



THE NEW SEGMENTATION AND MEDIA PLANNING PRODUCT FOR AGENCIES AND BRANDS

Fans of Trevor Noah

DEMOGRAPHICS

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Gender: Male

Age: 30-44

Urban

PROFESSIONS

Performing arts

Charity and Nonprofit

Media and Journalism

Gardening, Landscaping and

Hairdressing and Beauty

ANNUAL INCOME

\$20,000 - \$49,999

POLITICS

LEFT

RIGHT

TOP STATES

Oregon

Maryland

California

LIFESTYLE

HOBBIES & ACTIVITIES

Going to the movies

Going to art galleries

Going to the theatre

FAVOURITE SPORTS

Basketball

Fly fishing

Paintball

GENERAL INTERESTS

Politics

Stand-up Comedy

National News

FAVOURITE DISHES

New York Cheesecake

Pu Pu Platter

Mochi

MOST LIKELY PET

Cat

ENTERTAINMENT

FAVORITE MOVIES

The Martian

In the Heart of the Sea

Spectre

The Last Witch Hunter

FAVORITE MUSICS ARTISTS

Miley Cyrus

Missy Elliott

Barbra Streisand

Beck

FAVORITE CELEBRITIES

Sacha Baron Cohen

Aasif Mandvi

Jessica Williams

Tina Fey

MEDIA

WATCHES TV FOR...

6-10 HOURS PER/WEEK

ONLINE FOR...

50+ HOURS PER/WEEK

MAGAZINES READ

The New Yorker

Mother Jones

Consumer Reports

TOP TV NETWORKS

MSNBC

Comedy Central

Netflix

Starz

BBC America

Al Jazeera

STREAMING SERVICE

Spotify

ONLINE NEWS

New York Times

The Washington Post

Los Angeles Times

BRANDS

CUSTOMER OF

Comedy Central

HBO

MSNBC

Amazon Instant Video/Prime Instant

PBS

imdb.com

NBC

CBS

CLOTHING BRANDS

Peebles

BURBERRY

TOMMY HILF

JONES NEW YORK

RESTAURANTS

Starbucks

Church's

El Torito

Pinkberry

MOST LIKELY CAR

Peugeot

SHOPS AT

BJ's Wholesale Club

ONLINE

TOP WEBSITES VISITED

FanGraphs

Buzzfeed

Twitter

Family Video

Restaurant.com

TurboTax

AOL.com

Facebook

TOP FACEBOOK PAGES

The Daily Show

U.S. Senator Elizabeth Warren

Bernie Sanders

Bill Maher

Elizabeth Warren

The Rachel Maddow Show

Now With Alex Wagner

Occupy Democrats

TOP MOBILE APPLICATIONS

Timeful

Google Reader

Dripler

THOUGHTS

Anyone who watches Fox News for news is dumb

American infrastructure has fallen behind Europe in recent years

Describes themselves as... cerebral, interesting and curious

George Bush should be tried for war crimes

I am prepared to pay more for foods that don't contain artificial additives

...But on occasion distant, cruel and judgmental.