

Interests: Overview

All Users

+0.00% Users

1 Nov 2022 - 19 Apr 2023

Compare to: 23 Mar 2022 - 19 Apr 2022

Key Metric:

Affinity Category (reach)			24.25% of Total users
4.10%		Lifestyles & Hobbies/Business Professionals	
-0.11%			
4.01%		Travel/Travel Buffs	
-14.74%			
3.66%		Beauty & Wellness/Frequently Visits Salons	
-17.58%			
3.60%		News & Politics/Avid News Readers	
-12.38%			
3.50%		Shoppers/Value Shoppers	
-14.05%			
3.14%		Banking & Finance/Avid Investors	
-12.15%			
3.09%		Lifestyles & Hobbies/Shutterbugs	
21.59%			
3.04%		Lifestyles & Hobbies/Art & Theater Aficionados	
13.86%			
3.01%		Travel/Business Travelers	
-12.59%			
2.79%		Food & Dining/Frequently Dines Out/Diners by Meal/Frequently Eats Dinner Out	
-2.71%			

In-Market Segment			36.12% of Total users
13.53%		Travel/Trips by Destination/Trips to Asia-Pacific/Trips to India	
12.15%			
10.99%		Travel/Air Travel	
-11.60%			
10.36%		Travel/Hotels & Accommodations	
-16.63%			
8.39%		Travel/Vacation Packages	
63.88%			
6.86%		Travel/Trips by Destination/Trips to Asia-Pacific	
70.65%			
6.80%		Travel/Sightseeing Tours & Tourist Attractions	
165.88%			
5.92%		Travel/Bus & Rail Travel	
1.28%			
5.59%		Software/Business & Productivity Software	
33.00%			
3.85%		Software/Design Software	
17.06%			
3.79%		Financial Services/Investment Services	
15.28%			

Other Category			31.71% of Total users
11.92%		Travel & Transportation/Transportation/Air Travel	
22.86%			
10.65%		Travel & Transportation/Hotels & Accommodations	
-22.35%			
10.47%		Travel & Transportation/Transportation/Long Distance Bus & Rail	
84.09%			
9.47%		Arts & Entertainment/Movies/Bollywood & South Asian Film	
8.90%			
9.29%		Computers & Electronics/Software/Software Utilities	
15.72%			
8.25%		Sports/Team Sports/Cricket	
2.74%			
8.16%		Computers & Electronics/Software/Business & Productivity Software	
16.12%			
7.11%		Arts & Entertainment/TV & Video/Online Video	
-14.92%			
5.57%		Arts & Entertainment/Celebrities & Entertainment News	
-12.30%			
5.39%		Arts & Entertainment/Music & Audio/World Music/South Asian Music	
-10.43%			

