



THE NEW SEGMENTATION AND MEDIA PLANNING PRODUCT FOR AGENCIES AND BRANDS

Customers of Subway

DEMOGRAPHICS

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Gender: Male

Age: 45-64

Non Urban

PROFESSIONS

Security and Protective

Hairdressing and Beauty

Quality Assurance and Safety

Telecommunications

Logistics and Transportation

ANNUAL INCOME

\$50,000 - \$99,999

POLITICS

LEFT

RIGHT

TOP STATES

Indiana

Minnesota

Tennessee

HOBBIES & ACTIVITIES

Going to theme parks

Going to the fair / circus

Eating out at restaurants

FAVOURITE SPORTS

Football

College Football

NASCAR

GENERAL INTERESTS

Autos

Movies

Radio

FAVOURITE DISHES

Chef Salad

Fajitas

Salisbury Steak

MOST LIKELY PET

Dog

LIFESTYLE

I often treat myself to food that isn't good for me

I rely on TV to keep me informed

I often snack between meals

...But on occasion dreamer, daydreamer and self-conscious.

My family is more important than my career

Describes themselves as... easygoing, carefree and talented

ENTERTAINMENT

FAVORITE MOVIES

Jaws

Trading Places

Furious 7

Inside Out

FAVORITE MUSIC ARTISTS

LL Cool J

Justin Bieber

Al Green

Kelly Rowland

FAVORITE CELEBRITIES

Damon Wayans, Sr.

Sinbad

Tommy Davidson

Dave Chappelle

BRANDS

CUSTOMER OF

Walmart

Pizza Hut

Best Buy

Doritos

CLOTHING BRANDS

AÉROPOS

IZOI

GUCC

MEN'S WEARHOUSE

RESTAURANTS

Pizza Hut

Denny's

Chili's

Applebee's

MOST LIKELY CAR

Ford

SHOPS AT

Family Dollar

MEDIA

WATCHES TV FOR...

50+ HOURS PER/WEEK

ONLINE FOR...

16-20 HOURS PER/WEEK

MAGAZINES READ

Sports Illustrated

Maxim

ESPN The Magazine

TOP TV NETWORKS

ESPN

Disney Channel

Lifetime

Nat Geo Wild

Investigation Discovery

Nickelodeon

STREAMING SERVICE

iHeartRadio

ONLINE NEWS

The Orange County Register

USA Today

Newsday

ONLINE

TOP WEBSITES VISITED

The Huffington Post

Facebook

TeaPartyPatriots.org

FoxNews.com

eBay

The Blaze

Amazon.com

YouGov

TOP FACEBOOK PAGES

Elton John

El Bueno, La Mala, y El Feo

Dry Idea

I Go

Tron

Jacob Latimore

La Arrolladora Banda El Limón

When I get a text from you, I

TOP MOBILE APPLICATIONS

Wikipedia Mobile

Google Hangouts

Angry Birds