

A Shared Spirits Marketing Intelligence Study of Bourbon Influencers in Middle TN



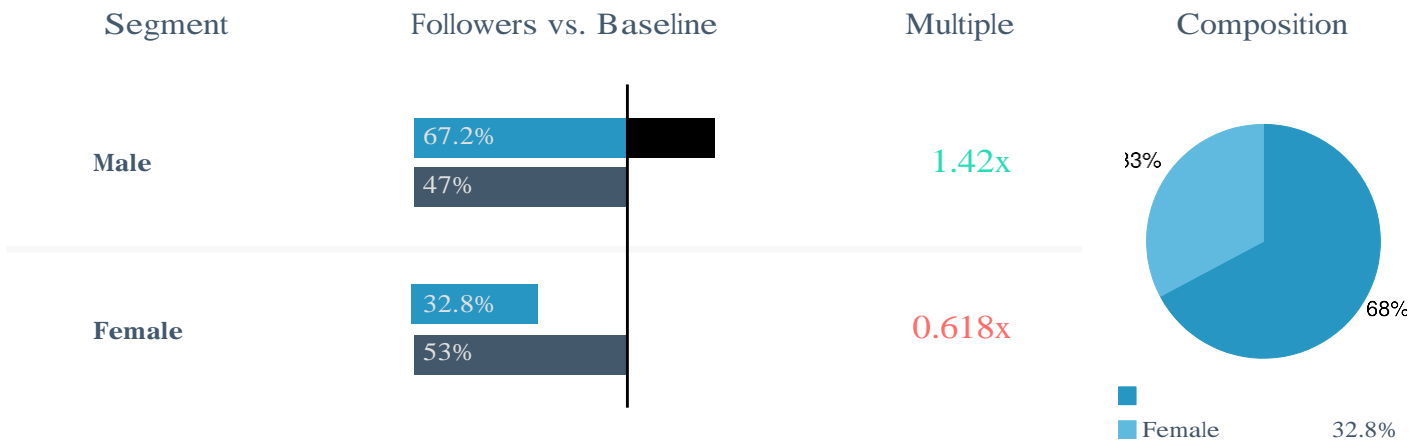
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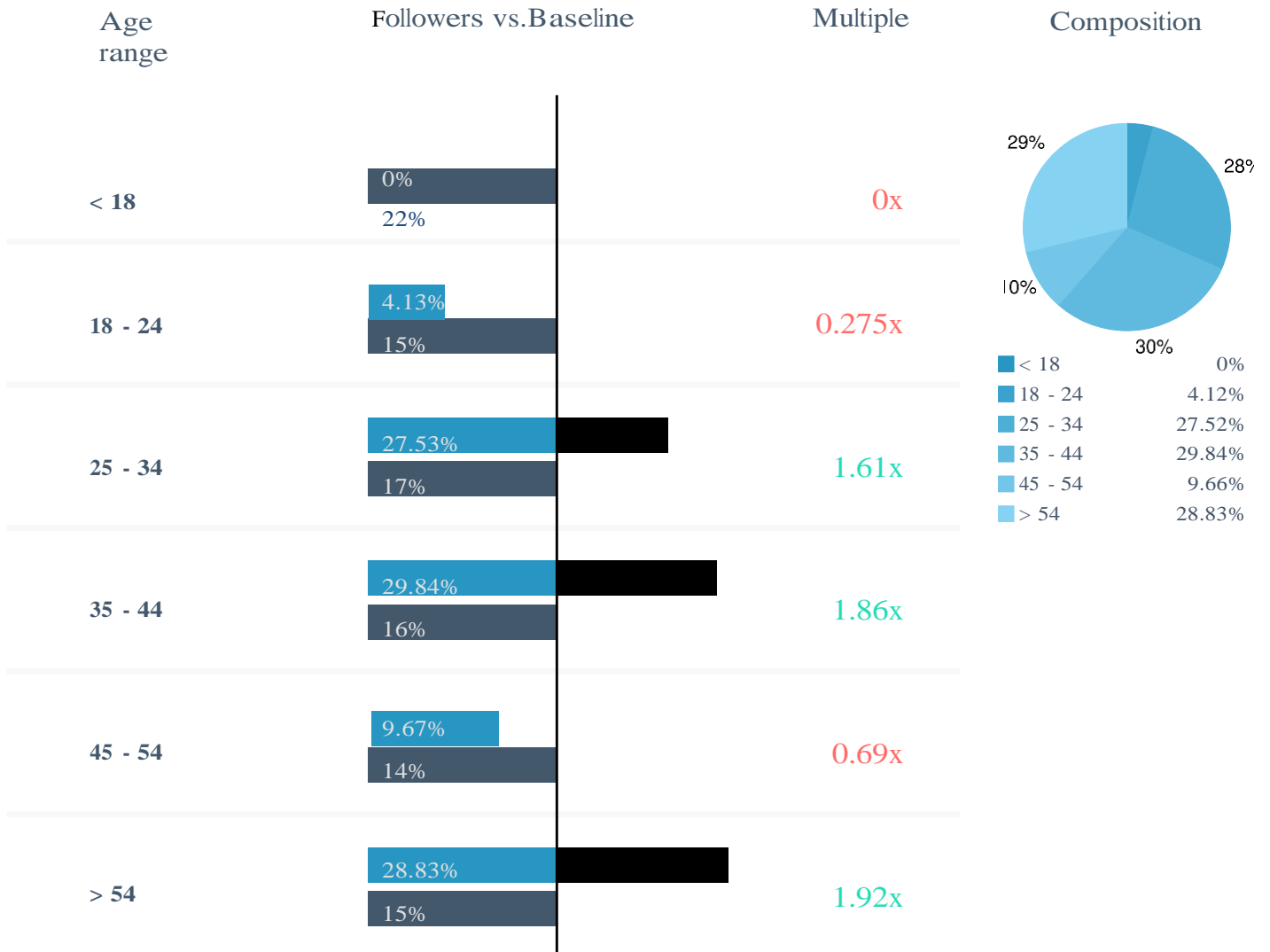
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Demographics

