



THE NEW SEGMENTATION AND MEDIA PLANNING PRODUCT FOR AGENCIES AND BRANDS

Fans of Stephen Colbert

DEMOGRAPHICS

DEMOGRAPHICS

Gender: Male

Age: 18-29

Urban

PROFESSIONS

Politics and Government

Performing arts

Media and Journalism

Creative and Design

Architecture and Design

ANNUAL INCOME

\$50,000 - \$99,999

POLITICS

LEFT

RIGHT

TOP STATES

Maryland

Oregon

Michigan

LIFESTYLE

HOBBIES & ACTIVITIES

Surfing the Internet

Taking care of my pets

Going to art galleries

FAVOURITE SPORTS

Extreme Sports

Soccer

Baseball

GENERAL INTERESTS

Politics

Science

National News

FAVOURITE DISHES

Onigiri

Mochi

Eggs Benedict

MOST LIKELY PET

Cat

ENTERTAINMENT

FAVORITE MOVIES

Bowling for Columbine

Religulous

Sicko

An Inconvenient Truth

FAVORITE MUSIC ARTISTS

Queen

John Lennon

David Bowie

R.E.M.

FAVORITE CELEBRITIES

Jon Stewart

Rachel Maddow

Tina Fey

Keith Olbermann

MEDIA

WATCHES TV FOR...

Less than 1 HOURS PER/WEEK

ONLINE FOR...

50+ HOURS PER/WEEK

MAGAZINES READ

Time

Vanity Fair

The New Yorker

TOP TV NETWORKS

Comedy Central

MSNBC

PBS

BBC America

HBO

Al Jazeera

STREAMING SERVICE

Spotify

ONLINE NEWS

New York Times

The Huffington Post

BBC Online

BRANDS

CUSTOMER OF

Comedy Central

MSNBC

WikiPedia

imdb.com

CLOTHING BRANDS

Levi's

American Apparel

FOSSI

STEVE MADD

RESTAURANTS

Starbucks

Five Guys

Chipotle

Peet's Coffee

MOST LIKELY CAR

Toyota

SHOPS AT

Trader Joe's

ONLINE

TOP WEBSITES VISITED

The Huffington Post

Daily Kos

NPR Online

Freedom from Religion

MoveOn.org

WikiLeaks

The Onion

Al Jazeera English

TOP FACEBOOK PAGES

The Daily Show

Elizabeth Warren

The Colbert Report

Bernie Sanders

Barack Obama

Bill Maher

Robert Reich

Left Action

TOP MOBILE APPLICATIONS

Waze

BBC News Mobile

Google Reader

Thought bubbles around the central figure:

Anyone who watches Fox News for news is dumb

American infrastructure has fallen behind Europe in recent years

Describes themselves as... smart, knowledgeable and clever

George Bush should be tried for war crimes

I like to surround myself with a diverse range of cultures and ideas

...But on occasion procrastinating, unmotivated and sarcastic.