





































Shopping Interests

- >  Automotive
- >  Financial
- >  Home Owners
- > Lifestyle & Interests
- >  Packaged Goods
- >  Psychographics & Lifestyles
- >  Purchase Predictors
- >  Restaurants
- >  Retail
- ▼ **Retail Shoppers- Purchase Based**
 - In Store Shopper
 - Lifestyle & Interests (Affinity)
 - Online Shoppers**
 - Shoppers All Channels
- >  Telecommunications
- >  Travel

🔍 Search Shopping Interests attributes for...

Retail Shoppers- Purchase Based / Online Shoppers

Data Source: 

	NAME ↕	INDEX ↕	COMPOSITION ▼	
1	Active Outdoors - Soft Goods	109	76.94%	
2	Lawn & Garden	122	74.86%	
3	Furniture	106	73.58%	
4	Shoes	105	72.13%	
5	Active Outdoors - Hard Goods	103	70.74%	
6	Computers	107	69.64%	
7	Apparel	112	68.13%	
8	Home Domestic	98	68.13%	
9	Kitchen	106	67.15%	
10	Tabletop & Dining	99	66.86%	
11	Outdoor Living	104	66.45%	
12	Travel	98	66.40%	
13	Pets	99	65.87%	
14	Electronics & Gadgets	89	61.12%	
15	Home Decor	90	60.60%	
16	Accessories	88	58.69%	
17	Home Maintenance	93	58.46%	
18	Food & Beverage	94	58.29%	
19	General & Miscellaneous	97	56.95%	
20	Personal Health	91	56.26%	
21	Tools & Automotive	98	55.16%	
22	Toys	85	54.40%	
23	Hobbies & Entertainment	85	52.20%	
24	Overall	71	43.97%	
25	Seasonal Products	46	29.95%	
26	Home Office	24	15.24%	