Sex



Age Composition



Geolocation

Countries

Country

Followers vs. Baseline

Multiple

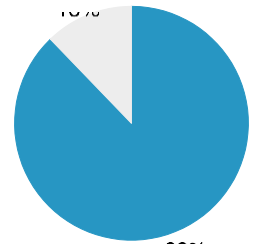
Composition

United States

87.79%

101.08%

0.868x



States/Provinces

State/prov.

Followers vs. Baseline

Multiple

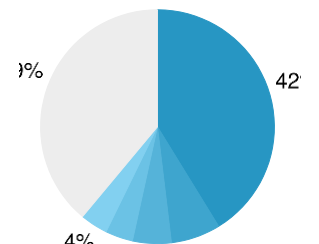
Composition

Tennessee

41.22%

2%

20.59x



Texas

6.87%

9.14%

0.751x

California

5.34%

13.05%

0.409x

Illinois

3.82%

4.16%

0.915x

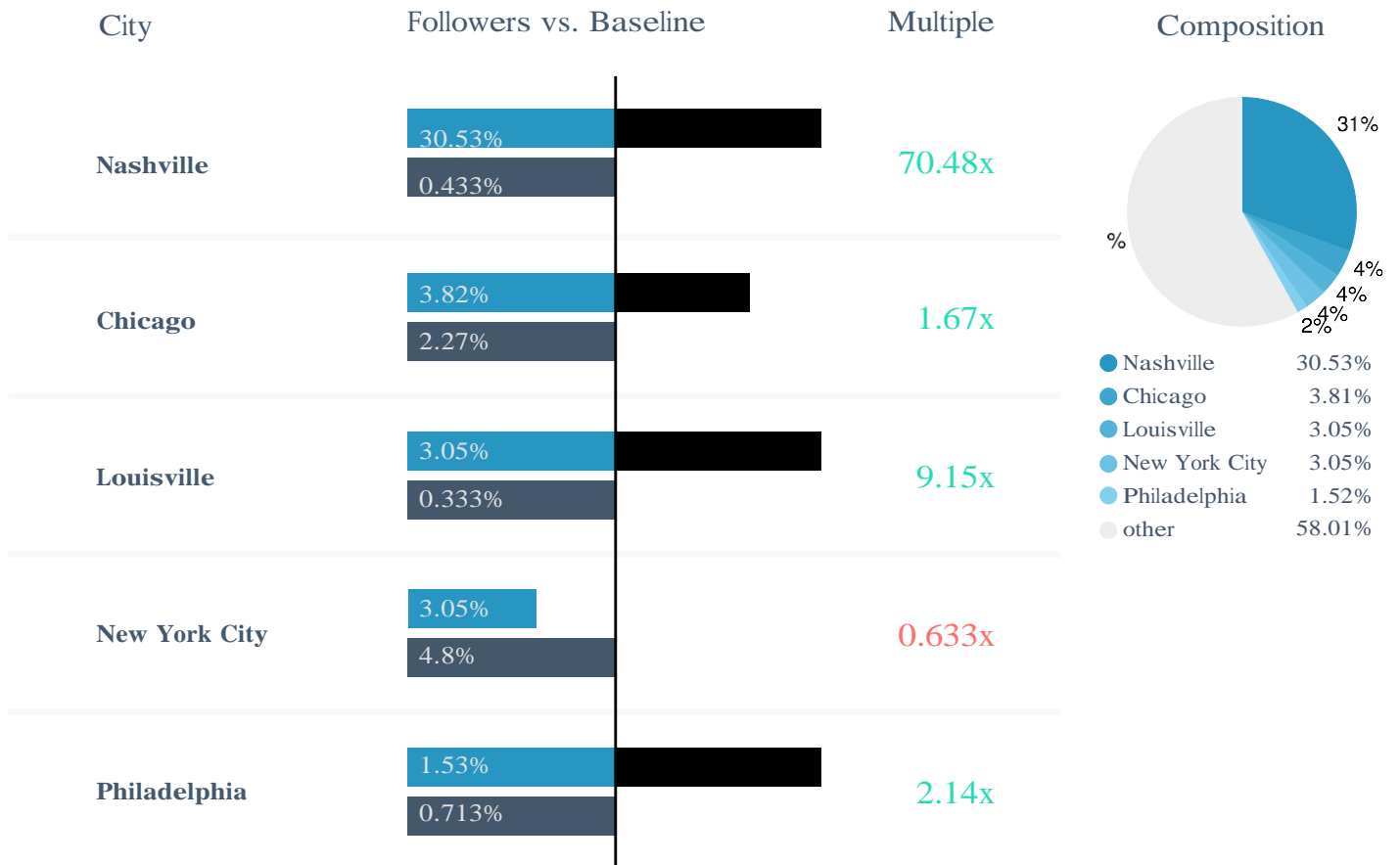
New York

3.82%

7.55%

