Measure   Properties   🔍

glassdoor.com   United States   ?

glassdoor.com
Site

glassdoor.com reaches over 28 million monthly people, of which 24 million (84%) are in the U.S.

31   US RANK

28.9M   **33.7M**
MONTHLY US UNIQUES   MONTHLY GLOBAL UNIQUES

Reports

Traffic

Demographics

Cross-Platform

Engagement

Shopping Interests

Media Interests

Business & Occupation

General Interests

Geographic

Political Interests

Traffic

Uniques   Visits   Views

‹ **Mar 10 2019 to Apr 8 2019** ›   **33.7M**   **57.7M**   **166.**
    30 DAY TOTAL   GLOBAL UNIQUES   GLOBAL VISITS   GLOBAL

30 DAY	UNIQUES	VISITS	
United States	28.9M	49.8M	14
Rest of World	4.8M	7.9M	2
Global Total	33.7M	57.7M	16

Demographics

	GENDER	INDEX		HOUSEHOLD INCOME	INDEX	SHOW
	Male	91		$0-50k	79	**Index**
	Female	**108**		$50-100k	106	Composition
				$100-150k	127	**HELP**
	AGE			$150k+	**166**	Definitions
	13-17	68				Calculations
	18-24	141				Using This Report

			EDUCATION LEVEL	
18-24	141			
25-34	**146**		No College	56
35-44	99		College	126
45-54	92		Grad School	**164**
55-64	65			
65+	26		ETHNICITY	
			Caucasian	87
			African American	128
CHILDREN IN HOUSEHOLD			Asian	**219**
No Kids	80		Hispanic	122
Has Kids	**121**		Other	103

US AVERAGE   US AVERAGE

VIEW DETAILS

Cross-Platform

Uniques   Visits   Views   People

Mar 10 2019 to Apr 8 2019
30 DAY TOTAL
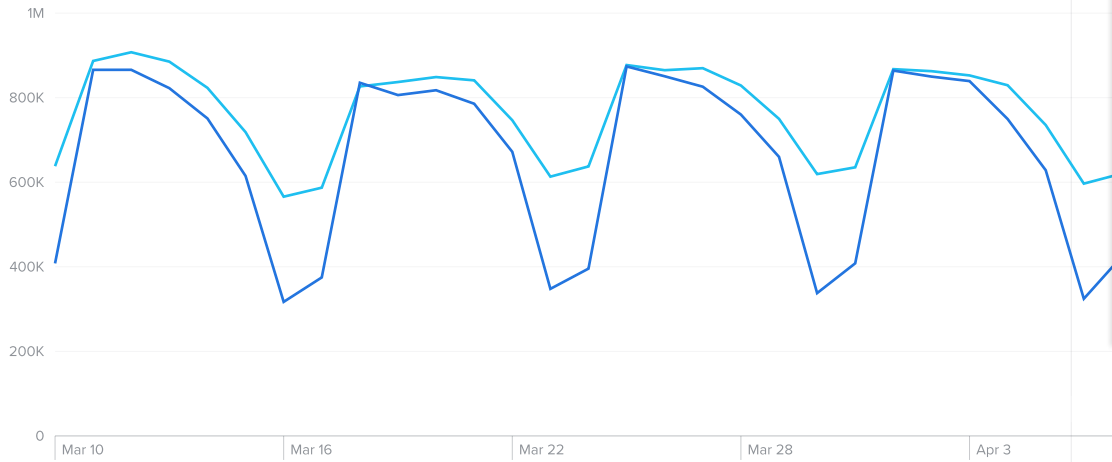
30 DAY	UNIQUES	% UNIQUES
Mobile Web	15.8M	54.6%
Desktop Web	13.1M	45.4%
United States Total	28.9M	100%

Engagement

HELP
Definitions

UNIQUE VISITORS 30 DAY ALL VISITS		UNIQUE VISITORS		VISITS	VISITS PER UNIQUE VISITOR	Calculations Using This Report
Passers-by (1 Visit)		20.8M (72.0%)		20.8M (41.7%)	1	
Regulars (2 - 29 Visits)		8.0M (27.6%)		22.9M (46.0%)	2.9	
Fanatics (30+ Visits)		132.4K (0.5%)		6.1M (12.2%)	46.1	
United States Total		28.9M (100.0%)		49.8M (100.0%)	1.7	

