

May 26, 2016 - Jun 1, 2016  
Compare to: May 19, 2016 - May 25, 2016

## Interests: Overview

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



Key Metric:

Affinity Category (reach)	8.59% of total sessions
6.08% <b>5.50%</b>	News Junkies & Avid Readers/Business & Economic News Junkies
5.81% <b>2.30%</b>	Technophiles
5.47% <b>0.44%</b>	Business Professionals
5.32% <b>5.19%</b>	Avid Investors
3.96% <b>-13.70%</b>	Movie Lovers
3.55% <b>6.00%</b>	Mobile Enthusiasts
3.47% <b>17.40%</b>	News Junkies & Avid Readers/Entertainment & Celebrity News Junkies
3.43% <b>-22.59%</b>	TV Lovers
3.32% <b>-11.10%</b>	Travel Buffs
2.87% <b>-12.26%</b>	Shutterbugs

In-Market Segment	8.86% of total sessions
9.39% <b>-8.61%</b>	Employment
8.70% <b>17.49%</b>	Employment/Career Consulting Services
7.68% <b>-4.97%</b>	Financial Services/Investment Services
5.63% <b>52.05%</b>	Education/Post-Secondary Education
5.38% <b>52.05%</b>	Software/Business & Productivity Software
4.52% <b>-20.99%</b>	Business Services/Business Financial Services
4.01% <b>40.12%</b>	Business Services/Business Technology/Network Systems & Services/Hosted Data & Cloud Storage
3.75% <b>-10.80%</b>	Travel/Hotels & Accommodations
3.41% <b>84.30%</b>	Business Services/Business Technology/Enterprise Software
3.16% <b>4.18%</b>	Consumer Electronics/Mobile Phones

Other Category	8.59% of total sessions
7.48% <b>38.95%</b>	Jobs & Education/Jobs/Career Resources & Planning
6.91% <b>-5.05%</b>	Arts & Entertainment/Celebrities & Entertainment News
6.77% <b>-10.86%</b>	Arts & Entertainment/TV & Video/Online Video
6.35% <b>17.98%</b>	Jobs & Education/Jobs/Job Listings
6.06% <b>6.47%</b>	News/Business News
4.37% <b>-39.93%</b>	News/Business News/Financial Markets
4.23% <b>48.57%</b>	Internet & Telecom/Mobile & Wireless/Mobile Phones/Smart Phones
3.95% <b>-34.32%</b>	Travel/Air Travel

3.81%	Jobs & Education/Education/Colleges & Universities
<b>-19.77%</b>	
3.53%	Internet & Telecom/Email & Messaging
<b>-30.36%</b>	