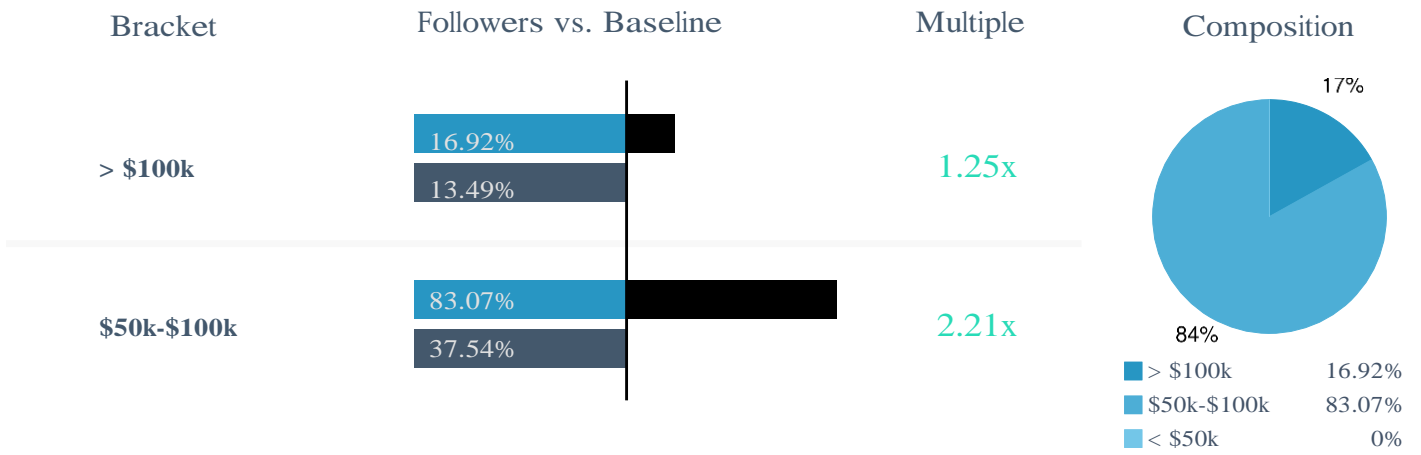
0.505x

Cities

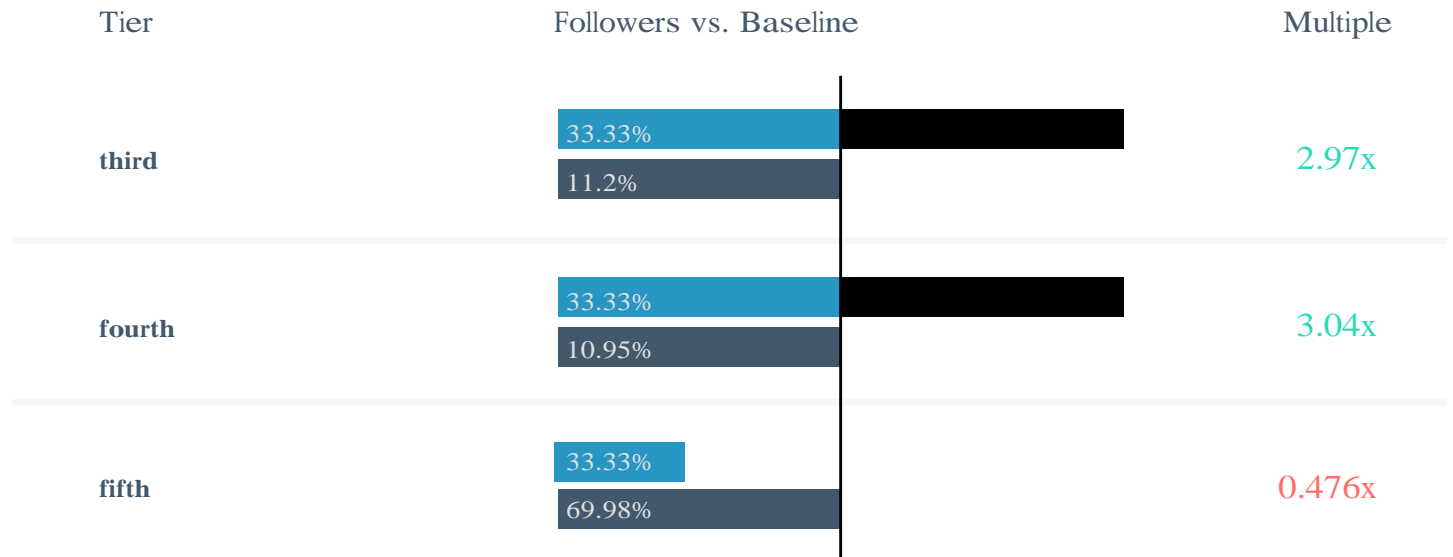


Income/Education

Income



College/University Ranking



Engagement

Average Tweets Per Day (Beta)

Followers vs. Baseline

Multiple

Average Tweets Per Day



2.92x

As with all other parts of the report, this metric describes an audience that is 2.92% more likely to tweet than a twitter baseline.

Interests

Main categories

Multiple *The percentages below show the preferences above the baseline twitter follower.

