



## Traffic

[Download](#)

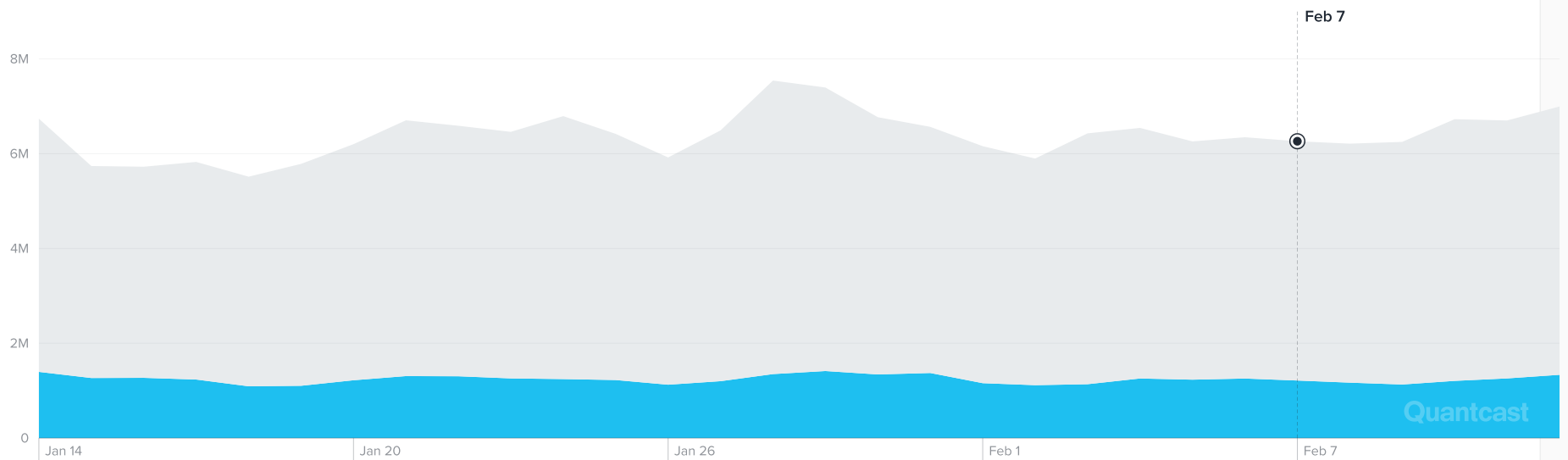
Uniques Visits Views

< Jan 14 2019 to Feb 12 2019 30 DAY TOTAL >

141.9M  
GLOBAL UNIQUES

243.1M  
GLOBAL VISITS

588.5M  
GLOBAL VIEWS



Quantcast

30 DAY

