

THE NEW SEGMENTATION AND MEDIA PLANNING PRODUCT FOR AGENCIES AND BRANDS

Customers of Uber

DEMOGRAPHICS

- DEMOGRAPHICS**
 - Gender: Female
 - Age: 18-29
 - Urban
- ANNUAL INCOME**
 - \$100,000 or more
- TOP STATES**
 - California
 - District of Columbia
 - Maryland
- PROFESSIONS**
 - Advertising, Marketing, and PR
 - Performing arts
 - Media and Journalism
 - Charity and Nonprofit
 - Hairdressing and Beauty
- POLITICS**

LIFESTYLE

- HOBBIES & ACTIVITIES**
 - Going to nightclubs
 - Eating out at restaurants
 - Going to concerts
- GENERAL INTERESTS**
 - Theatre
 - Politics
 - Sex and Relationships
- FAVOURITE DISHES**
 - Pad Thai
 - Pasta with Pesto Sauce
 - Pasta with Vodka Sauce
- FAVOURITE SPORTS**
 - Soccer
 - Tennis
 - Ice Hockey
- MOST LIKELY PET**
 - Cat

“ I enjoy going to bars to drink ”

“ I like going to trendy bars and restaurants ”

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

“ I waste time on the internet at work ”

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

“ ...But on occasion daring, lazy and withdrawn. ”

ENTERTAINMENT

- FAVORITE MOVIES**
 - Mean Girls
 - The Hunger Games: Catching Fire
 - Moulin Rouge!
 - Mulan
- FAVORITE MUSICS ARTISTS**
 - Beyoncé
 - Ed Sheeran
 - Sia
 - Imagine Dragons
- FAVORITE CELEBRITIES**
 - Louis C.K.
 - Amy Poehler
 - Jon Stewart
 - Jessica Williams

BRANDS

- CUSTOMER OF**
 - Wikipedia
 - YouTube
 - Starbucks
 - Target
- CLOTHING BRANDS**
 - wet seal.
 - URBAN OUTFITTER
 - eckō unltd.
- RESTAURANTS**
 - Starbucks
 - Chipotle
 - Jimmy John's
 - Dunkin' Donuts
- MOST LIKELY CAR**
 - Honda
- SHOPS AT**
 - Trader Joe's

MEDIA

- WATCHES TV FOR...**
 - 1-5 HOURS PER/WEEK
- ONLINE FOR...**
 - 50+ HOURS PER/WEEK
- MAGAZINES READ**
 - The New Yorker
 - Real Simple
 - New York Magazine
- TOP TV NETWORKS**
 - HBO
 - Comedy Central
 - ESPN
 - Showtime
 - MSNBC
 - Bravo
- STREAMING SERVICE**
 - Spotify
- ONLINE NEWS**
 - New York Times
 - The Washington Post
 - The Wall Street Journal

ONLINE

- TOP WEBSITES VISITED**
 - Google
 - IMDB.com
 - eBay
 - Twitter
 - Facebook
 - Amazon.com
 - YouTube
 - YouGov
- TOP FACEBOOK PAGES**
 - BuzzFeed
 - PostSecret
 - Fun.
 - Red Hot Chili Peppers
 - Barack Obama
 - One Direction
 - Imagine Dragons
 - Archer
- TOP MOBILE APPLICATIONS**
 - OpenTable
 - Mint
 - Spotify

