



THE NEW SEGMENTATION AND MEDIA PLANNING PRODUCT FOR AGENCIES AND BRANDS

Customers of Olive Garden

DEMOGRAPHICS

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Gender: Female

Age: 65+

Urban

PROFESSIONS

Security and Protective

Health care and Medicine

Quality Assurance and Safety

Banking and Finance

Engineering

ANNUAL INCOME

\$50,000 - \$99,999

POLITICS

LEFT

RIGHT

TOP STATES

Arizona

Texas

Illinois

LIFESTYLE

HOBBIES & ACTIVITIES

Going to the movies

Going to the theatre

Attending sporting events

FAVOURITE SPORTS

College Basketball

Soccer

Track & Field

GENERAL INTERESTS

Theatre

Sports

Money & Investing

FAVOURITE DISHES

Apple Pork Chops

Cobb Salad

Beef stew

MOST LIKELY PET

Dog

ENTERTAINMENT

FAVORITE MOVIES

Courage Under Fire

Lilo & Stitch

Cinderella (2015)

Blade II

FAVORITE MUSICS ARTISTS

New Edition

Mariah Carey

Roberta Flack

Lionel Richie

FAVORITE CELEBRITIES

Dwayne Johnson

Angelina Jolie

Sofia Vergara

Kim Kardashian

MEDIA

WATCHES TV FOR...

11-15 HOURS PER/WEEK

ONLINE FOR...

6-10 HOURS PER/WEEK

MAGAZINES READ

People

Mother Jones

Fortune

TOP TV NETWORKS

Univision

Telemundo

CNBC

Lifetime

TNT

Fox News Channel

STREAMING SERVICE

iHeartRadio

ONLINE NEWS

USA Today

Tampa Bay Times

The Plain Dealer

BRANDS

CUSTOMER OF

Panera Bread

Taco Bell

Target

LG

CLOTHING BRANDS

L.L.Bean

Dior

Foot Locker

RESTAURANTS

Panera Bread

Taco Bell

Pizza Hut

McDonald's

MOST LIKELY CAR

Chevrolet

SHOPS AT

A&P

ONLINE

TOP WEBSITES VISITED

Pinterest

Facebook

FoxNews.com

YouGov

TeaPartyPatriots.org

Amazon.com

Twitter

Google

TOP FACEBOOK PAGES

George Michael

Godsmack

Architecture & Design

The Mummy

FatWallet

Charlaine Harris

Getting Paid

Horror movies

TOP MOBILE APPLICATIONS

Airdroid

Cartwheel

Free Music Download

Thought bubbles:

I tend to choose premium products and services

I use beauty products to prevent my skin from aging

Describes themselves as... constructive, compassionate and confident

I use beauty products to make myself feel better

People tend to ask me for advice before buying things

...But on occasion annoying, direct and withdrawn.

Illustration of a woman standing.

Smartphone with app icons: WhatsApp, Instagram, Facebook, YouTube, Amazon, USAA, etc.