[redacted]

United Kingdom ▾ ? ▾

[redacted] **Q**

[redacted]

Site

[redacted] reaches over 15 million monthly people, of which 8.1 million (55%) are in the U.S.

[redacted] UK RANK

1.2M MONTHLY UK UNIQUES

16.6M MONTHLY GLOBAL UNIQUES

Reports

- **Traffic**
- Demographics
- Cross-Platform
- Engagement
- Shopping Interests
- Media Interests
- Business & Occupation
- General Interests

Traffic

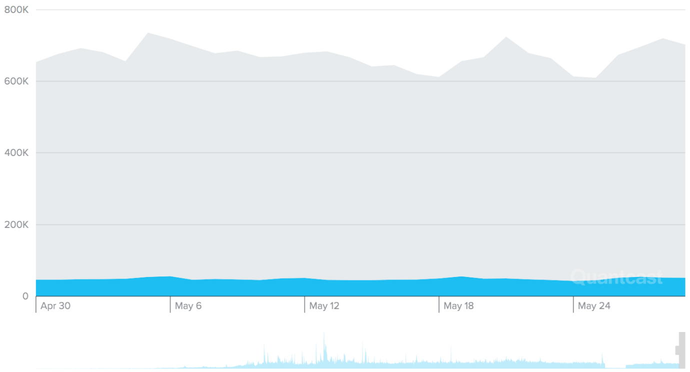
Uniques Visits Views

‹ **Apr 30 2019 to May 29 2019** ›
30 DAY TOTAL

16.6M GLOBAL UNIQUES

22.4M GLOBAL VISITS

44.8M GLOBAL VIEWS



30 DAY	UNIQUES	VISITS	VIEWS
🟦 United Kingdom	1.2M	1.6M	2.6M
⬜ Rest of World	15.3M	20.8M	42.2M
Global Total	16.6M	22.4M	44.8M

DATE RANGE
30 Day
90 Day
365 Day
Calendar Month
Custom

SHOW BY
Day
Week
30 Day

CHART VIEW
Stacked
Line

SHOW
☑ Rest of the World

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Demographics

GENDER	INDEX
Male	65
Female	**138**

AGE	INDEX
18-24	**191**
25-34	146
35-44	114
45-54	50
55-64	33
65+	28

CHILDREN IN HOUSEHOLD	INDEX
No Kids	66
Has Kids	**149**

HOUSEHOLD INCOME	INDEX
£0-30k	**122**
£30-50k	80
£50-70k	76
£70k+	73

EDUCATION LEVEL	INDEX
No Univ.	100
University	96
Grad School	**110**

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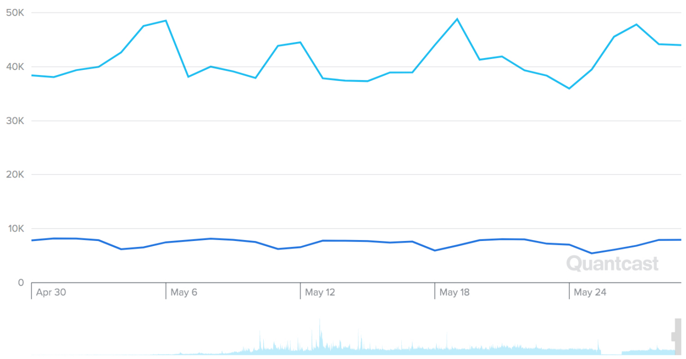
GB AVERAGE GB AVERAGE

VIEW DETAILS

Cross-Platform

Uniques Visits Views People

Apr 30 2019 to May 29 2019
30 DAY TOTAL



DATE RANGE
30 Day
90 Day
365 Day
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SHOW BY
Day
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30 Day

CHART VIEW
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SHOW
☐ Rest of the World