	PASSERS-BY	REGULARS	FANATICS
	1 Visit	2 - 29 Visits	30+ Visits

Shopping Interests

	OWNED MAKE	AFFINITY	DATA SOURCES
🚗 Automotive			DLX Auto
💲 Financial	1 Acura	4.26x	Experian
🏠 Home Owners	2 BMW	4.23x	IXI
🧺 Packaged Goods	3 Lexus	3.51x	
🔭 Psychographics & Lifestyles	4 Volkswagen	2.85x	
💵 Purchase Predictors	5 Cadillac	2.29x	
🍴 Restaurants			
🏷 Retail	IN MARKET MAKE & MODEL	AFFINITY	SHOW
📱 Telecommunications	1 Dodge Car	2.50x	Affinity
🚆 Travel	2 Infiniti	2.38x	Composition
	3 Audi	2.20x	
	4 Mercedes-Benz	2.07x	HELP
	5 Cadillac	2.07x	Definitions
			Calculations
	HIGH SPENDERS	AFFINITY	Using This Report
	1 Dealer Service	1.96x	
	2 Car Washes	1.18x	
	3 Tire Sales and Repair	0.89x	
	4 Auto Insurance	0.80x	
	5 Auto Service and Repair Sho	0.78x	

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VIEW DETAILS

Media Interests

	GENRES & CATEGORIES	AFFINITY	DATA SOURCES
📺 TV			TiVo
	1 Science Programs	4.04x	Experian

	Streaming Media		
	Movies		
	Music		
	Entertainment		

			AFFINITY
2	Sunday News/Political Talk		3.92x
3	Late Night		1.32x
4	Late Late Night		1.17x

NETWORKS		AFFINITY
1	CNBC	3.60x
2	CNN	2.61x
3	Fox News	2.60x
4	HSN	1.89x
5	NFL Network	1.87x

SHOWS		AFFINITY
1	The Messy Truth with Van Jo	5.42x
2	Love It or List It (HGTV)	5.02x
3	Who Do You Think You Are?	4.91x
4	Full Frontal with Samantha B	4.69x
5	All In with Chris Hayes (MSN	4.28x

SHOW
Affinity
Composition

HELP
Definitions
Calculations
Using This Report

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VIEW DETAILS

Business & Occupation

	Company Attributes		
	Industry		
	Occupation		
	Seniority		

COMPANY REVENUE		AFFINITY
1	Large ($100MM-$200MM)	1.11x
2	XXLarge ($1B+)	1.05x
3	Medium-Large ($50MM-$100	1.02x
4	XLarge ($200MM-$1B)	1.01x
5	Medium-Small ($10MM-$50M	1.00x

COMPANY SIZE		AFFINITY
1	Medium-Large (500 - 999 Er	1.07x
2	XXLarge (10,000+ Employee	1.06x
3	Large (1,000 - 4,999 Employ	1.02x
4	XLarge (5,000 - 10,000 Emp	1.00x
5	Medium-Small (50 - 199 Emp	0.98x

INSTALL DATA		AFFINITY
1	Hardware (Basic)	2.24x
2	Vertical Markets	2.13x
3	Communications Technologi	1.85x
4	Customer Relationship Mana	1.50x

DATA SOURCES
Bombora

SHOW
Affinity
Composition

HELP
Definitions
Calculations
Using This Report

| 5 | Enterprise Content | 1.37x |

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┌─────────────────────────┐
│   VIEW DETAILS   │
└─────────────────────────┘

General Interests

General   Sites

🎞	🚗
Arts & Entertainment	**Automotive**
1.2x	1.3x

📊	💼
Business	**Careers**
3.9x	15.1x

🎓	🌲
Education	**Environment**
1.4x	1.0x

🧍	🍴
Family & Parenting	**Food & Drink**
0.7x	1.2x

💗	🔭
Health & Fitness	**Hobbies & Interests**
1.4x	0.9x

🏠	📰
Home & Garden	**News**
1.2x	1.4x

$	🐾
Personal Finance	**Pets**
2.4x	0.8x

🏢	📖
Real Estate	**Reference**
1.7x	1.5x

⚧	⚗
Relationships	**Science**
1.1x	1.4x

🛒	👥
Shopping	**Society**
1.7x	1.2x

	Sports		Style & Fashion
	1.3x		1.0x
	Technology & Computing		Travel
	2.0x		1.5x

VIEW DETAILS

Geographic

World   United States

	COUNTRY	UNIQUES
1	United States	29m
2	Philippines	400k
3	Malaysia	300k
4	India	300k
5	Pakistan	200k
6	United Arab Emirates	200k
7	South Africa	200k
8	Canada	200k
9	Kenya	100k
10	Nigeria	100k

SHOW
Affinity
Composition
Uniques

HELP
Definitions
Calculations
Using This Report

VIEW DETAILS

Political Interests

POLITICAL AFFILIATION	INDEX	POLITICAL ENGAGEMENT	INDEX
Republican	105	Inactive	95
Democrat	**114**	Somewhat Acti...	**104**
Independent	89	Active	99
US AVERAG		US AVERAG	

SHOW
Index
Composition

HELP
Definitions
Calculations
Using This Report

VIEW DETAILS