

Audience Targeting Overview Guide

Summary of audience targeting capabilities for Hulu & Disney+



Gender

- Female
- Male

Age

- 18-24
- 25-34
- 35-49
- 50+

Career

- C-Suite
- Entrepreneurs
- Upper management
- Hospitality
- Managers
- STEM
- Teachers
- Tech professional
- Young professionals

Financial

- \$75K+
- \$100K+
- \$150K+
- Donates to charity
- Credit card users

Household Needs

- Home improvement
- Household products

Milestones

- Brides and grooms
- Millennials
- New parents
- Parents with children
- Parents with teens

Entertainment

- Aquarium/zoo
- Art and culture
- Beach days
- Gamers
- Hip hop lovers
- Live events
- Live theater
- Movie goers
- Movies
- Music
- PC gamers
- Photography
- Sports enthusiasts
- Sports fanatics
- Theme part enthusiasts
- Sports video games

Beauty & Personal Care

- Personal care enthusiasts
- Beauty product shoppers
- Healthy products

Automotive In-Market

- Luxury auto shoppers
- Recent car buyer
- Recent car leaser
- EV auto
- Hybrid auto

Lifestyle Preference

- Adventure seekers
- Family-focused
- Dog lovers
- Night owls
- Trend follower
- Health-focused
- Restaurant goers

Music & Performances

- Music
- Musicals
- Rock music
- Award shows

Meal Preference

- Burger lovers
- Chicken lovers
- Pizza lovers
- Sandwich lovers
- Breakfast goers
- Brunch goers



Lifestyle & Interests

- Beauty enthusiasts
- Car enthusiasts
- Environment enthusiasts
- Fashion and style
- Healthy living
- Hiking and outdoors
- Nutrition
- Technology
- Working out
- Automotive sports
- Extreme sports
- Fashion & beauty
- Martial arts
- Health & wellness
- Home & garden
- Travel

In-Market

- Sedans
- Trucks
- SUVs
- Crossovers
- RVs
- Electric vehicles
- Sedans
- Athletic gear
- Outdoor gear
- Eyewear
- Furniture
- Mattress & bedding
- Luxury shoppers
- Luxury enthusiasts
- Luxury vehicles

Leisure Activities

- Beach lovers
- Amusement parks
- Avid golfers
- Gym goers
- Museums & galleries

Purchase

- Bargain hunters
- Books
- Coffee
- Cosmetics
- Gift giving
- Groceries
- Gift giving
- Skin care products
- Vitamins

Food & Drink

- Coffee drinkers
- Tea drinkers
- Organic

Home

- Home owners
- Home renters
- Home renovation
- Interior design

Pets

- Cat owners
- Dog owners

Travel

- Business
- Frequent travelers
- International
- Leisure
- Luxury travels

Dining Habits

- Frequent takeout
- Frequent delivery
- Fast casual goers
- QSR goers
- Restaurant goers
- Afternoon restaurant goers
- Weekday restaurant goers
- Weekend restaurant goers

Fan Topics

- MMA
- UFC
- Poker
- Action sports
- Baseball
- MLB
- NCAA baseball
- Basketball
- NBA
- WNBA
- NCAA basketball
- Boxing
- Football
- NCAA football
- NFL
- Golf
- Hockey
- NCAA hockey
- NHL
- Horse racing
- Olympics
- Soccer
- Premier League
- Tennis
- Formula1
- NASCAR

Shopping Behavior

- Clothing
- Sports and fitness
- Hardware
- Department stores
- Beauty stores
- Luxury hair care