

THE NEW SEGMENTATION AND MEDIA PLANNING PRODUCT FOR AGENCIES AND BRANDS

## Customers of EasyJet

### DEMOGRAPHICS

- DEMOGRAPHICS**
  - Gender: Male
  - Age: 25-39
  - Social grade: ABC1
- MONTHLY SPARE**
  - £1000 or more
- TOP REGIONS**
  - London
  - Central Scotland
  - North West
- PROF. INTERESTS**
  - Advertising/Marketing/Public
  - Travel and Hospitality
  - Business
- POLITICS**
  - LEFT
  - RIGHT

### LIFESTYLE

- HOBBIES & ACTIVITIES**
  - Exercising
  - Sports
  - Trekking and hiking
- GENERAL INTERESTS**
  - Travel and Holidays
  - Drama
  - Fashion, Design and Cosmetics
- FAVOURITE DISHES**
  - Pork Gyoza
  - Sushi
  - Gyros
- FAVOURITE SPORTS**
  - American football
  - Rugby Union
  - Golf
- NICHE INTERESTS**
  - London
  - Going to restaurants and cafes
  - Edinburgh
- MOST LIKELY PET**
  - Bird

“ I like to experience new food and cuisines

“ I like to go to trendy restaurants and bars

“ I like to surround myself with a diverse range of cultures and ideas

“ I enjoy going to the pub for a drink

“ Describes themselves as... well Educated, hard working and organised

“ ...But on occasions self-absorbed, untidy and selfish.



### ENTERTAINMENT

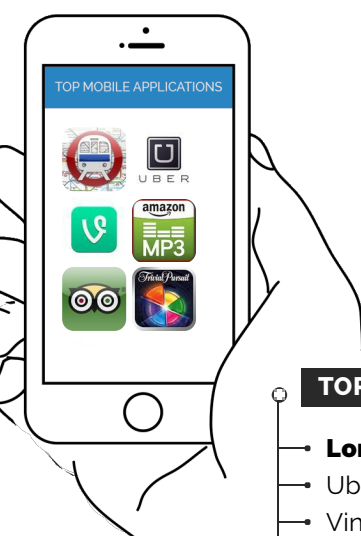
- FAVOURITE MOVIES**
  - The Grand Budapest Hotel
  - The Wolf of Wall Street
  - The Imitation Game
  - The Theory of Everything
- FAVOURITE MUSIC ARTISTS**
  - Taylor Swift
  - The Killers
  - Florence And the Machine
  - Sting
- FAVOURITE CELEBRITIES**
  - Sue Perkins
  - Ben Stiller
  - Leonardo DiCaprio
  - Frankie Boyle

### BRANDS

- CUSTOMER OF**
  - Gatwick Airport
  - London Underground
  - Booking.com
  - Luton Airport
  - Bristol Airport
  - Heathrow Airport
  - Stansted Airport
  - TripAdvisor
- CLOTHING BRANDS**
  - BURTON
  - Vivienne Westwood
  - American Apparel
  - TOPSHOP
- BANK**
  - Royal Bank of Scotland
  - First Direct
- TOP MAKE OF CAR**
  - Audi
  - Volkswagen
- SHOPS AT**
  - Sainsbury's
  - Waitrose

### MEDIA

- WATCHES TV FOR...**
  - 1-5 HOURS PER/WEEK
- ONLINE FOR...**
  - 6-10 HOURS PER/WEEK
- TV SHOWS WATCHED RECENTLY**
  - Don't Tell the Bride
  - BBC News at Ten
  - Channel 4 News
  - Skint
  - The Apprentice
  - Live: Euro 2016 Qualifiers
- MAGAZINES READ**
  - The Week
  - Glamour
  - Vogue
- NEWSPAPER READ**
  - Times
  - Guardian
  - Daily Telegraph



- TOP MOBILE APPLICATIONS**
  - London Tube Map
  - Uber
  - Vine
  - Amazon MP3
  - TripAdvisor Hotel Flights

### ONLINE

- TOP WEBSITES VISITED**
  - easyjet.com
  - bookryanair.com
  - tfl.gov.uk
  - lonelyplanet.com
  - viator.com
  - norwegian.com
  - airbnb.co.uk
  - skyscanner.net
- TOP FACEBOOK PAGES**
  - Nicola Sturgeon
  - Games Maker / London 2012
  - Family Guy
  - I know this great little place in easyJet House
  - Love Actually
  - I know this great little place in

