

Interests: Overview

Apr 1, 2014 - Mar 31, 2015

Some data in this report may have been removed when a threshold was applied. [Learn more](#)



All Sessions
100.00%

Key Metric:

Affinity Category (reach)		4.70% of total sessions
5.70%	Home Decor Enthusiasts	
5.27%	Cooking Enthusiasts/Aspiring Chefs	
4.96%	Movie Lovers	
4.67%	TV Lovers	
4.12%	Technophiles	
4.07%	Health & Fitness Buffs	
3.92%	News Junkies & Avid Readers	
3.32%	Travel Buffs	
3.00%	Shoppers/Shopaholics	
2.97%	Foodies	

In-Market Segment		4.04% of total sessions
4.56%	Home & Garden/Home & Garden Services/Landscape Design	
3.70%	Employment	
3.70%	Travel/Hotels & Accommodations	
3.20%	Real Estate/Residential Properties	
3.02%	Home & Garden/Home Improvement	
3.02%	Real Estate/Residential Properties/Residential Properties (For Sale)	
2.98%	Home & Garden/Home Furnishings	
2.73%	Home & Garden/Home Decor	
2.55%	Home & Garden/Home & Garden Services	
2.43%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)	

Other Category		4.64% of total sessions
4.64%	Home & Garden/Gardening & Landscaping	
4.63%	News/Weather	
4.12%	Food & Drink/Cooking & Recipes	
2.35%	Arts & Entertainment/Celebrities & Entertainment News	
2.00%	Reference/General Reference/Dictionaries & Encyclopedias	
1.87%	Food & Drink/Food/Fruits & Vegetables	
1.70%	Food & Drink/Food/Baked Goods	
1.68%	Arts & Entertainment/TV & Video/Online Video	
1.22%	Pets & Animals/Pets/Dogs	
1.15%	News/Politics	