



THE NEW SEGMENTATION AND MEDIA PLANNING PRODUCT FOR AGENCIES AND BRANDS

## Fans of Jimmy Fallon

### DEMOGRAPHICS

- DEMOGRAPHICS**
- Gender: Male
  - Age: 45-64
  - Urban
- PROFESSIONS**
- Consulting
  - Legal
  - Advertising, Marketing, and PR
  - Insurance
  - Creative and Design



### LIFESTYLE

- HOBBIES & ACTIVITIES**
- Taking care of my pets
  - Playing an instrument
  - Going to concerts
- FAVOURITE SPORTS**
- Skiing and Winter Sports
  - Sports car racing
  - Football

- GENERAL INTERESTS**
- Politics
  - Stand-up Comedy
  - Newspapers and Magazines

- FAVOURITE DISHES**
- Sesame Chicken
  - Jamaican Ginger Cake
  - Ravioli
- MOST LIKELY PET**
- Cat
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George Bush should be tried for war crimes

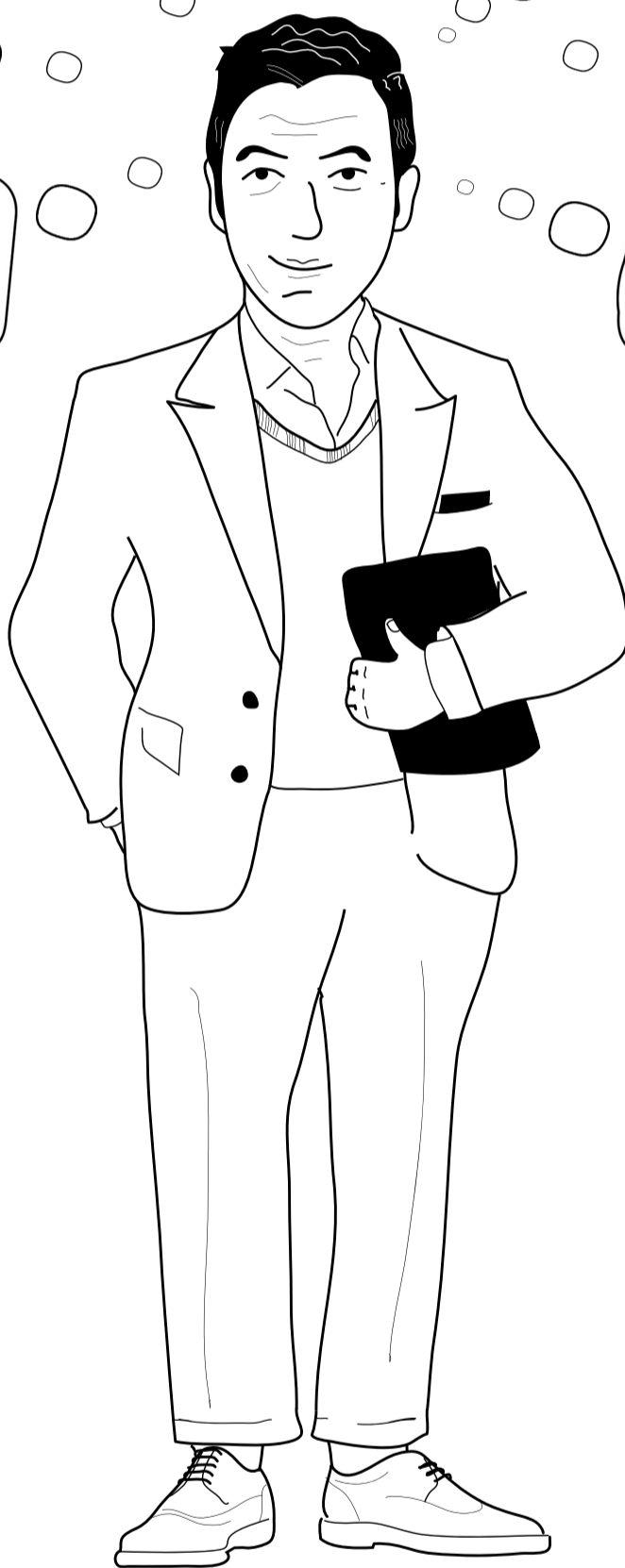
Anyone who watches Fox News for news is dumb

Describes themselves as... compassionate, constructive and charitable

I don't need to drink to have fun

I like to buy physical copies (CDs, Vinyl) of my music

...But on occasion picky, distracted and strong-willed.



### ENTERTAINMENT

- FAVORITE MOVIES**
- The Lego Movie
  - The Fisher King
  - Captain Phillips
  - Neighbors
- FAVORITE MUSICS ARTISTS**
- Queen
  - Adele
  - Katharine McPhee
  - Pink
- FAVORITE CELEBRITIES**
- Jimmy Kimmel
  - Seth Meyers
  - Ellen DeGeneres
  - Conan O'Brien

### BRANDS

- CUSTOMER OF**
- MSNBC
  - NBC
  - Comedy Central
  - imdb.com
  - Amazon.com
  - FX
  - HBO
  - Google
- CLOTHING BRANDS**
- POLO RALPH LAUREN
  - adidas
  - COACH LEATHERWARE
  - LIZ CLAIBORNE
- RESTAURANTS**
- Panda Express
  - Marie Callender's
  - Papa Murphy's
  - Carl's Jr
- MOST LIKELY CAR**
- Subaru
- SHOPS AT**
- Fry's Food and Drug

### MEDIA

- WATCHES TV FOR...**
- 31-35 HOURS PER/WEEK
- ONLINE FOR...**
- 41-45 HOURS PER/WEEK
- MAGAZINES READ**
- Entertainment Weekly
  - Vanity Fair
  - Mother Jones
- TOP TV NETWORKS**
- Comedy Central
  - MSNBC
  - BBC America
  - Netflix
  - The Biography Channel
  - Starz
- STREAMING SERVICE**
- iTunes Radio
- ONLINE NEWS**
- The Huffington Post
  - CNN.com
  - New York Times

### ONLINE

- TOP WEBSITES VISITED**
- MoveOn.org
  - POLITICO
  - IMDB.com
  - Pandora
  - Freedom from Religion
  - Daily Kos
  - AOL.com
  - Hulu
- TOP FACEBOOK PAGES**
- Plain White T's
  - We The Kings
  - Gym Class Heroes
  - Yellowcard
  - Students for Barack Obama
  - I WANT MY go'S NICKELODEON
  - I Dont care How Comfortable
  - Mayday Parade
- TOP MOBILE APPLICATIONS**
- Uber
  - i.TV
  - LinkedIn

