

## Snapshot of Interests Universe

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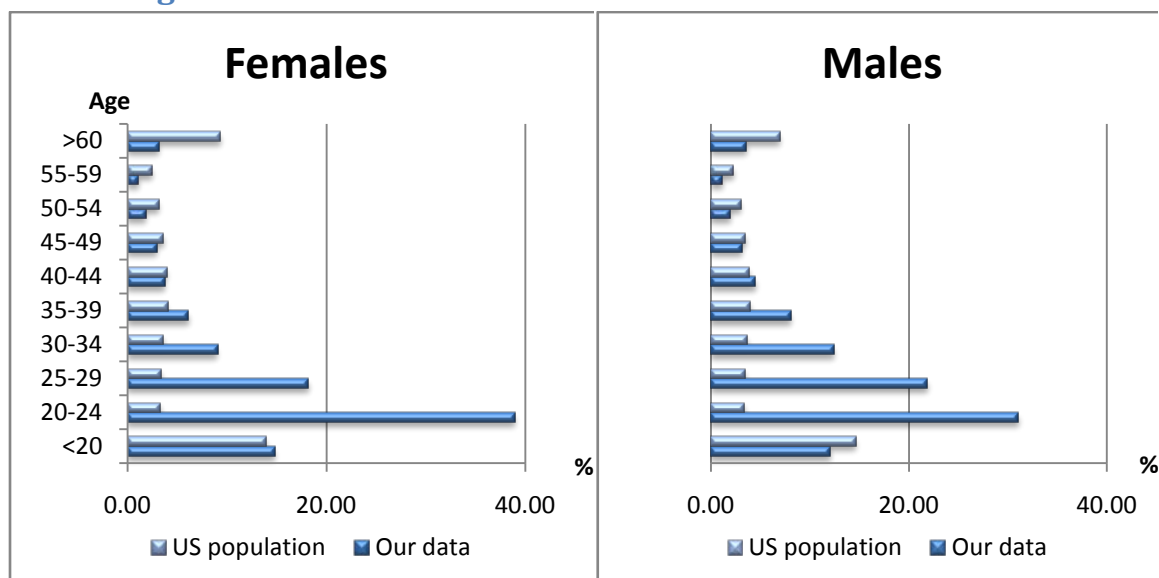
## Top interests

General	Books	Music	TV
MUSIC	HARRY POTTER	NIRVANA	FAMILY GUY
MOVIES	1984	THE BEATLES	SOUTH PARK
READING	THE BIBLE	GREEN DAY	THE SIMPSONS
WRITING	CATCHER IN THE RYE	PINK FLOYD	LOST
FRIENDS	LORD OF THE RINGS	RADIOHEAD	FUTURAMA
PHOTOGRAPHY	TO KILL A MOCKINGBIRD	SUBLIME	FRIENDS
ART	STEPHEN KING	THE CURE	THE OFFICE
DANCING	THE GREAT GATSBY	THE KILLERS	HOUSE
LOVE	BRAVE NEW WORLD	TOOL	SEINFELD
BOOKS	FIGHT CLUB	MY CHEMICAL ROMANCE	SCRUBS

