

THE NEW SEGMENTATION AND MEDIA PLANNING PRODUCT FOR AGENCIES AND BRANDS

## Customers of Royal Caribbean Cruises

### DEMOGRAPHICS

- DEMOGRAPHICS**
  - Gender: Female
  - Age: 45-64
  - Urban
- ANNUAL INCOME**
  - \$100,000 or more
- POLITICS**
- TOP STATES**
  - Florida
  - Maryland
  - Montana
- PROFESSIONS**
  - Performing arts
  - Hairdressing and Beauty
  - Insurance
  - Human Resources
  - Security and Protective Services

### LIFESTYLE

- HOBBIES & ACTIVITIES**
  - Going to the theatre
  - Attending sporting events
  - Eating out at restaurants
- GENERAL INTERESTS**
  - Travel
  - Theatre
  - Money & Investing
- FAVOURITE DISHES**
  - Shrimp Fried Rice
  - Kobe Steak
  - Roast Lamb
- FAVOURITE SPORTS**
  - Basketball
  - Lacrosse
  - Football
- MOST LIKELY PET**
  - Dog

“ I love my job

“ I look for profitable ways to invest money

“ Describes themselves as... dedicated, good Father and analytical

“ I tend to choose premium products and services

“ I'll admit it, I drink too much

“ ...But on occasion daydreamer, negative and gloomy.

### ENTERTAINMENT

- FAVORITE MOVIES**
  - Titanic (1997)
  - Night at the Museum
  - Meet the Fockers
  - The Hangover
- FAVORITE MUSICS ARTISTS**
  - Ed Sheeran
  - Meghan Trainor
  - Maroon 5
  - The Spinners
- FAVORITE CELEBRITIES**
  - Jennifer Aniston
  - Drew Barrymore
  - Kathleen Madigan
  - Jennifer Saunders

### BRANDS

- CUSTOMER OF**
  - Domino's
  - Macy's
  - Old Navy
  - Baskin Robbins
- CLOTHING BRANDS**
  - POLO RALPH LAUREN
  - UNDER ARMOUR
  - new balance
- RESTAURANTS**
  - Domino's
  - Baskin Robbins
  - Five Guys
  - Starbucks
- MOST LIKELY CAR**
  - Acura
- SHOPS AT**
  - 99 Cents Only Stores

### MEDIA

- WATCHES TV FOR...**
  - 50+ HOURS PER/WEEK
- ONLINE FOR...**
  - 50+ HOURS PER/WEEK
- MAGAZINES READ**
  - People
  - Fortune
  - Details
- TOP TV NETWORKS**
  - Fox Business Network
  - CNBC
  - The Weather Channel
  - The Golf Channel
  - Fox News Channel
  - CNN
- STREAMING SERVICE**
  - iTunes Radio
- ONLINE NEWS**
  - Newsday
  - The Riverside Press-Enterprise
  - Las Vegas Review-Journal

### ONLINE

- TOP WEBSITES VISITED**
  - MichelleMalkin.com
  - FoxNews.com
  - Facebook
  - Fox Nation
  - The Onion
  - Wikipedia
  - Breitbart
  - The Blaze
- TOP FACEBOOK PAGES**
  - Auntie Anne's
  - Five Star
  - I'm Proud To Be a Christian
  - Wonka
  - Jesus Christ Savior by Beliefnet
  - Jesus Daily
  - The Bible
  - Bible
- TOP MOBILE APPLICATIONS**
  - Google Translate
  - Angry Birds Rio
  - iheartradio