



THE NEW SEGMENTATION AND MEDIA PLANNING PRODUCT FOR AGENCIES AND BRANDS

Fans of John Oliver

DEMOGRAPHICS

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Gender: Male

Age: 18-29

Urban

ANNUAL INCOME

\$50,000 - \$99,999

POLITICS

LEFT

RIGHT

TOP STATES

California

New Mexico

Oregon

PROFESSIONS

Performing arts

Media and Journalism

Politics and Government

Legal

Creative and Design

LIFESTYLE

HOBBIES & ACTIVITIES

Visiting museums

Visiting historical sites

Exhibitions

GENERAL INTERESTS

Politics

Podcasts

Technology

FAVOURITE DISHES

Pasta with Pesto Sauce

Tuna Maki

Miso soup

FAVOURITE SPORTS

Soccer

Baseball

MLB

MOST LIKELY PET

Cat

ENTERTAINMENT

FAVORITE MOVIES

The Matrix

Rent

THX 1138

Religulous

FAVORITE MUSICS ARTISTS

Modest Mouse

Death Cab for Cutie

Eurythmics

MGMT

FAVORITE CELEBRITIES

Stephen Colbert

Jon Stewart

Bill Maher

Wyatt Cenac

MEDIA

WATCHES TV FOR...

Less than 1 HOURS PER/WEEK

ONLINE FOR...

50+ HOURS PER/WEEK

MAGAZINES READ

Out Magazine

Wired

Harvard Business Review

TOP TV NETWORKS

Comedy Central

PBS

BBC America

HBO

Adult Swim

Cartoon Network

STREAMING SERVICE

Spotify

ONLINE NEWS

New York Times

Salon

The Daily Telegraph, UK

BRANDS

CUSTOMER OF

Google

Netflix

Microsoft

Wikipedia

CLOTHING BRANDS

STEVE MADI

JONES NEW YORK

AMERICAN EAGLE OUTFITTERS

THE LIMITED

RESTAURANTS

Starbucks

Cold Stone Creamery

Chipotle

California Pizza Kitchen

MOST LIKELY CAR

Honda

SHOPS AT

WinCo Foods

ONLINE

TOP WEBSITES VISITED

Daily Kos

Wikipedia

TED.com

The Nation

The Huffington Post

Hulu

Salon

BBC Online

TOP FACEBOOK PAGES

Bill Nye The Science Guy

Cyanide & Happiness

The Onion

The Smashing Pumpkins

Robot Chicken

The Oatmeal

V For Vendetta

V for Vendetta

TOP MOBILE APPLICATIONS

Tumblr App

IMDb

Vine

QUOTES

Anyone who watches Fox News for news is dumb

George Bush should be tried for war crimes

Describes themselves as... empathetic, curious and kind

American infrastructure has fallen behind Europe in recent years

I'm happy to spend money to support my favorite music artists

...But on occasion procrastinating, loner and lazy.

PHONE APPS

TOP MOBILE APPLICATIONS

t

IMDb

v

yelp

nook