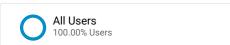
Interests: Overview



25 Jun 2020 - 16 Nov 2020

Key Metric:

| Affinity Category (reach) | 34.23% of Total users |
|---------------------------|---|
| 4.49% | Shoppers/Value Shoppers |
| 4.41% | Media & Entertainment/Movie Lovers |
| 4.18% | Technology/Technophiles |
| 3.59% | Media & Entertainment/Light TV Viewers |
| 3.31% | Media & Entertainment/Music Lovers |
| 3.27% | Media & Entertainment/Gamers |
| 2.68% | Lifestyles & Hobbies/Art & Theater Aficionados |
| 2.65% | Media & Entertainment/Book Lovers |
| 2.63% | Food & Dining/Fast Food Cravers |
| 2.58% | Food & Dining/Frequently Dines Out/Diners by Meal/Frequently Eats Dinner Out |
| | |

| In-Market Segment | 21.36% of Total users |
|-------------------|--|
| 6.40% | Education/Post-Secondary Education |
| 5.69% | Employment |
| 4.03% | Software/Business & Productivity Software |
| 3.73% | Computers & Peripherals/Computer Accessories & Components |
| 3.50% | Financial Services/Investment Services |
| 3.32% | Education/Post-Secondary Education/Technology Education |
| 3.20% | Computers & Peripherals/Computers/Laptops & Notebooks |
| 3.02% | Business Services/Advertising & Marketing Services |
| 2.73% | Business Services/Business Technology/Web Services/Web Design & Development |
| 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 |
| | |