1 Nov 2022 - 19 Apr 2023

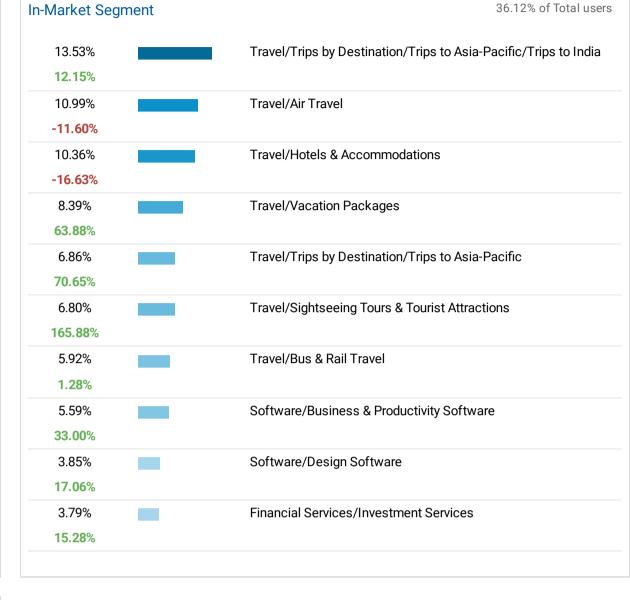
Compare to: 23 Mar 2022 - 19 Apr 2022

## **Interests: Overview**



Key Metric:

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



| 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%        |                                                                   |