United States

Rest of World

Global Total

UNIQUES

29.7M

112.2M

141.9M

VISITS

46.3M

196.8M

243.1M

VEWS

143.1M

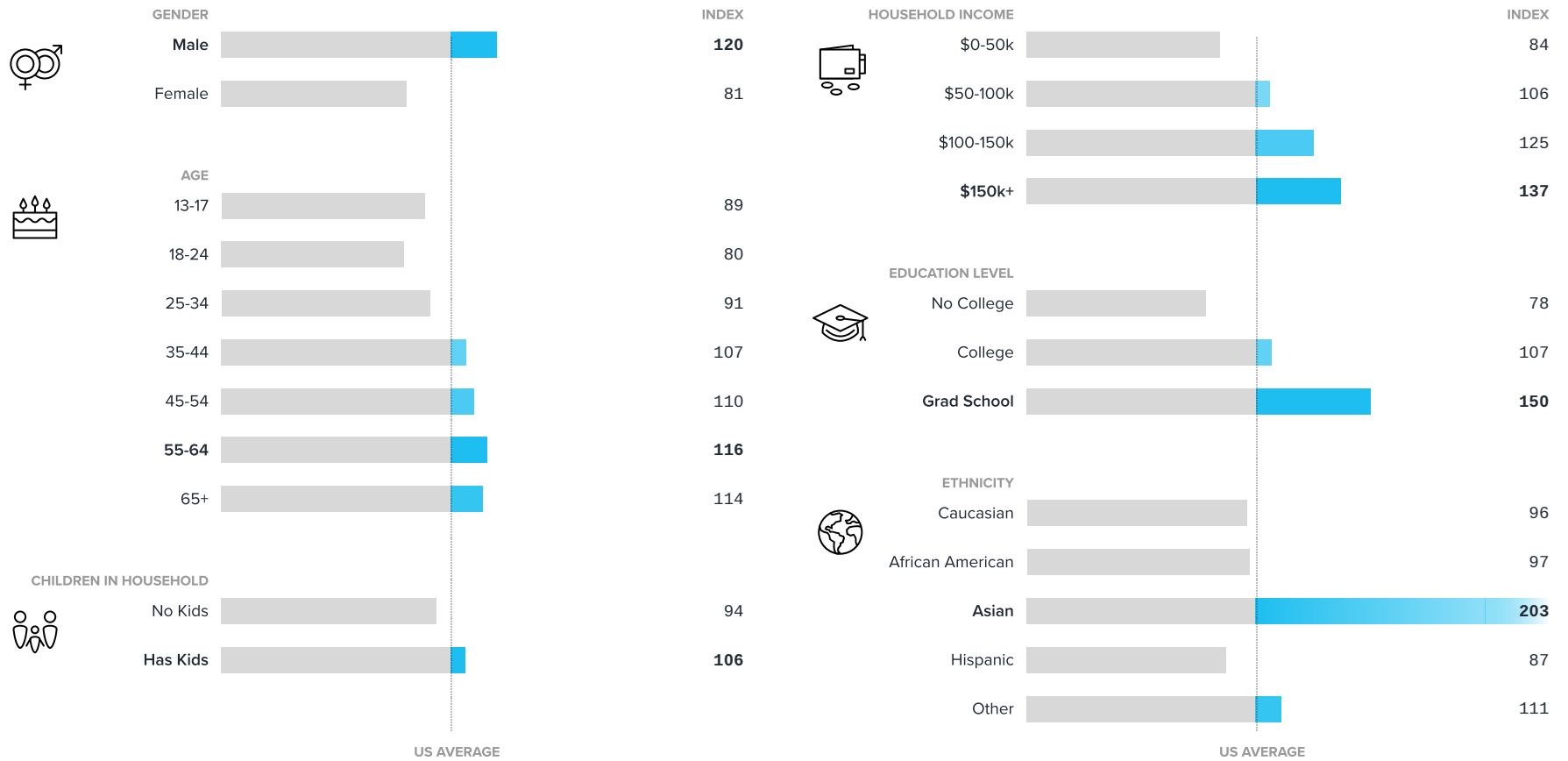
445.4M

588.5M

[VIEW SYNDICATORS](#) 

## Demographics

 [Download](#)

