

Interests: Affinity Categories (reach)

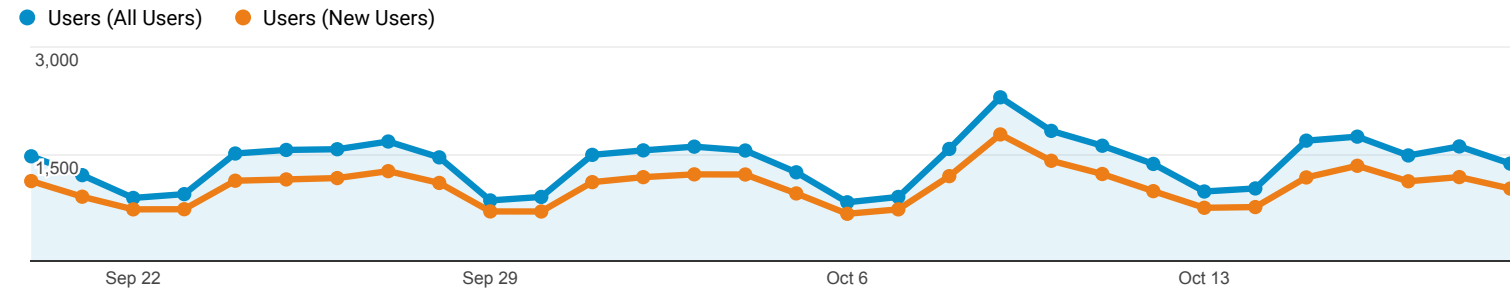
All Users
59.47% Users

New Users
53.03% Users

Sep 20, 2018 - Oct 19, 2018

Explorer

Summary



Affinity Category (reach)		Users	Users
All Users		35,002 % of Total: 59.47% (58,856)	35,002 % of Total: 59.47% (58,856)
New Users		31,211 % of Total: 53.03% (58,856)	31,211 % of Total: 53.03% (58,856)
1.	Shoppers/Value Shoppers		
	All Users	24,653	3.35%
	New Users	21,982	3.33%
2.	Media & Entertainment/Movie Lovers		
	All Users	23,373	3.18%
	New Users	20,864	3.16%
3.	Technology/Technophiles		
	All Users	23,148	3.15%
	New Users	20,593	3.12%
4.	Media & Entertainment/Music Lovers		
	All Users	21,485	2.92%
	New Users	19,238	2.92%
5.	Lifestyles & Hobbies/Business Professionals		
	All Users	20,652	2.81%
	New Users	18,242	2.77%
6.	Sports & Fitness/Health & Fitness Buffs		
	All Users	19,255	2.62%
	New Users	17,050	2.59%
7.	Lifestyles & Hobbies/Shutterbugs		
	All Users	18,065	2.46%
	New Users	16,045	2.43%
8.	Shoppers/Luxury Shoppers		
	All Users	17,594	2.39%

	New Users	15,677	<div></div> 2.38%
9.	Technology/Mobile Enthusiasts		
	All Users	17,343	<div></div> 2.36%
	New Users	15,667	<div></div> 2.38%
10.	Lifestyles & Hobbies/Art & Theater Aficionados		
	All Users	16,684	<div></div> 2.27%
	New Users	14,800	<div></div> 2.24%

Rows 1 - 10 of 117