Google Merchandise Store

 2 Test View GO TO REPORT

**Interests: Affinity Categories (reach)**

Sep 20, 2018 - Oct 19, 2018



All Users

59.47% Users



New Users

53.03% Users

Summary

**Explorer**

Users (All Users) Users (New Users)

3,000



1,500

Sep 22 Sep 29 Oct 6 Oct 13

**Affinity Category (reach)** Users Users

# 35,002

**All Users**

% of Total: 59.47% (58,856)

# 35,002

% of Total: 59.47% (58,856)

# 31,211

**New Users**

% 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% |

1. Media & Entertainment/Music Lovers

All Users New Users

21,485

19,238

2.92%

2.92%

1. Lifestyles & Hobbies/Business Professionals

All Users New Users

20,652

18,242

2.81%

2.77%

1. Sports & Fitness/Health & Fitness Buffs

All Users New Users

19,255

17,050

2.62%

2.59%

1. Lifestyles & Hobbies/Shutterbugs

All Users New Users

18,065

16,045

2.46%

2.43%

1. Shoppers/Luxury Shoppers

All Users

17,594

2.39%

New Users

15,677

2.38%

9.

2.36%

2.38%

10.

2.27%

2.24%

14,800

New Users

16,684

All Users

Lifestyles & Hobbies/Art & Theater Aficionados

15,667

New Users

17,343

All Users

Technology/Mobile Enthusiasts

Rows 1 - 10 of 117

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