17	Food & Drink	67.19%	30.07%
27	Travel	65.63%	38.89%
24	Hobbies & Interest	62.29%	48.84%
43	Sports	59.86%	49.36%
7	Society	56.19%	30.1%
3	News	55.94%	45.88%
17	Music	53.14%	60.45%
11	Personal Finance	52.85%	20.34%
11	Business	49.6%	30.67%
5	Arts & Entertainment	48.01%	57.82%
8	Home & Garden	44.64%	14.97%
6	Automotive	43.06%	26%
4	Politics	42.86%	18.42%
4	Law, Gov't & Politics	39.89%	32.09%
8	Education	39.27%	19.69%
10	Careers	32.05%	32.72%
6	Pets	31.22%	17.48%
4	Shopping	29.8%	28.8%
9	Science	29.42%	28.02%
5	Style & Fashion	23.82%	65.05%
32	Technology	22%	45.5%
19	Health & Fitness	16.48%	27.5%
3	Real Estate	13.89%	16.6%
	Special Projects	9.15%	0.498%

All nterests



Top 100 interests

Multiple

1. Country Music	92.17% 34.11%		2.7x
2. Radio Hobbies & Interest	64.11% 23.52%		2.72x
3. Football Sports	61.78% 23.82%		2.59x
4. International News News	59.63% 40.59%		1.46x
5. Local News News	57.21% 21.07%		2.71x
6. Wine Food & Drink	56.47% 14.69%		3.84x
7. Humor Arts & Entertainment	55.16% 36.74%		1.5x
8. Baseball Sports	49.6% 18.98%		2.61x
9. Traveling With Kids Travel	49.23% 29.1%		1.69x
10. Hotels Travel	48.84% 13.33%		3.66x
11. Television Arts & Entertainment	46.83% 31.39%		1.49x
12. Metal Music	46.24% 26.35%		1.75x
13. Guitar Hobbies & Interest	46.12% 11.16%		4.12x
14. National News News	44.96% 21.63%		2.07x
15. Theme Parks Travel	43.85% 15.45%		2.83x
16. Classic Rock Music	43.52% 14.79%		2.94x
17. Us Government Resources Law, Gov't & Politics	42.28% 28.46%		1.48x
18. Politics Law, Gov't & Politics	41.2% 12.3%		3.34x
19. Financial News Personal Finance	40.42% 7.4%		5.45x
20. Weddings Society	40.41% 3.64%		11.08x
21. Weather Science	40.16% 14.32%		2.8x
22. Email Technology	38.92% 12.57%		3.09x

Top 100 interests

Multiple

23. Saving Money Shopping	38.24%	8.68%	4.4x
24. Chinese Cuisine Food & Drink	37.67%	8.34%	4.51x
25. Appliances Home & Garden	36.63%	7.82%	4.68x
26. Pro Ice Hockey Sports	36.57%	7.27%	5.02x
27. Basketball Sports	34.33%	23.71%	1.44x
28. College Life Education	33.83%	12.04%	2.8x
29. Nutrition Health & Fitness	33.62%	9.3%	3.61x
30. College Careers	32.23%	10.09%	3.19x
31. Financial Aid Careers	32.06%	11.71%	2.73x
32. Sci-Fi & Fantasy Hobbies & Interest	31.38%	17.82%	1.76x
33. Gardening Home & Garden	31.14%	5.96%	5.22x
34. Cocktails/beer Food & Drink	30.52%	1.93%	15.76x
35. Career Planning Careers	29.69%	5.75%	5.16x
36. Marriage Society	28.94%	6.79%	4.25x
37. Classical Music	28.86%	4.09%	7.04x
38. Dogs Pets	28.8%	12.54%	2.29x
39. Movies Arts & Entertainment	28.32%	7.23%	3.91x
40. Motorcycles Automotive	28.12%	12.18%	2.3x
41. Budget Travel Travel	27.47%	4.93%	5.57x
42. Mexican Cuisine Food & Drink	27.35%	6.02%	4.53x
43. Air Travel Travel	26.68%	5.51%	4.84x
44. Cruises Travel	25.94%	6.2%	4.18x

