light TV Viewers		3.73%	Computers & Peripherals/Computer Accessories & Components	
3.31%	Media & Entertainment/Music Lovers		3.50%	Financial Services/Investment Services	
3.27%	Media & Entertainment/Gamers		3.32%	Education/Post-Secondary Education/Technology Education	
2.68%	Lifestyles & Hobbies/Art & Theater Aficionados		3.20%	Computers & Peripherals/Computers/Laptops & Notebooks	
2.65%	Media & Entertainment/Book Lovers		3.02%	Business Services/Advertising & Marketing Services	
2.63%	Food & Dining/Fast Food Cravers		2.73%	Business Services/Business Technology/Web Services/Web Design & Development	
2.58%	Food & Dining/Frequently Dines Out/Diners by Meal/Frequently Eats Dinner Out		2.73%	Dating Services	

Other Category		32.59% of Total users
7.62%	Arts & Entertainment/TV & Video/Online Video	
4.42%	[Life Events] Moving/Recently Moved	
3.84%	[Life Events] Job Change/Recently Started New Job	
3.45%	[Life Events] Moving/Moving Soon	
3.42%	[Life Events] Job Change/Starting New Job Soon	
3.32%	Arts & Entertainment/Music & Audio/Pop Music	
2.81%	Arts & Entertainment/Music & Audio/World Music/East Asian Music	
2.61%	Science/Mathematics	
2.45%	Arts & Entertainment/Comics & Animation/Anime & Manga	
2.42%	Jobs & Education/Education/Colleges & Universities	