Measure | Properties

United States | ?

Q

thoughtcatalog.com

Site

thoughtcatalog.com reaches over 15 million monthly people, of which 8.1 million (53%) are in the U.S.

9.2M
QUANTCAST US UNIQUES

16.6M
WORLDWIDE GLOBAL UNIQUES

US RANK

Reports

Traffic

Demographics

Cross-Platform

Engagement

Shopping Interests

Media Interests

Business & Occupation

General Interests

Geographic

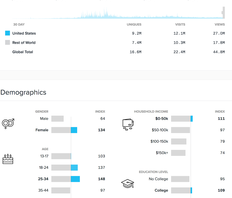
Political Interests

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 States	9.2M	12.1M	27.0M
Rest of World	7.4M	10.3M	17.9M
Global Total	16.6M	22.4M	44.8M

DATA RANGE
30 Day
90 Day
365 Day
Calendar Month
Custom

SHOW BY
Day
Week

COUNT VIEW
Stacked
Line

SHOW
Rest of the World

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Demographics

GENDER	INDEX
Male	64
Female	134

AGE	INDEX
13-17	103
18-24	137
25-34	148
35-44	97
45-54	77
55-64	50
65+	36

CHILDREN IN HOUSEHOLD	INDEX
No Kids	74
Has Kids	127

HOUSEHOLD INCOME	INDEX
$0-50k	111
$50-100k	97
$100-150k	79
$150k+	74

EDUCATION LEVEL	INDEX
No College	95
College	109
Grad School	91

ETHNICITY	INDEX
Caucasian	94
African American	119
Asian	101
Hispanic	133
Other	89

US AVERAGE | US AVERAGE

VIEW DETAILS

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Cross-Platform

Uniques | Visits | Views | People

Apr 30 2019 to May 29 2019
30 DAY TOTAL

30 DAY	UNIQUES	% UNIQUES
Mobile Web	7.4M	82.8%
Desktop Web	1.6M	17.2%
United States Total	9.2M	100%

DATA RANGE
30 Day
90 Day
365 Day
Calendar Month
Custom

SHOW BY
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Engagement

UNIQUE VISITORS

ALL VISITS

PASSERS-BY 1 Visit | REGULARS 2 - 29 Visits | FANATICS 30+ Visits

30 DAY	UNIQUE VISITORS	VISITS	VISITS PER UNIQUE VISITOR
Passers-by (1 Visit)	7.4M (80.0%)	7.4M (33.4%)	1
Regulars (2 - 29 Visits)	1.7M (18.0%)	4.3M (39.0%)	2.5
Fanatics (30+ Visits)	0.0K (0.1%)	338.4K (2.8%)	42.5
United States Total	9.2M (100.0%)	12.1M (100.0%)	1.3

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Shopping Interests

- Automotive
- Financial
- Home Owners
- Packaged Goods
- Pest Purchase
- Psychographics & Lifestyles
- Purchase Predictors
- Restaurants
- Retail
- Telecommunications
- Travel

OWNED MAKE	AFFINITY
Kia	3.95x
Acura	3.92x
Volkswagen	3.19x
Lincoln	3.00x
Mazda	2.91x

IN MARKET MAKE & MODEL	AFFINITY
Dodge Car	4.13x
Infiniti	2.87x
Volkswagen	2.85x
Audi	2.82x
BMW	2.69x

HIGH SPENDERS	AFFINITY
Dealer Service	1.42x
Auto Service and Repair Shops	1.31x
Car Washes	1.04x
Tire Sales and Repair	1.02x
Auto Insurance	0.99x

DATA SOURCES
DLX Auto
Experian
IRI

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VIEW DETAILS

Media Interests

- TV
- Streaming Media
- Movies
- Music
- Entertainment

GENRES & CATEGORIES	AFFINITY
Science Programs	5.57x
Sunday News/Political Talk	4.36x
Late Night	3.34x
Late Late Night	0.82x

NETWORKS	AFFINITY
Fox News	3.32x
CNBC	2.47x
CNN	2.02x
HSN	1.83x
NFL Network	1.77x

SHOWS	AFFINITY
Talking Dead (AMC)	8.50x
Gotham (FOX)	6.06x
Bering Sea Gold (Discovery Channel)	5.69x
The Good Fight (CBS)	5.46x
Full Frontal with Samantha Bee (TBS)	5.06x

DATA SOURCES
TiVo
Experian
Oracle Data Cloud

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VIEW DETAILS

Business & Occupation

- Company Attributes
- Industry
- Occupation
- Seniority

COMPANY REVENUE	AFFINITY
Large ($100MM-$200MM)	1.10x
XXLarge ($1B+)	1.04x
Medium-Large ($50MM-$100MM)	1.04x
Small ($1MM-$10MM)	0.98x
XLarge ($200MM-$1B)	0.97x

COMPANY SIZE	AFFINITY
Medium-Large (500 - 999 Employees)	1.09x
Large (1,000 - 4,999 Employees)	1.09x
Medium (250 - 499 Employees)	1.01x
Small (51 - 99 Employees)	1.00x
XXLarge (10,000+ Employees)	0.96x

INSTALL DATA	AFFINITY
Vertical Markets	1.78x
Hardware (Basic)	1.60x
Communications Technologies	1.27x
Customer Relationship Management	1.13x
Enterprise Content	1.08x

DATA SOURCES
Bombora

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General Interests

General | Sites

Arts & Entertainment 1.6x	Automotive 1.0x	Business 1.2x
Careers 1.1x	Education 1.4x	Environment 0.9x
Family & Parenting 1.8x	Food & Drink 1.3x	Health & Fitness 2.2x
Hobbies & Interests 1.5x	Home & Garden 1.0x	News 1.4x
Personal Finance 0.9x	Pets 1.3x	Real Estate 0.8x
Reference 1.4x	Relationships 1.2x	Science 1.4x
Shopping 0.8x	Society 2.3x	Sports 1.0x
Style & Fashion 1.1x	Technology & Computing 1.3x	Travel 1.0x

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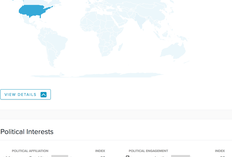
VIEW DETAILS

Geographic

World | United States

COUNTRY	UNIQUES
United States	9.1M
United Kingdom	1.2M
India	1M
Canada	800K
Philippines	800K
Australia	700K
Singapore	300K
South Africa	200K
Malaysia	200K
Nigeria	100K



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Political Interests

POLITICAL AFFILIATION	INDEX
Republican	87
Democrat	114
Independent	98

US AVERAGE

POLITICAL ENGAGEMENT	INDEX
Inactive	87
Somewhat Acti...	103
Active	97

US AVERAGE

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