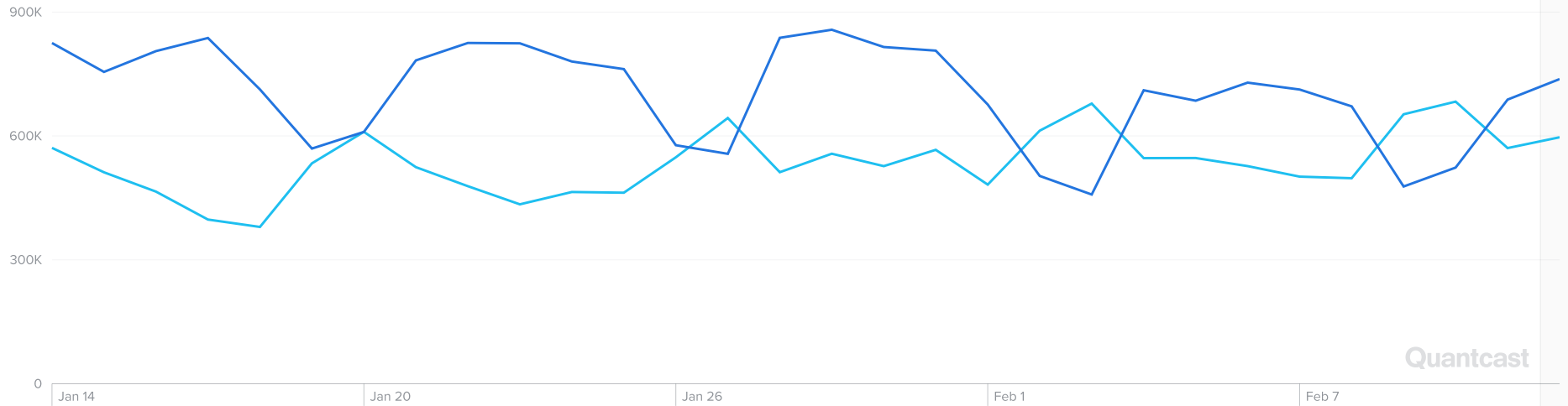


[VIEW DETAILS](#) 

## Cross-Platform

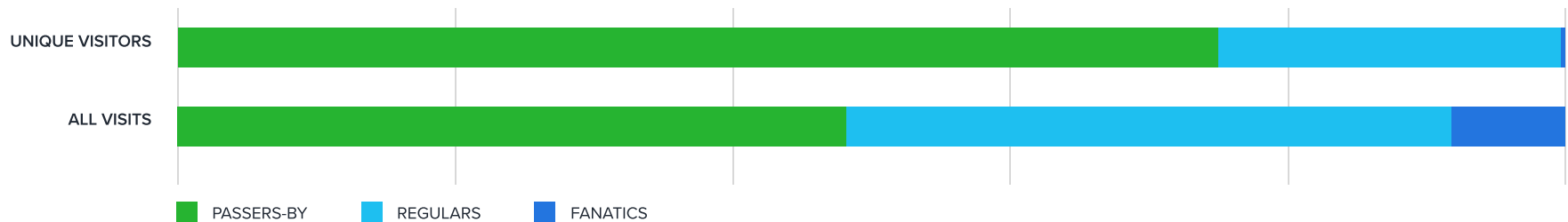
 [Download](#) 

Jan 14 2019 to Feb 12 2019  
30 DAY TOTAL



	UNIQUES	% UNIQUES
Mobile Web	13.2M	44.3%
Desktop Web	16.6M	55.7%
United States Total	29.7M	100%

## Engagement



30 DAY		1 Visit	2 - 29 Visits	30+ Visits	UNIQUE VISITORS	VISITS	VISITS PER UNIQUE VISITOR
<span style="color: green;">■</span>	Passers-by	(1 Visit)			22.3M (75.1%)	22.3M (48.2%)	1
<span style="color: cyan;">■</span>	Regulars	(2 - 29 Visits)			7.3M (24.6%)	20.2M (43.6%)	2.8
<span style="color: blue;">■</span>	Fanatics	(30+ Visits)			84.8K (0.3%)	3.8M (8.2%)	44.7
United States Total					29.7M (100.0%)	46.3M (100.0%)	1.6

## Shopping Interests

[Download](#)

- 🚗 Automotive
- 💰 Financial
- 🏠 Home Owners
- 📦 Packaged Goods
- 🔍 Psychographics & Lifestyles
- 📺 Purchase Predictors
- 🍴 Restaurants
- 🏪 Retail
- 📞 Telecommunications
- 🗺️ Travel