Top 100 interests

Multiple

45. Fashion Style & Fashion	25.82% 45.37%		0.569x
46. Golf Sports	25.56% 8.18%		3.12x
47. Cats Pets	25.47% 8.75%		2.9x
48. Canada Travel	25.27% 4.43%		5.69x
49. Construction Business	25.26% 9.43%		2.67x
50. Options Personal Finance	25.17% 6.05%		4.15x
51. Off-road Vehicles Automotive	24.76% 6.04%		4.09x
52. Mountain Biking Sports	24.53% 5.89%		4.16x
53. Marketing Business	24.49% 11.29%		2.16x
54. Dining Out Food & Drink	24.42% 1.96%		12.44x
55. Mac Os Technology	24.04% 5.91%		4.06x
56. Roadside Assistance Automotive	23.42% 8.39%		2.79x
57. Investors & Patents Hobbies & Interest	23.32% 6.2%		3.76x
58. Climbing Sports	23.05% 5.27%		4.36x
59. 3d Graphics Technology	22.96% 4.83%		4.75x
60. Blues Music	22.89% 2.19%		10.44x
61. Computer Certification Technology	22.62% 6.99%		3.23x
62. Italy Travel	22.57% 3.82%		5.9x
63. Auto Parts Automotive	22.42% 17.3%		1.29x
64. Italian Cuisine Food & Drink	22.02% 3.96%		5.55x
65. Graphics Software Technology	21.21% 10.66%		1.98x
66. Democrat Politics	21.19% 6.23%		3.4x

