

# Interest attributes

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The interest attributes are as follows:

Interest	Attributes
Automotive	<ul style="list-style-type: none"><li>• Frequently attends car shows</li><li>• Identifies car purchase influencers</li><li>• Currently owns or leases a car</li><li>• Expresses behaviors around car repairs</li></ul>
Economy	<ul style="list-style-type: none"><li>• Frequent followers of financial and economic news</li></ul>
Food & Drink	<ul style="list-style-type: none"><li>• Follows trends and current events for food and cooking</li><li>• Seeks out new foods and trends</li><li>• Expresses the importance of food in daily life</li><li>• Consumes alcohol, coffee, or other beverages frequently</li></ul>
News & Politics	<ul style="list-style-type: none"><li>• Reads political blogs or news frequently</li><li>• Follows local or state political news</li><li>• Reads political news more than they once did</li></ul>
Elections	<ul style="list-style-type: none"><li>• Expresses voting preferences for House of Representative, Senate or Presidential candidates and primaries</li></ul>
Political Issues	<ul style="list-style-type: none"><li>• Follows politics closely</li><li>• Are intrigued by the American political climate</li><li>• Expresses social, economic, and political issues of most importance as related to the 2024 election cycle</li></ul>
Personal Finance	<ul style="list-style-type: none"><li>• Follows business/finance news</li><li>• Manages money well.</li></ul>
Real Estate	<ul style="list-style-type: none"><li>• Follows trends in home design and improvement</li><li>• Intends to purchase a home in the next year</li></ul>
Sports	<ul style="list-style-type: none"><li>• High level of interest in sports</li><li>• Share sports news on social media</li><li>• Watches sports on television frequently</li></ul>

Television	<ul style="list-style-type: none"><li>• Watches more than 1 hour of television per day</li><li>• Expresses the high importance of television in their lives</li></ul>
Travel	<ul style="list-style-type: none"><li>• Expresses that travel is a passion</li><li>• Frequently travels to other countries</li><li>• Considers travel experience level as average or expert</li></ul>

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