**兴趣：概览**

○ 所有用户
100.00% 用户数

2020年10月1日 - 2020年11月30日

关键指标：

| 兴趣相似类别（覆盖面） | | 总用户数的 19.57% |
| --- | --- | --- |
| 4.34% | News & Politics/Avid News Readers | |
| 3.88% | Lifestyles & Hobbies/Business Professionals | |
| 3.88% | Shoppers/Value Shoppers | |
| 3.85% | Beauty & Wellness/Frequently Visits Salons | |
| 3.46% | Sports & Fitness/Health & Fitness Buffs | |
| 3.39% | Shoppers/Luxury Shoppers | |
| 3.36% | Travel/Business Travelers | |
| 3.29% | Travel/Travel Buffs | |
| 3.15% | Lifestyles & Hobbies/Shutterbugs | |
| 3.08% | Food & Dining/Cooking Enthusiasts/30 Minute Chefs | |

| 有具体兴趣者细分 | | 总用户数的 13.72% |
| --- | --- | --- |
| 12.25% | Financial Services/Investment Services | |
| 9.93% | Software/Business & Productivity Software | |
| 9.60% | Employment | |
| 7.95% | Education/Post-Secondary Education | |
| 6.95% | Education/Primary & Secondary Schools (K-12) | |
| 6.62% | Education/Test Preparation & Tutoring | |
| 5.63% | Dating Services | |
| 5.63% | Education/Foreign Language Study | |
| 4.64% | Computers & Peripherals/Computer Accessories & Components | |
| 4.64% | Financial Services/Banking Services | |

| 其他类别 | | 总用户数的 19.04% |
| --- | --- | --- |
| 9.64% | Books & Literature/E-Books | |
| 7.55% | Arts & Entertainment/TV & Video/Online Video | |
| 7.13% | News/Business News/Financial Markets News | |
| 6.71% | Law & Government/Legal/Intellectual Property | |
| 6.29% | Law & Government/Legal/Legal Services | |
| 6.08% | Finance/Investing/Stocks & Bonds | |
| 5.24% | Reference/General Reference/Dictionaries & Encyclopedias | |
| 4.40% | Arts & Entertainment/TV & Video/TV Shows & Programs/TV Dramas | |
| 4.19% | [Life Events] Job Change/Recently Started New Job | |
| 4.19% | [Life Events] Moving/Recently Moved | |