

THE NEW SEGMENTATION AND MEDIA PLANNING PRODUCT FOR AGENCIES AND BRANDS

Customers of Marriott

DEMOGRAPHICS

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Gender: Male

Age: 45-64

Urban

PROFESSIONS

Consulting

Military and Defense

Politics and Government

Human Resources

Advertising, Marketing, and PR

ANNUAL INCOME

\$100,000 or more

POLITICS

LEFT

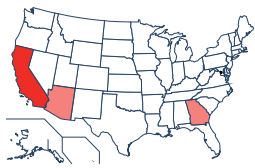
RIGHT

TOP STATES

California

Georgia

Arizona



LIFESTYLE

HOBBIES & ACTIVITIES

Eating out at restaurants

Going to the theatre

Going to concerts

FAVOURITE SPORTS

Stock car racing

Shooting

Golf

GENERAL INTERESTS

Politics

Sports

Music

FAVOURITE DISHES


Chile Verde

Gumbo

Paella

MOST LIKELY PET

Dog



I think it is important to seize opportunities

I am not afraid of taking risks

I tend to choose premium products and services

I look for profitable ways to invest money

Describes themselves as... knowledgeable, sincere and communicative

...But on occasion opinionated, disorganized and insensitive.



ENTERTAINMENT

FAVORITE MOVIES

Analyze That

From Russia with Love

Casino Royale

Bullitt

FAVORITE MUSICS ARTISTS

Harry Connick, Jr.

Huey Lewis and the News

Sérgio Mendes

Felix Mendelssohn

FAVORITE CELEBRITIES

Bob Newhart

Jacqueline Bisset

Liza Minnelli

Roger Moore

BRANDS

CUSTOMER OF

Target

Marriott

Google

American Express

CLOTHING BRANDS



RESTAURANTS

Panera Bread

Chick-Fil-A

Starbucks

Red Robin

MOST LIKELY CAR

Honda

SHOPS AT

Target

MEDIA

WATCHES TV FOR...

1-5 HOURS PER/WEEK

ONLINE FOR...

36-40 HOURS PER/WEEK

MAGAZINES READ

Consumer Reports

Road & Track

Guns Magazine





TOP TV NETWORKS

National Geographic Channel

BBC America

Nat Geo Wild

Netflix

H2

Travel Channel

STREAMING SERVICE

iTunes Radio

ONLINE NEWS

The Wall Street Journal

The Washington Post

Drudge Report

ONLINE

TOP WEBSITES VISITED

Amazon.com

Ancestry.com

Discovery

Gmail.com

MichelleMalkin.com

The Huffington Post

Drudge Report

Wikipedia

TOP FACEBOOK PAGES

Southwest Airlines

Grammarly

The Wolf of Wall Street

Frank Sinatra

UNILAD

Batman Arkham

Late Show with David Letterman

Ray Allen

TOP MOBILE APPLICATIONS

iTunes Store

App Store

Adobe PDF Reader