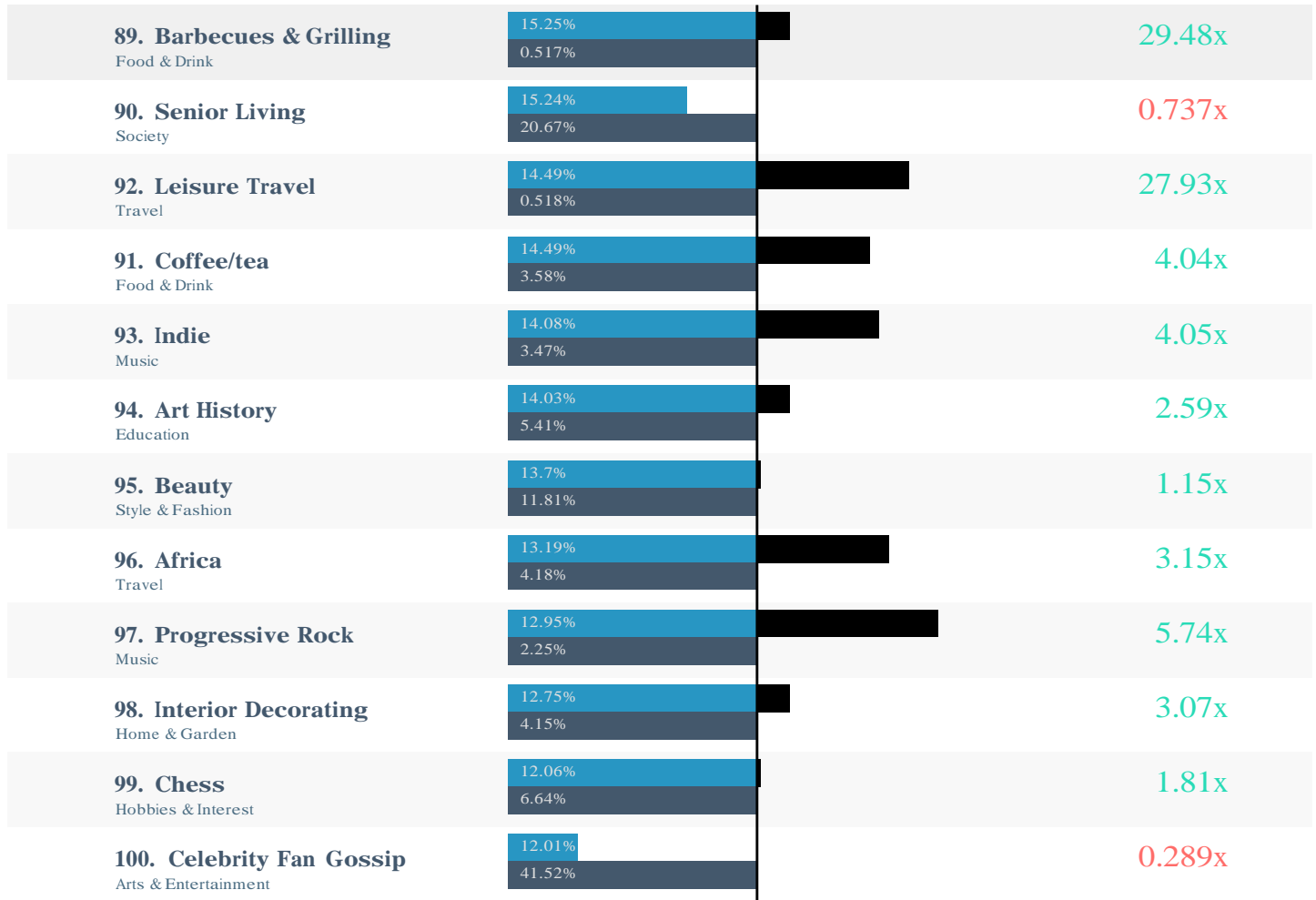
Top 100 interests

Multiple

67. Contests & Freebies Shopping	20.65%	4.51%	4.57x
68. Greece Travel	20.6%	2.59%	7.94x
69. Painting Hobbies & Interest	20.54%	7.61%	2.7x
70. Japanese Cuisine Food & Drink	20.5%	5.19%	3.94x
71. Comic Books Hobbies & Interest	20.47%	12.67%	1.61x
72. Hip Hop & Rap Music	20.37%	24.26%	0.839x
73. Advertising Business	20.35%	6.24%	3.25x
74. Europe Travel	19.07%	2.27%	8.4x
75. Insurance Personal Finance	18.99%	10.88%	1.74x
76. Arts & Crafts Hobbies & Interest	18.13%	4.16%	4.35x
77. Bicycling Sports	17.68%	16.03%	1.1x
78. Network Security Technology	17.59%	10.19%	1.72x
79. Republican Politics	17.51%	3.85%	4.54x
80. Men's Health Health & Fitness	17.45%	4.3%	4.05x
81. Alternative Rock Music	17.43%	27.66%	0.63x
82. Stocks Personal Finance	17.19%	5.45%	3.15x
83. Caribbean Travel	16.64%	3.05%	5.44x
84. U.s. Military Careers	16.41%	3.1%	5.29x