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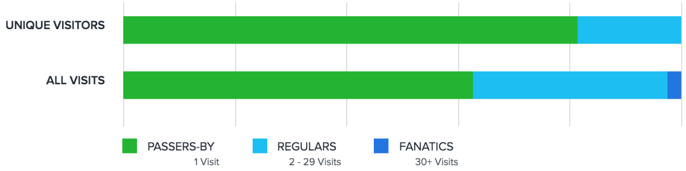
	30 DAY	UNIQUES	% UNIQUES
🟦	**Mobile Web**	1.0M	85.0%
🟦	**Desktop Web**	0.2M	15.0%
	United Kingdom Total	1.2M	100%

Engagement



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	30 DAY		UNIQUE VISITORS		VISITS		VISITS PER UNIQUE VISITOR
🟩	**Passers-by**	**(1 Visit)**	1.0M	(81.4%)	1.0M	(62.6%)	1
🟦	**Regulars**	**(2 - 29 Visits)**	227.8K	(18.5%)	559.3K	(34.9%)	2.5
🟦	**Fanatics**	**(30+ Visits)**	951	(0.1%)	40.1K	(2.5%)	42.1
	United Kingdom Total		1.2M	(100.0%)	1.6M	(100.0%)	1.3

Shopping Interests

Automotive
Retail
Psychographics & Lifestyles

IN MARKET BODY STYLE		AFFINITY
1	SUVs & 4x4s	1.32x
2	Saloons	1.25x
3	Small Family Cars	1.14x

DATA SOURCES
Oracle Data Cloud

ORACLE
DATA CLOUD

- Consumer Electronics
- Entertainment
- Fast Moving Consumer Goods
- Finance
- Hobbies & Interests
- Travel & Leisure

4	Luxury Cars	0.75x
5	Large Family Cars	0.72x

	OWNED BODY STYLE	AFFINITY
1	Luxury Cars	0.73x
2	Small Family Cars	0.71x
3	SUVs & 4x4s	0.69x
4	Large Family Cars	0.58x

	OWNED MAKE	AFFINITY
1	Fiat	3.65x
2	Volkswagen	3.58x
3	Volvo	3.44x
4	Audi	3.41x
5	Toyota	2.57x

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VIEW DETAILS

Media Interests

- TV
- Cinema

	GENRES	AFFINITY
1	Food & Cooking	6.02x
2	Science Fiction	5.03x
3	Fashion	3.99x
4	Game Shows	3.48x
5	Premium Channels	3.38x

DATA SOURCES
Oracle Data Cloud

ORACLE DATA CLOUD

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Powered by the Quantcast Audience Grid.

VIEW DETAILS

Business & Occupation

- Company Attributes
- Industry
- Occupation
- Seniority

	COMPANY REVENUE	AFFINITY
1	Large (£100MM-£200MM)	1.09x
2	Medium-Large (£50MM-£100MM)	1.02x
3	Medium-Small (£10MM-£50MM)	1.01x
4	XXLarge (£1B+)	1.00x
5	XLarge (£200MM-£1B)	0.99x

	COMPANY SIZE	AFFINITY
1	XLarge (5,000 - 10,000 Employees)	1.06x
2	Large (1,000 - 4,999 Employees)	1.04x
3	Medium-Large (500 - 999 Employees)	1.03x
4	Medium (200 - 499 Employees)	1.02x

DATA SOURCES
Bombora

bombora

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5	XXLarge (10,000+ Employees)	1.00x

	INSTALL DATA	AFFINITY
1	Vertical Markets	1.12x
2	Web-Oriented Architecture	0.95x
3	Hardware (Basic)	0.95x
4	IT Governance	0.92x
5	Enterprise Applications	0.91x

Powered by the Quantcast Audience Grid.