### OWNED MAKE

- 1 Lexus
- 2 BMW
- 3 Lincoln
- 4 Acura
- 5 Volkswagen

### IN MARKET MAKE & MODEL

- 1 Dodge Car
- 2 Audi
- 3 Mercedes-Benz
- 4 Cadillac
- 5 Ford Car

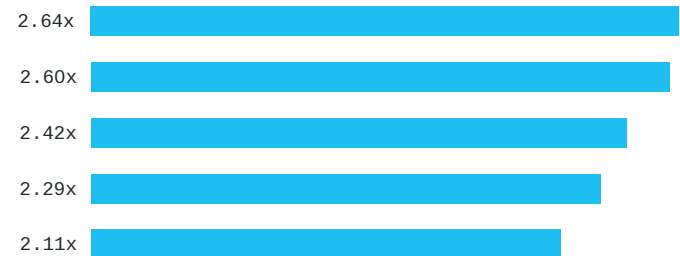
### HIGH SPENDERS

- 1 Dealer Service
- 2 Auto Service and Repair Shops
- 3 Auto Insurance
- 4 Car Washes

### AFFINITY



### AFFINITY



### AFFINITY



5 Tire Sales and Repair

0.83x



Powered by the [Quantcast Audience Grid](#).

[VIEW DETAILS](#)

## Media Interests

[Download](#)

- TV
- Streaming Media
- Movies
- Music
- Entertainment

### GENRES & CATEGORIES

- 1 Sunday News/Political Talk
- 2 Science Programs
- 3 Late Night
- 4 Late Late Night

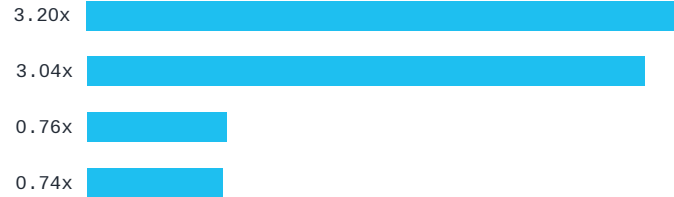
### NETWORKS

- 1 Fox News
- 2 CNBC
- 3 CNN
- 4 HSN
- 5 ABC

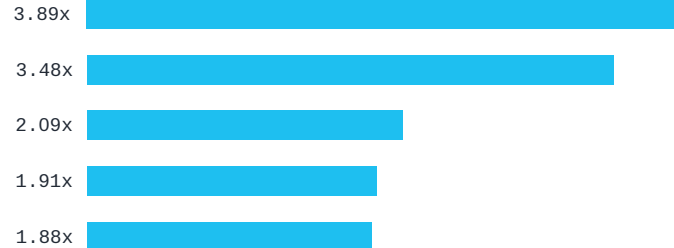
### SHOWS

- 1 Bering Sea Gold (Discovery Channel)
- 2 The Messy Truth with Van Jones (CNN)
- 3 The Good Fight (CBS)
- 4 Talking Dead (AMC)
- 5 The Curse of Oak Island (History Channel)

### AFFINITY



### AFFINITY



### AFFINITY







Powered by the [Quantcast Audience Grid](#).

[VIEW DETAILS](#) 

## Business & Occupation

 [Download](#)

-  Company Attributes
-  Industry
-  Occupation
-  Seniority

### COMPANY REVENUE

- 1 Large (\$100MM-\$200MM)
- 2 XXLarge (\$1B+)
- 3 Medium-Small (\$10MM-\$50MM)
- 4 XLarge (\$200MM-\$1B)
- 5 Small (\$1MM-\$10MM)

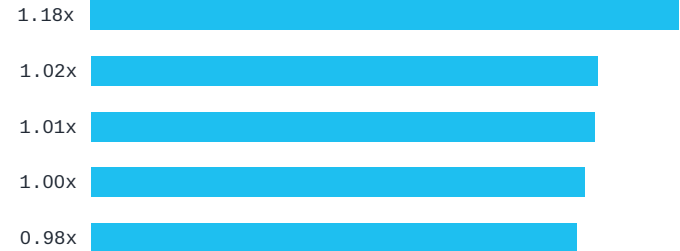
### COMPANY SIZE

- 1 XXLarge (10,000+ Employees)
- 2 Small (10 - 49 Employees)
- 3 Medium-Small (50 - 199 Employees)
- 4 Medium-Large (500 - 999 Employees)
- 5 Medium (200 - 499 Employees)

### INSTALL DATA

- 1 Hardware (Basic)
- 2 Vertical Markets
- 3 Communications Technologies
- 4 Enterprise Content
- 5 Customer Relationship Management

### AFFINITY



### AFFINITY



### AFFINITY





















Powered by the [Quantcast Audience Grid](#).