85. Buying Selling Homes Real Estate	16.31%	10.35%	1.57x
86. Clothing Style & Fashion	16.06%	60.97%	0.263x
87. France Travel	16.04%	2.96%	5.42x
88. Cameras & Camcorders Technology	15.43%	4.32%	3.56x

Top 100 interests

Multiple



Brands

All brands

Percentage over typical

472	Media	68.45%	35.32%
301	Food & Beverage	60.28%	7.02%
338	Websites	43.08%	41.18%
71	Travel	21.83%	3.78%
66	Organizations	17.92%	7.79%
70	Restaurants	17.1%	9.27%
137	Sports	16.2%	21.01%
245	Music	14.27%	22.42%
47	Automotive	11.02%	3.17%
29	Finance	9.79%	3.12%
53	Professional Services	7.67%	1.51%
24	Education	7.29%	4.83%
61	Shopping	6.99%	10.02%
37	Government	6.77%	7.65%
15	Consumer Packaged Goods	6.3%	5.73%
160	Entertainment	4.5%	17.59%
15	Home & Garden	4.31%	1.46%
93	Technology	3.31%	19.01%
49	Style & Fashion	3.22%	8.74%
7	Energy Utilities & Waste	1.97%	0.865%
12	Personal Care	1.07%	2.56%
7	Household Products	0.66%	0.889%