VIEW DETAILS

General Interests

General Sites

Arts & Entertainment 1.3x	Automotive 0.8x	Business 1.1x
Careers 1.3x	Education 1.5x	Environment 0.7x
Family & Parenting 1.7x	Food & Drink 1.3x	Health & Fitness 2.3x
Hobbies & Interests 1.1x	Home & Garden 0.8x	News 1.0x
Personal Finance 0.8x	Pets 1.5x	Real Estate 0.7x
Reference 1.4x	Relationships 5.7x	Science 3.7x
Shopping 0.8x	Society 2.4x	Sports 0.9x
Style & Fashion 1.5x	Technology & Computing 1.1x	Travel 0.9x

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VIEW DETAILS

Geographic

COUNTRIES	UNIQUES	GLOBAL CITIES	UNIQUES
United States	9.1M	Singapore (SG)	265.6K

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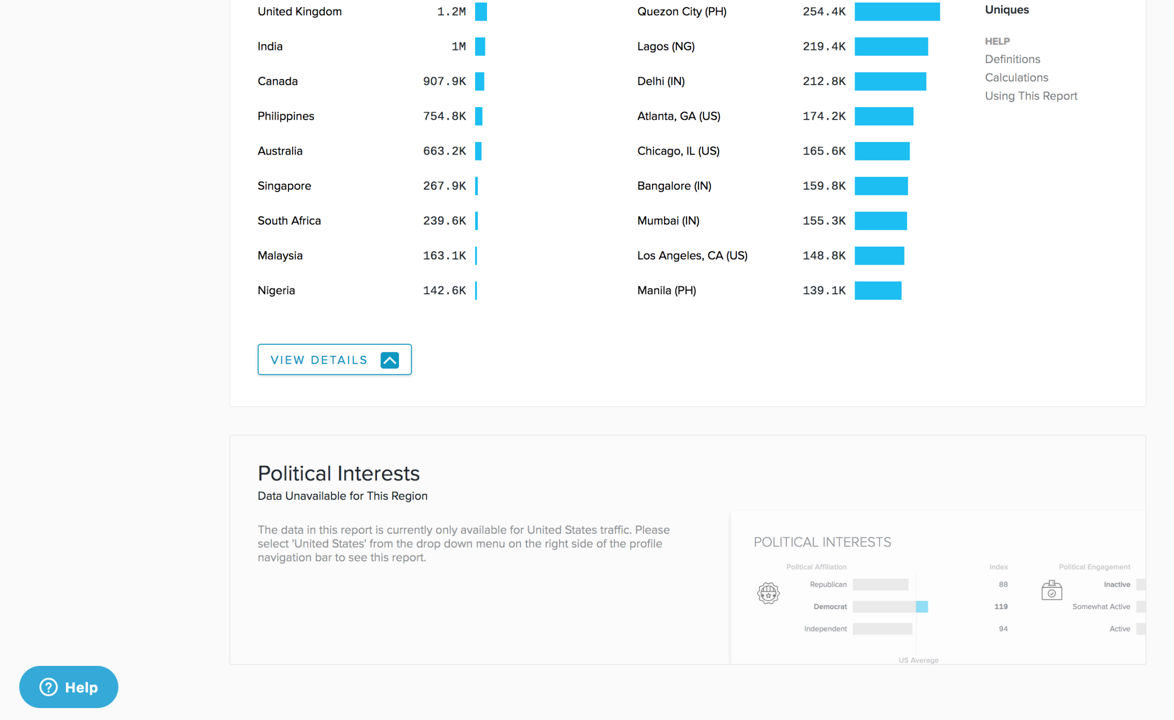
Affinity
Composition



United Kingdom	1.2M	Quezon City (PH)	254.4K
India	1M	Lagos (NG)	219.4K
Canada	907.9K	Delhi (IN)	212.8K
Philippines	754.8K	Atlanta, GA (US)	174.2K
Australia	663.2K	Chicago, IL (US)	165.6K
Singapore	267.9K	Bangalore (IN)	159.8K
South Africa	239.6K	Mumbai (IN)	155.3K
Malaysia	163.1K	Los Angeles, CA (US)	148.8K
Nigeria	142.6K	Manila (PH)	139.1K

Uniques

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VIEW DETAILS

Political Interests

Data Unavailable for This Region

The data in this report is currently only available for United States traffic. Please select 'United States' from the drop down menu on the right side of the profile navigation bar to see this report.