## Gender

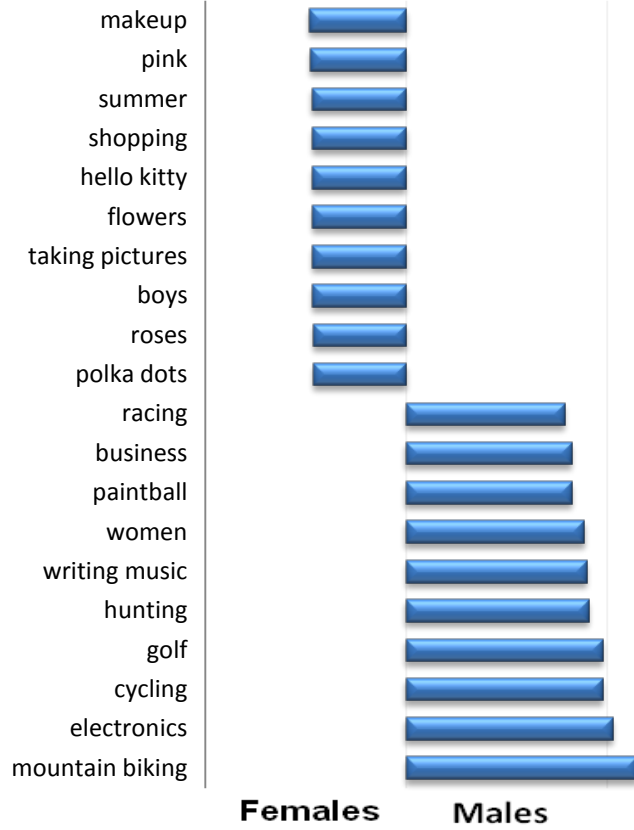
Gender	Our Data	US population
Males	51.95%	50.94%
Females	48.05%	49.06%

## Gender-Age Distribution





### Gender-specific general interest



### Gender-specific music interests

Females	Males
ASHLEE SIMPSON	IMMORTAL TECHNIQUE
JESSICA SIMPSON	JOE SATRIANI
HANSON	DEICIDE
KELLY CLARKSON	MESHUGGAH
CIARA	NILE
MARIAH CAREY	HELMET
SUGARCULT	KING CRIMSON
GAVIN DEGRAW	JOHN LEE HOOKER
ROONEY	MC CHRIS
HOLE	SQUAREPUSHER

### Gender-specific TV interests

Females	Males
AMERICA'S NEXT TOP MODEL	SPORTSCENTER
LAGUNA BEACH	ESPN
TRADING SPACES	THE SHIELD
GILMORE GIRLS	FOOTBALL
7TH HEAVEN	AMERICAN CHOPPER
DEGRASSI	DA ALI G SHOW
ONE TREE HILL	THE BOONDOCKS
EVERWOOD	ALL IN THE FAMILY
BOY MEETS WORLD	CHAPPELLE'S SHOW
SEX AND THE CITY	BABYLON 5

### Gender-specific book interests

Females	Males
MEMOIRS OF A GEISHA	JURASSIC PARK
GO ASK ALICE	THOMPSON
THE BELL JAR	LOVECRAFT
THE PERKS OF BEING A WALLFLOWER	AMERICAN PSYCHO
WICKED	HUNTERS
PERKS OF BEING A WALLFLOWER	BREAKFAST OF CHAMPIONS
ALICE IN WONDERLAND	KAFKA
THE GIVER	DANTE'S INFERNO
THE HARRY POTTER SERIES	WILLIAMS
HARRY POTTER	STRANGER IN A STRANGE LAND

### Age-specific interests of 20 years old and younger

General	Books	Music	TV
POOLS	TWILIGHT	LOLA RAY	MEET THE BARKERS
FIELD HOCKEY	SPEAK	SCARY KIDS SCARING KIDS	BOILING POINTS
NEON COLORS	ERAGON	HELLOGOODBYE	DATE MY MOM
HOT GUYS	HOLES	BOW WOW	NEXT
MARCHING BAND	THE SECRET LIFE OF BEES	STUTTERFLY	ROOM RAIDERS
FOOTBALL GAMES	A CHILD CALLED IT	CHIODOS	THE GRIM ADVENTURES OF BILLY AND MANDY
XANGA	THE NOTEBOOK	THE SPILL CANVAS	WHAT I LIKE ABOUT YOU
LIGHTERS	HARRY POTTER BOOKS	HAWK NELSON	CASE CLOSED
MY CELL PHONE	A WALK TO REMEMBER	HALIFAX	ASHLEE SIMPSON SHOW
FALLING IN LOVE	A SERIES OF UNFORTUNATE EVENTS	HAWTHORNE HEIGHTS	LAGUNA BEACH

