



THE NEW SEGMENTATION AND MEDIA PLANNING PRODUCT FOR AGENCIES AND BRANDS

## Customers of Lyft

### DEMOGRAPHICS

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- Gender: Male
- Age: 18-29
- Urban

#### PROFESSIONS

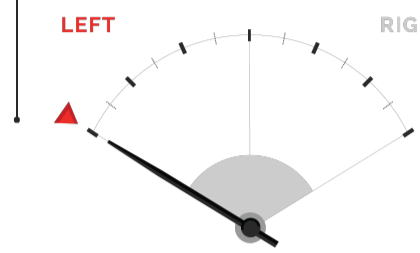
- Architecture and Design
- Advertising, Marketing, and PR
- Real Estate and Property
- Telecommunications
- Creative and Design

#### ANNUAL INCOME

- \$100,000 or more

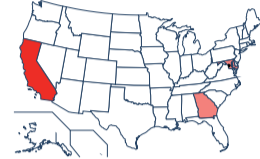
#### POLITICS

LEFT RIGHT



#### TOP STATES

- California
- Georgia
- Maryland



### LIFESTYLE

#### HOBBIES & ACTIVITIES

- Going to nightclubs
- Going to the movies
- Eating out at restaurants

#### FAVOURITE SPORTS

- Lacrosse
- Soccer
- Tennis

#### GENERAL INTERESTS

- Sex and Relationships
- Theatre
- Technology

#### FAVOURITE DISHES

- Steak with Hollandaise Sauce
- Thai Red Chicken Curry
- Beluga caviar

#### MOST LIKELY PET

- Dog



“ I enjoy going to bars to drink ”

“ The internet is my primary source of information ”

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

“ I couldn't get through the day without mobile communication ”

“ Describes themselves as... intelligent, funny and a leader ”

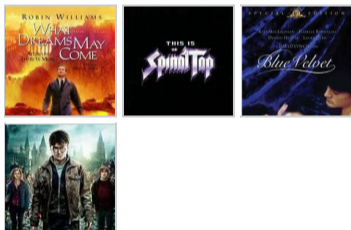
“ ...But on occasion withdrawn, demanding and arrogant. ”



### ENTERTAINMENT

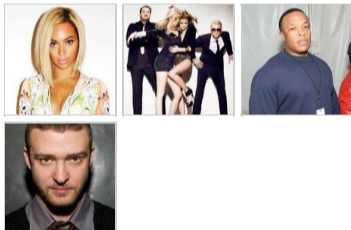
#### FAVORITE MOVIES

- What Dreams May Come
- This Is Spinal Tap
- Blue Velvet
- Harry Potter and the Deathly



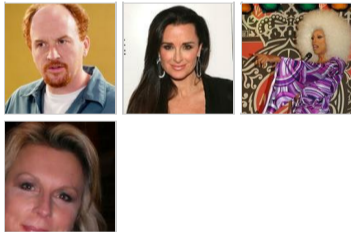
#### FAVORITE MUSICS ARTISTS

- Beyoncé
- Ace of Base
- Dr. Dre
- Justin Timberlake



#### FAVORITE CELEBRITIES

- Louis C.K.
- Kyle Richards
- RuPaul
- Jennifer Saunders



### MEDIA

#### WATCHES TV FOR...

- Less than 1 HOURS PER/WEEK

#### ONLINE FOR...

- 50+ HOURS PER/WEEK

#### MAGAZINES READ

- The New Yorker
- Variety
- Vanity Fair



#### TOP TV NETWORKS

- Comedy Central
- HBO
- VH1
- Bloomberg Television
- NickToons
- Logo

#### STREAMING SERVICE

- Spotify

#### ONLINE NEWS

- New York Times
- Los Angeles Times
- San Francisco Chronicle

### BRANDS

#### CUSTOMER OF

- Google
- Instagram
- YouTube
- imdb.com

- LinkedIn
- Twitter
- Chipotle
- Trader Joe's

#### CLOTHING BRANDS



#### RESTAURANTS

- Chipotle
- Starbucks
- The Cheesecake Factory
- Peet's Coffee

#### MOST LIKELY CAR

- Honda

#### SHOPS AT

- 7-Eleven

### ONLINE

#### TOP WEBSITES VISITED

- Google
- Amazon.com
- Facebook
- YouGov

#### TOP FACEBOOK PAGES

- BuzzFeed
- Not being on fire
- Slate.com
- Wikileaks
- Jimmy Kimmel Live
- Doug
- The xx
- Beethoven

#### TOP MOBILE APPLICATIONS

- YouTube Mobile
- OpenTable
- Snapchat

