	ALL ACTIVITY ON PAGE	
SEGMENTS	(2014-2018)	
Public life (all)	3406053	
Public life (political parties)	1852098	
Charity and social issues	1127834	
Public life (Civic organizations, NGO's)	885494	
Environmental protection and Sustainability	492542	

HARRY POTTER AFFINITIVE	
GROUP ACTIVITY ON PAGE (2014-2018)	SCORE
85%	26.08476074
50%	15.37834155
40%	3.872398955
35%	8.923264905
31%	7.345353445