

THE NEW SEGMENTATION AND MEDIA PLANNING PRODUCT FOR AGENCIES AND BRANDS

Customers of Amazon.com

DEMOGRAPHICS

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Gender: Female

Age: 30-44

Urban

PROFESSIONS

Politics and Government

IT and Software Development

Media and Journalism

Architecture and Design

Banking and Finance

ANNUAL INCOME

\$100,000 or more

POLITICS

LEFT

RIGHT

TOP STATES

Maryland

New Jersey

North Carolina

HOBBIES & ACTIVITIES

Eating out at restaurants

Visiting museums

Going to art galleries

FAVOURITE SPORTS

Ice Hockey

Football

Soccer

GENERAL INTERESTS

Books

Websites

Video Games

FAVOURITE DISHES

Belgian Waffles

Filet mignon

Shepherd's Pie

MOST LIKELY PET

Cat

“The internet is my primary source of information

“I tend to spend my leisure time on hobbies and activities

“Describes themselves as... intelligent, creative and empathetic

“When it comes to friends, I prefer quality over quantity

“I think it is important to seize opportunities

“...But on occasionsdisorganized, forgetful and clumsy.

ENTERTAINMENT

FAVORITE MOVIES

Kill Bill: Vol. 1

Back to the Future

2001: A Space Odyssey

The Dark Knight Rises

FAVORITE MUSICS ARTISTS

Red Hot Chili Peppers

Maroon 5

Dr. Dre

Green Day

FAVORITE CELEBRITIES

Louis C.K.

Andy Samberg

Jon Stewart

Lewis Black

MEDIA

WATCHES TV FOR...

1-5 HOURS PER/WEEK

ONLINE FOR...

50+ HOURS PER/WEEK

MAGAZINES READ

Forbes Magazine

Entertainment Weekly

Consumer Reports

TOP TV NETWORKS

Comedy Central

HBO

Showtime

HGTV

The CW

Investigation Discovery

STREAMING SERVICE

Pandora

ONLINE NEWS

New York Times

The Washington Post

CNN.com

BRANDS

CUSTOMER OF

PayPal

Microsoft

Target

Windows

CLOTHING BRANDS

AMERICAN EAGLE OUTFITTERS

adidas

PUMA

NAUTICA

RESTAURANTS

Starbucks

Baskin Robbins

Wendy's

Panera Bread

MOST LIKELY CAR

Pontiac

SHOPS AT

Whole Foods Market

ONLINE

TOP WEBSITES VISITED

eBay

YouTube

Twitter

Facebook

Google

YouGov

FoxNews.com

TOP FACEBOOK PAGES

Amazon.com

Receipt Hog

The Mortal Instruments

It was just a dream... Dammit!

InTouch Weekly

Star Magazine

South Park

Moviepilot Horror

TOP MOBILE APPLICATIONS

Solitaire Mobile

GMail App

Chrome Browser

YouGov profiles is the new segmentation and media planning product for agencies and brands. It is powered by the YouGov Cube - our connected data vault which holds over 100,000 data points from more than 150,000 respondents. This does not show the 'average' member of this group but rather those attributes that distinguish this group from the general population.

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