



# Kelly Monrow

YOUTUBE AUDIENCE SEGMENTATION

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**MPT AGENCY**

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## Audience 1

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

## INTERESTS

### GENRES

- Southern Rock
- Americana
- Pop

## LOCATIONS

### NORTH AMERICA

- United States

### CITIES

- Dallas, Texas
- Austin, Texas
- Memphis, Tennessee
- Knoxville, Tennessee
- Nashville, Tennessee
- Chicago, Illinois
- Atlanta, Georgia
- Bakersfield, California
- Denver, Colorado
- Louisville, Kentucky
- Philadelphia, Pennsylvania
- Muscle Shoals, Alabama
- Branson, Missouri
- Dyess, Arkansas
- New York City, New York
- Los Angeles, California

## Audience 2

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

## INTERESTS

### LOOKALIKE ARTISTS (PART 1)

- Carrie Underwood
- Dolly Parton
- Sara Evans
- Kacey Musgraves

## LOCATIONS

### NORTH AMERICA

- United States

### CITIES

- Dallas, Texas
- Austin, Texas
- Memphis, Tennessee
- Knoxville, Tennessee
- Nashville, Tennessee
- Chicago, Illinois
- Atlanta, Georgia
- Bakersfield, California
- Denver, Colorado
- Louisville, Kentucky
- Philadelphia, Pennsylvania
- Muscle Shoals, Alabama
- Branson, Missouri
- Dyess, Arkansas
- New York City, New York
- Los Angeles, California

## Audience 3

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

## INTERESTS

### LOOKALIKE ARTISTS (PART 2)

- MacKenzie Porter
- Maren Morris
- Miranda Lambert
- Blake Shelton

## LOCATIONS

### NORTH AMERICA

- United States

### CITIES

- Dallas, Texas
- Austin, Texas
- Memphis, Tennessee
- Knoxville, Tennessee
- Nashville, Tennessee
- Chicago, Illinois
- Atlanta, Georgia
- Bakersfield, California
- Denver, Colorado
- Louisville, Kentucky
- Philadelphia, Pennsylvania
- Muscle Shoals, Alabama
- Branson, Missouri
- Dyess, Arkansas
- New York City, New York
- Los Angeles, California

## Audience 4

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

## INTERESTS

### LOOKALIKE ARTISTS (PART 3)

- Taylor Swift
- P!nk
- Stevie Nicks
- Miley Cyrus

## LOCATIONS

### NORTH AMERICA

- United States

### CITIES

- Dallas, Texas
- Austin, Texas
- Memphis, Tennessee
- Knoxville, Tennessee
- Nashville, Tennessee
- Chicago, Illinois
- Atlanta, Georgia
- Bakersfield, California
- Denver, Colorado
- Louisville, Kentucky
- Philadelphia, Pennsylvania
- Muscle Shoals, Alabama
- Branson, Missouri
- Dyess, Arkansas
- New York City, New York
- Los Angeles, California

## Audience 5

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

## INTERESTS

### LOOKALIKE ARTISTS (PART 4)

- Meghan Trainor
- Kelly Clarkson
- Gwen Stefani
- Halsey

## LOCATIONS

### NORTH AMERICA

- United States

### CITIES

- Dallas, Texas
- Austin, Texas
- Memphis, Tennessee
- Knoxville, Tennessee
- Nashville, Tennessee
- Chicago, Illinois
- Atlanta, Georgia
- Bakersfield, California
- Denver, Colorado
- Louisville, Kentucky
- Philadelphia, Pennsylvania
- Muscle Shoals, Alabama
- Branson, Missouri
- Dyess, Arkansas
- New York City, New York
- Los Angeles, California

## Audience 5

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

## INTERESTS

### LOOKALIKE ARTISTS (PART 5)

- Shania Twain
- Tenille Townes
- Teri Clark
- Lindsay Ell

## LOCATIONS

### NORTH AMERICA

- Canada

### CITIES

- Saskatoon, Saskatchewan
- Calgary, Alberta
- Vancouver, British Columbia
- Charlottetown, Prince Edward Island
- Cape Breton, Nova Scotia
- Halifax, Nova Scotia
- St. John's, Newfoundland & Labrador
- Ottawa, Ontario

## Audience 6

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

## INTERESTS

### GENRES

- Southern Rock
- Americana
- Pop

## LOCATIONS

### COUNTRIES

- United Kingdom
- Australia

### CITIES

- London, United Kingdom
- Manchester, United Kingdom
- Sydney, Australia
- Brisbane, Australia

## Audience 7

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

## INTERESTS

### LOOKALIKE ARTISTS (PART 1)

- Carrie Underwood
- Dolly Parton
- Sara Evans
- Kacey Musgraves

## LOCATIONS

### COUNTRIES

- United Kingdom
- Australia

### CITIES

- London, United Kingdom
- Manchester, United Kingdom
- Sydney, Australia
- Brisbane, Australia

*Audience 8*

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

## INTERESTS

### LOOKALIKE ARTISTS (PART 2)

- MacKenzie Porter
- Maren Morris
- Miranda Lambert
- Blake Shelton

## LOCATIONS

### COUNTRIES

- United Kingdom
- Australia

### CITIES

- London, United Kingdom
- Manchester, United Kingdom
- Sydney, Australia
- Brisbane, Australia

## Audience 9

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

## INTERESTS

### LOOKALIKE ARTISTS (PART 3)

- Taylor Swift
- P!nk
- Stevie Nicks
- Miley Cyrus

## LOCATIONS

### COUNTRIES

- United Kingdom
- Australia

### CITIES

- London, United Kingdom
- Manchester, United Kingdom
- Sydney, Australia
- Brisbane, Australia

*Audience 10*

AGE GROUP 1	18-24
AGE GROUP 2	25-34
AGE GROUP 3	35-44
AGE GROUP 4	45-54
AGE GROUP 5	55-65+

## INTERESTS

### LOOKALIKE ARTISTS (PART 4)

- Meghan Trainor
- Kelly Clarkson
- Gwen Stefani
- Halsey

## LOCATIONS

### COUNTRIES

- United Kingdom
- Australia

### CITIES

- London, United Kingdom
- Manchester, United Kingdom
- Sydney, Australia
- Brisbane, Australia