### Age-specific interests of 20-30 years old

General	Books	Music	TV
MADONNA	INVISIBLE MONSTERS	AESOP ROCK	HOME MOVIES
CLUBBING	PERKS OF BEING A WALLFLOWER	Q AND NOT U	CONAN O'BRIEN
CEMETARIES	SURVIVOR	VAST	THE OBLONGS
SQUEE	CHOKER	BOY SETS FIRE	DA ALI G SHOW
PORNOGRAPHY	THE CATCHER IN THE RYE	GET UP KIDS	SAILOR MOON
THE GOONIES	THE STRANGER	TALIB KWELI	THE FAMILY GUY
DRUMMERS	THE VIRGIN SUICIDES	DEAD PREZ	TRIGUN
VIOLENCE	THE BELL JAR	SOULFLY	CONAN
PRETTY GIRLS MAKE GRAVES	HOUSE OF LEAVES	BLACKALICIOUS	COWBOY BEBOP
CHOCOLATE MILK	THE HOBBIT	ILL NINO	THE NEWS

### Age-specific interests of 30-40 years old

General	Books	Music	TV
VOODOO	GEEK LOVE	PETER MURPHY	THE YOUNG ONES
BAUHAUS	CLIVE BARKER	COCTEAU TWINS	ALL IN THE FAMILY
DAVID LYNCH	WILLIAM GIBSON	CURRENT 93	TWIN PEAKS
POLYAMORY	JAMES PATTERSON	COIL	MONTY PYTHON
GADGETS	HISTORY	CONCRETE BLONDE	THE CLOSER
CYCLING	WILLIAMS	ROXY MUSIC	GHOST WHISPERER
BURNING MAN	DOUGLAS ADAMS	KATE BUSH	FRONTLINE
REIKI	JITTERBUG PERFUME	MOODY BLUES	THE UNIT
GARAGE SALES	GABRIEL GARCIA MARQUEZ	MELVINS	HGTV
GARDENING	NEIL GAIMAN	THE FALL	DEADWOOD

## Marital Status

Marital Status	%
Single	61.91
Married	15.22
In Relationship	15.96
Other	6.91

## Sexual Orientation

Sexual Orientation	%
Straight	87.41
Gay	2.07
Lesbian	1.27
Bisexual	5.64
Not Sure	3.61

## Ethnicity

Ethnicity	%
White / Caucasian	69.06
Latino / Hispanic	8.61
Other	7.56
Black / African descent	7.36
Asian	3.28
Native American	1.67
Pacific Islander	1.65
Middle Eastern	0.47
East Indian	0.34

## Religion

Religion	%
Catholic	16.23
Protestant	3.66
Scientologist	0.98
Mormon	1.28
Christian - other	32.72
Buddhist	2.63
Muslim	0.69
Judaism	2.01
Agnostic	9.90
Atheist	7.91
Other	21.99

## Education

Education	%
High School	29.57
Some College	21.58
In college	17.84
College graduate	14.63
Grad / professional school	5.80
Bachelor Degree	4.51
Graduate Degree	2.28
Post grad	2.11
Associates Degree	1.41
Some High School	0.27

**Have Children 26.36%**



## Income

Income	%
Less than \$30,000	50.50
\$30,000 to \$45,000	20.13
\$45,000 to \$60,000	11.15
\$60,000 to \$75,000	5.93
\$75,000 to \$100,000	5.28
\$100,000 to 150,000	3.56
\$150,000 to 250,000	3.45

## Top Occupations

Occupation	%
Student	12.65382
Technical	3.764868
Self-Employed	3.042814
Artistic	2.794384
Management	1.453938
Sales	1.063421
Teacher	0.946355
Administrative	0.824821
Medical	0.806949
Retail	0.783714
Retired	0.706862
Homemaker	0.658606
Tradesman	0.471837
Financial	0.43073
Military	0.415538
Other	69.18134