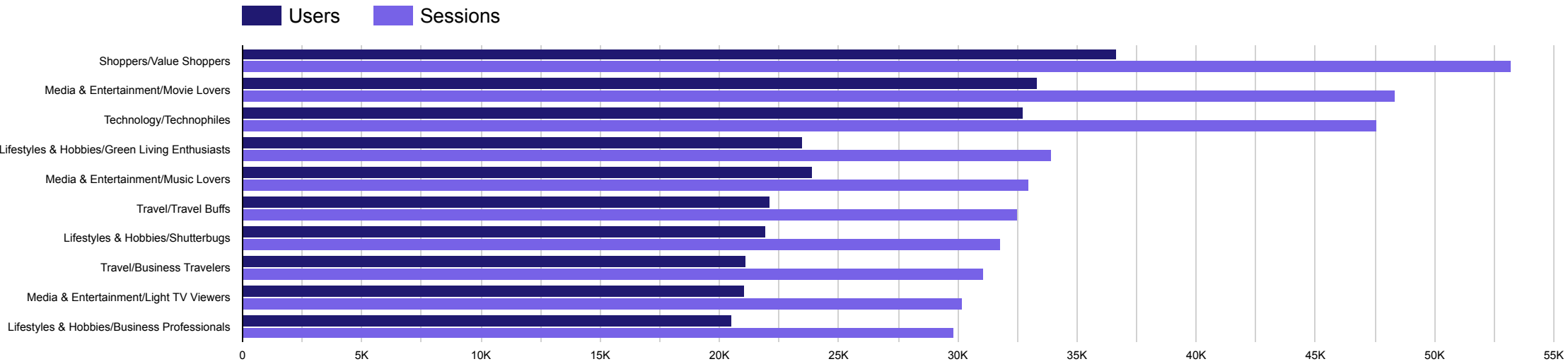
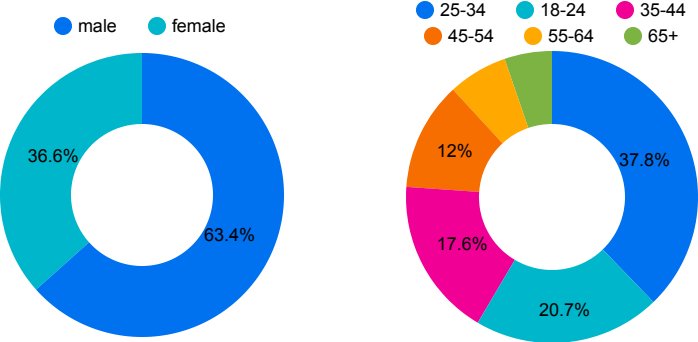


Affinity Category (reach)	Gender	Age	Sessions	Bounce Rate	Session Duration	Pages / Session	Number of Session...
Vehicles & Transportation/Auto Enthusia...	male	18-24	113	50.44%	07:33:17	5.35	1.33
		45-54	172	39.53%	12:10:06	5.72	1.41
		25-34	329	38.3%	24:35:35	7.4	1.37
		35-44	230	43.04%	11:55:03	4.7	1.36
		55-64	65	46.15%	03:15:15	3.69	1.3
		65+	44	38.64%	02:45:13	6.05	1.19
		Total	978	41.92%	62:52:01	5.86	1.36
	female	35-44	21	14.29%	02:47:00	14.1	1.31
		25-34	42	35.71%	01:25:30	4.24	1.56
		18-24	14	42.86%	02:14:41	14.07	1.4
		45-54	33	45.45%	02:04:01	4	1.65
		Total	130	36.15%	10:52:26	7.46	1.49
	Total		1,270	40.79%	82:28:00	5.96	1.4
Vehicles & Transportation/Auto Enthusia...	female	45-54	38	47.37%	03:42:22	5.79	1.58
		18-24	16	68.75%	00:28:11	5.31	1.14
		25-34	82	42.68%	04:56:46	4.24	2.16
		35-44	37	32.43%	03:47:53	7.24	1.28
		55-64	14	50%	00:43:29	5.79	1.17
		Total	199	44.72%	13:53:04	5.23	1.55
	male	45-54	231	38.96%	17:05:58	5.92	1.38
		65+	86	48.84%	04:49:58	4.36	1.3
		25-34	537	38.73%	37:54:03	7	1.38
		55-64	101	40.59%	08:07:06	5.12	1.31
		35-44	283	36.75%	13:06:47	4.58	1.26
		18-24	206	48.06%	12:53:14	5.68	1.33
		Total	1,489	40.7%	95:45:54	5.83	1.34

Affinity



	Affinity Category (reach)	Users	New Users	Sessions ▾	Pages / Session	Avg. Time on Page	Bounce Rate
1.	Shoppers/Value Shoppers	36,673	34,022	53,203	5.66	00:00:50	40.77%
2.	Media & Entertainment/Movie Lovers	33,322	30,955	48,341	5.62	00:00:50	41.16%
3.	Technology/Technophiles	32,774	30,481	47,568	5.65	00:00:49	41.16%
4.	Lifestyles & Hobbies/Green Living Ent...	23,519	21,454	33,947	5.78	00:00:49	41.11%
5.	Media & Entertainment/Music Lovers	23,890	22,265	32,989	5.06	00:00:52	44.54%
6.	Travel/Travel Buffs	22,129	20,166	32,515	5.92	00:00:51	39.21%
7.	Lifestyles & Hobbies/Shutterbugs	21,971	20,455	31,808	5.64	00:00:50	41.82%
8.	Travel/Business Travelers	21,093	19,394	31,076	5.76	00:00:50	39.69%



Age / Users				
Gender	18-24	25-34	35-44	Grand t...
male	6,716	12,370	6,062	34,445
female	3,999	7,190	3,123	19,888
Grand total	10,638	19,405	9,047	129,994