

**AUDIENCE PROFILE FOR:**  
**Followers of @benandjerrys**

**AUDIENCE SIZE:**  
**245,649**

**FEMALE:** 65% **MALE:** 35%



**INTERESTS:**

- 1.5X HIGHER AFFINITY TOWARDS BOOKS
- 1.4X HIGHER AFFINITY TOWARDS FOOD\_DRINKS
- 1.2X HIGHER AFFINITY TOWARDS BEAUTY\_FASHION
- 52% LESS INTERESTED IN TECHNOLOGY

**LIFESTYLES:**

- 4.6X MORE LIKELY TO BE FREQUENT\_FLYER
- 2.4X MORE LIKELY TO BE FAMILY\_CENTRED
- 2.4X MORE LIKELY TO BE EXCITABLE

<b>4X</b> MORE LIKELY TO BE MARRIED	<b>5X</b> MORE LIKELY TO BE A PET OWNER	<b>3X</b> MORE LIKELY TO BE A PARENT
<b>4X</b> MORE LIKELY TO BE A CAR OWNER	<b>2X</b> MORE LIKELY TO BE EMPLOYED	<b>11%</b> OF YOUR AUDIENCE ARE INFLUENCERS

<b>TV SHOWS</b>	Saturday Night Live	@midnight	Girl Code
	Entertainment Tonight	American Horror Story	NBC Nightly News
<b>OTHER BRAND AFFINITY</b>	Little Debbie	Wheat Thins	Quaker
	Frito Lay	Oreo	Target
<b>DRESSED BY</b>	PacSun	Forever 21	Michael Kors
	American Eagle Outfi...	Ralph Lauren	Marshalls
<b>WEBSITES</b>	Pinterest	Hulu	LA Times
	Huffington Post	Gawker	TV BY The Numbers
<b>THEY EAT AT</b>	Ben & Jerry's	Baskin-Robbins	Denny's
	TGI Fridays	Burger King	Ihop
<b>SHOPS AT</b>	T.J. Maxx	Foot Locker	Kohl's Food Stores
	Homegoods	Lowe's	Sears