

THE NEW SEGMENTATION AND MEDIA PLANNING PRODUCT FOR AGENCIES AND BRANDS

Customers of Old Navy

DEMOGRAPHICS

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Gender: Female

Age: 30-44

Urban

PROFESSIONS

Human Resources

Sales and Retail

Real Estate and Property

Customer Support and Client

Administrative and Clerical

ANNUAL INCOME

\$50,000 - \$99,999

POLITICS

LEFT

RIGHT

TOP STATES

Massachusetts

New York

Florida

LIFESTYLE

HOBBIES & ACTIVITIES

Shopping

Going to theme parks

Going to the movies

FAVOURITE SPORTS

Basketball

Soccer

Track & Field

GENERAL INTERESTS

Fashion and Style

Beauty Care

Parenting

FAVOURITE DISHES

Greek Yogurt

Gelato

Mushroom Risotto

MOST LIKELY PET

Fish

ENTERTAINMENT

FAVORITE MOVIES

Edward Scissorhands

Ted 2

Beauty and the Beast

The Notebook

FAVORITE MUSICS ARTISTS

Nicki Minaj

Pink

Adele

Maroon 5

FAVORITE CELEBRITIES

Lupita Nyong'o

Guy Fieri

Paul Mooney

Sofia Vergara

MEDIA

WATCHES TV FOR...

1-5

HOURS PER/WEEK

ONLINE FOR...

21-25

HOURS PER/WEEK

MAGAZINES READ

In Style

Cosmopolitan

Real Simple

TOP TV NETWORKS

Disney Channel

Telemundo

Univision

MTV

Cartoon Network

Nickelodeon

STREAMING SERVICE

Pandora

ONLINE NEWS

USA Today

New York Daily News

Newsday

BRANDS

CUSTOMER OF

Victoria's Secret

Dunkin' Donuts

Bath and Body Works

Payless

Starbucks

Johnson & Johnson

Telemundo

Target

CLOTHING BRANDS

Dior

wet seal

AÉROPOS

ALFANI

RESTAURANTS

Dunkin' Donuts

Starbucks

Olive Garden

Outback Steakhouse

MOST LIKELY CAR

Nissan

SHOPS AT

Kmart

ONLINE

TOP WEBSITES VISITED

HomeAway

Facebook

Twitter

Google

Amazon.com

YouTube

YouGov

TOP FACEBOOK PAGES

Old Navy

Inside Films

The Color Run

Memolink

ASICS

The Five Heartbeats

Shutterfly

Bath & Body Works

TOP MOBILE APPLICATIONS

Period Tracker Lite

Cartwheel

Candy Crush Saga

Thought bubbles around a woman:

I keep up to date with current fashion trends

I like going to trendy bars and restaurants

Describes themselves as... active, good mother and a leader

I use beauty products to make myself feel better

I use beauty products to make myself look better

...But on occasion over-sensitive, bossy and big-headed.

Illustration of a woman in a blazer and pantsuit.