

Jun 1, 2017 - Sep 30, 2017

Interests: Overview

All Users
100.00% Sessions

Women in Brampton
11.60% Sessions

Young People in Brampton
9.46% Sessions

Key Metric:

Affinity Category (reach) 64.17% of total sessions

3.89%	Shoppers/Value Shoppers
3.75%	Lifestyles & Hobbies/Green Living Enthusiasts
3.26%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3.00%	News & Politics/News Junkies/Entertainment & Celebrity News Junkies
2.85%	Lifestyles & Hobbies/Business Professionals
2.84%	Sports & Fitness/Health & Fitness Buffs
2.83%	Lifestyles & Hobbies/Family-Focused
2.52%	Travel/Travel Buffs
2.51%	Lifestyles & Hobbies/Shutterbugs
2.45%	Banking & Finance/Avid Investors

Affinity Category (reach) 11.54% of total sessions

4.85%	Lifestyles & Hobbies/Family-Focused
4.37%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
4.22%	Lifestyles & Hobbies/Green Living Enthusiasts
4.12%	Shoppers/Value Shoppers
3.50%	News & Politics/News Junkies/Entertainment & Celebrity News Junkies
3.33%	Shoppers/Bargain Hunters
3.23%	Media & Entertainment/TV Lovers
3.22%	Media & Entertainment/Book Lovers
3.15%	Lifestyles & Hobbies/Art & Theater Aficionados
2.91%	Food & Dining/Foodies

Affinity Category (reach) 9.35% of total sessions

3.89%	Shoppers/Value Shoppers
3.81%	Media & Entertainment/Movie Lovers
3.46%	Lifestyles & Hobbies/Green Living Enthusiasts
3.14%	Media & Entertainment/Music Lovers
2.88%	Food & Dining/Foodies
2.73%	News & Politics/News Junkies
2.71%	Lifestyles & Hobbies/Family-Focused
2.70%	Lifestyles & Hobbies/Shutterbugs
2.65%	News & Politics/News Junkies/Entertainment & Celebrity News Junkies
2.53%	Technology/Technophiles

In-Market Segment 56.69% of total sessions

3.65%	Travel/Hotels & Accommodations
2.44%	Employment
2.27%	Travel/Air Travel
2.26%	Autos & Vehicles/Vehicles (Other)/Bicycles & Accessories
2.09%	Home & Garden/Home & Garden Services/Landscape Design
1.88%	Travel/Trips by Destination/Trips to North America
1.79%	Financial Services/Investment Services
1.54%	Consumer Electronics/Mobile Phones
1.51%	Dating Services
1.50%	Education/Post-Secondary Education

In-Market Segment 10.53% of total sessions

4.90%	Travel/Hotels & Accommodations
2.90%	Employment
2.87%	Home & Garden/Home & Garden Services/Landscape Design
2.80%	Travel/Trips by Destination/Trips to North America
2.79%	Travel/Air Travel
2.36%	Home & Garden/Home Furnishings
2.09%	Home & Garden/Home Decor
1.98%	Event Tickets/Concert & Music Festival Tickets
1.88%	Education/Post-Secondary Education
1.81%	Home & Garden/Home & Garden Services

In-Market Segment 8.08% of total sessions

4.54%	Travel/Hotels & Accommodations
4.25%	Employment
3.03%	Employment/Career Consulting Services
2.48%	Education/Post-Secondary Education
2.46%	Travel/Air Travel
2.15%	Event Tickets/Concert & Music Festival Tickets
2.06%	Travel/Trips by Destination/Trips to North America
1.97%	Real Estate/Residential Properties
1.93%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
1.84%	Software/Business & Productivity Software

Other Category 62.88% of total sessions

4.03%	News/Weather
3.21%	Arts & Entertainment/Celebrities & Entertainment News
2.76%	Arts & Entertainment/TV & Video/Online Video
1.92%	Reference/General Reference/Dictionaries & Encyclopedias
1.77%	Food & Drink/Cooking & Recipes

Other Category 11.45% of total sessions

5.99%	News/Weather
5.42%	Arts & Entertainment/Celebrities & Entertainment News
3.80%	Arts & Entertainment/TV & Video/Online Video
3.09%	Food & Drink/Cooking & Recipes
3.09%	Reference/General Reference/Dictionaries & Encyclopedias

Other Category 9.35% of total sessions

6.00%	Arts & Entertainment/TV & Video/Online Video
5.67%	News/Weather
4.13%	Arts & Entertainment/Celebrities & Entertainment News
3.62%	Reference/General Reference/Dictionaries & Encyclopedias
2.45%	Internet & Telecom/Mobile & Wireless/Mobile Phones/Smart

1.70%	Shopping/Classifieds
1.62%	News/Sports News
1.51%	Travel/Air Travel
1.24%	Internet & Telecom/Mobile & Wireless/Mobile Phones/Smart Phones
1.13%	Home & Garden/Gardening & Landscaping

2.17%	Home & Garden/Gardening & Landscaping
1.96%	Travel/Air Travel
1.94%	Shopping/Classifieds
1.87%	Food & Drink/Food/Baked Goods
1.54%	Travel/Hotels & Accommodations

	Phones
2.31%	Arts & Entertainment/Movies/Bollywood & South Asian Film
2.28%	Food & Drink/Cooking & Recipes
2.25%	Arts & Entertainment/Music & Audio/Urban & Hip-Hop/Rap & Hip-Hop
2.25%	Shopping/Classifieds
1.85%	News/Sports News