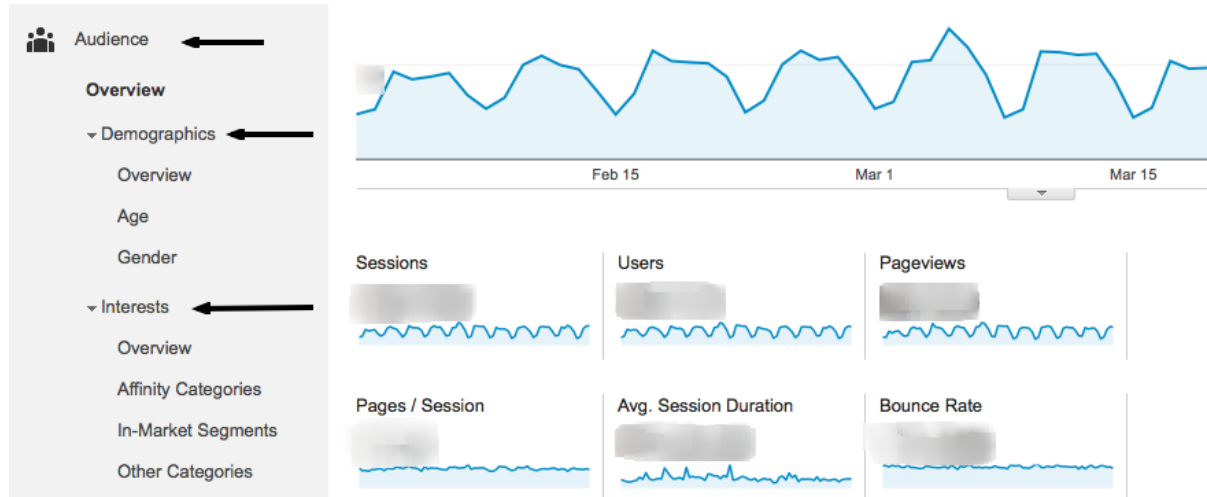


How to Enable Age Demographics and Interests in Google Analytics

Finally, Google is supplying more information on audience demographics. It has been part of the standard Google Analytics for sometime now but now that [Universal Analytics is out of Beta](#) and into prime time all Google Analytics accounts should be able to use this feature. You'll be able to find this information in the "Audience" section of your analytics account.



In this post I'll walk you through:

- [Setting up Age Demographics and Interest for Google Analytics](#)
- [Setting up Age Demographics and Interest for Universal Analytics](#)

First steps though, log into your Analytics account and first make sure the settings are enabled by going to your admin and Property Settings and turn on the "Enable Demographics and Interest Reports"

Note: if you are not seeing this option in the Property Settings of your GA profile, the update has not been rolled out to your profile and unfortunately you'll have to be patient until it has.

How to enable the age demographics and interests in Google Analytics

For the standard Google Analytics, you'll need to update the Tracking Code that lives on the back-end of your website with this line:

```
ga.src = ('https:' == document.location.protocol ? 'https://' : 'http://') + 'stats.g.doubleclick.net/dc.js';
```

This replaces the old line of:

```
ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
```

After enabling this, you'll also be able to grab the full, updated code in your "Admin" section of Google Analytics by going to: Admin > Property > Tracking Info.

Once you've added the new code to your site, go to back to the "Age" section and validate your code. You should then receive a congratulatory message! Results will be available 24 after the implementation.

How to enable the age demographics and interests in Universal Analytics

For Universal Analytics you'll need to add the following line (bolded text below) to your tracking code between 'create' and 'send':

```
ga('create', 'UA-XXXXXX-XX', 'example.com');  
ga('require', 'displayfeatures');  
ga('send', 'pageview');
```

Once you've added the new code to your site, go to back to the "Age" section and validate your code. You should then receive a congratulatory message! Results will be available 24 after the implementation.

Demographics and Interest Reports



Congratulations!

You have successfully enabled the Demographic Reports. While you can access them now, it may take up to 24 hours before there is data available in these reports.

[Learn more](#) about these new reports.

Final Steps

Make sure and read the [new updated privacy policy](#) for specifics on how Google Analytics is gathering data about your traffic. One big change is you'll need to update your site's privacy policy and let visitors be aware their data is being gathered and used for marketing purposes.

Go ahead and test it out and let me know how it works for you. Once you have this set up, make sure you site has [event tracking](#) set up as well.