[VIEW DETAILS](#) 

# General Interests

[Download](#)

General Sites

 Arts & Entertainment 1.4x	 Automotive 0.9x	 Business 1.4x	 Careers 1.1x	 Education 1.4x
 Environment 1.3x	 Family & Parenting 0.9x	 Food & Drink 1.0x	 Health & Fitness 1.1x	 Hobbies & Interests 1.2x
 Home & Garden 1.0x	 News 1.4x	 Personal Finance 1.4x	 Pets 0.7x	 Real Estate 1.2x
 Reference 1.5x	 Relationships 1.3x	 Science 1.5x	 Shopping 1.1x	 Society 1.4x
 Sports 1.6x	 Style & Fashion 0.9x	 Technology & Computing 1.3x	 Travel 1.5x	

[VIEW DETAILS](#) 

# Geographic

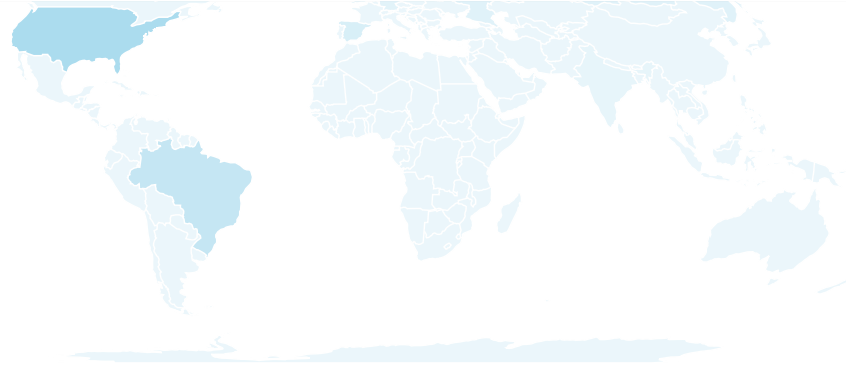
[Download](#)

World United States

COUNTRY	UNIQUES
 United States	29m

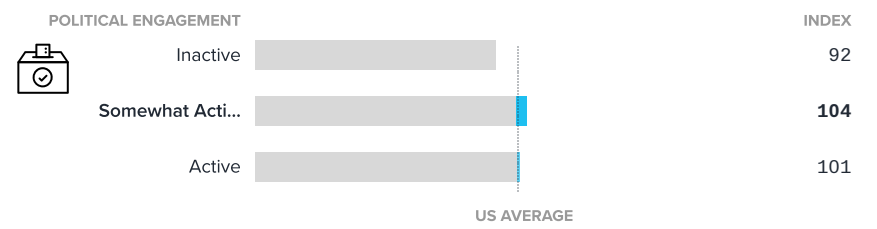
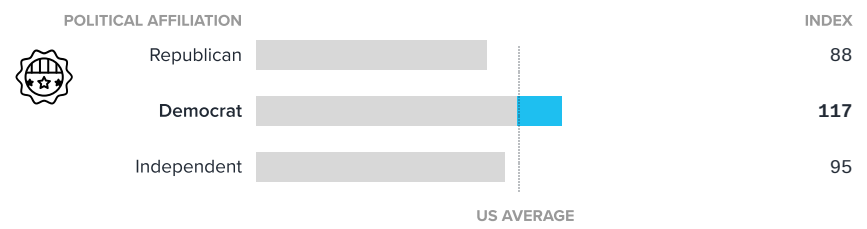


2	Brazil	20m
3	Spain	13m
4	Russia	11m
5	Germany	9.9m
6	India	8.5m
7	Italy	6.6m
8	France	4.2m
9	Mexico	3.2m
10	United Kingdom	2.6m



[VIEW DETAILS](#)

## Political Interests



[VIEW DETAILS](#)