Top 100

Multiple

1. Huffington Post Websites > News	18.15% 3.35%		5.4x
2. Ryman Auditorium Music > Music Venues	16.03% 0.133%		120.4x
3. Neil McCormick Food & Beverage > Alcohol > Beer	14.5% 0.028%		511.18x
4. Mercy Lounge Music > Music Venues	13.74% 0.047%		289.17x
5. Tennessee Titans Sports > Pro Sports Teams > National Football League	13.74% 0.17%		80.57x
6. Food & Wine Media > Magazine > Lifestyle	13.73% 0.753%		18.22x
9. Nashville Symphony Music > Orchestra	12.97% 0.043%		301.27x
7. Corsair Distillery Food & Beverage > Alcohol > Whiskey	12.97% 0.023%		545.79x
8. Nashville Predators Sports > Pro Sports Teams > National Hockey League	12.97% 0.113%		114.04x
10. Wall Street Journal Websites > News	12.4% 3.22%		3.84x
11. Grand Ole Opry Music > Music Venues	12.21% 0.257%		47.39x
12. USA TODAY Media > Newspaper	11.76% 1.53%		7.64x
13. 3rd & Lindsley Music > Music Venues	11.45% 0.036%		315.23x
14. The Dave Ramsey Show Media > Radio > Talk Shows & Hosts	9.91% 0.681%		14.54x
15. Southwest Airlines Travel > Airlines	9.84% 0.955%		10.3x
16. Lady Antebellum Music > Band	9.59% 1.1%		8.66x
17. Foodnetwork Media > Television > Entertainment	9.59% 1.64%		5.82x
18. The Onion Websites > Humor	9.26% 3.56%		2.59x
21. Makers Mark Food & Beverage > Alcohol > Whiskey	9.16% 0.078%		116.64x
22. Jackalope Brewery Food & Beverage > Alcohol > Beer	9.16% 0.025%		353.39x
23. The Basement Music > Music Venues	9.16% 0.041%		222.77x
20. Jim Beam Food & Beverage > Alcohol > Whiskey	9.16% 0.096%		95.34x

Top 100

Multiple

19. Belcourt Theatre Entertainment > Arts & Culture > Theatre Venues	9.16% 0.041%		221.42x
25. Bon Appetit Magazine Media > Magazine > Lifestyle	9.15% 0.517%		17.68x
24. Country Music Television Media > Television > Entertainment	9.15% 0.632%		14.47x
26. National Football League Sports > Associations / Leagues > Football	9.12% 4.09%		2.22x
27. Bleacher Report Websites > Sports	8.79% 1.06%		8.26x
28. Southern Living Media > Magazine > Lifestyle	8.39% 0.134%		62.51x
29. Little Big Town Music > Band	8.38% 0.51%		16.42x
30. Zac Brown Band Music > Band	8.26% 0.847%		9.75x
31. The Associated Press Media > Conglomerate	7.93% 2.14%		3.7x
32. The New Yorker Media > Magazine > News	7.86% 1.77%		4.43x
33. Pitchfork Websites > Music	7.79% 0.823%		9.46x
35. Fat Bottom Brewing Food & Beverage > Alcohol > Beer	7.63% 0.023%		322.92x
36. Woodford Reserve Food & Beverage > Alcohol > Whiskey	7.63% 0.05%		152.38x
34. Four Roses Bourbon Food & Beverage > Alcohol > Whiskey	7.63% 0.042%		177.98x
37. ABC - WKRN - Nashville Media > Television > News	7.63% 0.05%		151.5x
40. Conde Nast Traveler Media > Magazine > Lifestyle	7.62% 0.31%		24.53x
39. Serious Eats Websites > Food	7.62% 0.233%		32.66x
38. SAVEUR Media > Magazine > Lifestyle	7.62% 0.253%		30.11x
41. Travelchannel Media > Television > Entertainment	7.59% 0.475%		15.95x
42. Travel Leisure Media > Magazine > Lifestyle	7.55% 0.438%		17.22x
43. Zagat Websites > Food	7.52% 0.629%		11.95x
44. Major League Baseball Sports > Associations / Leagues > Baseball	7.38% 1.92%		3.83x

Top 100

Multiple

45. Comcast Media > Conglomerate	7.37% 2.58%		2.84x
46. The White House Government > Government Agency	7.33% 2.54%		2.87x
47. Ussoccer Sports > Associations / Leagues > Soccer	7.32% 0.773%		9.47x
48. Red Bull Food & Beverage > Speciality Drinks	7.23% 0.811%		8.91x
49. National Hockey League Sports > Associations / Leagues > Hockey	7.03% 1.08%		6.45x
50. Linus Hall Food & Beverage > Alcohol > Beer	6.87% 0.021%		316.3x
52. Country Weekly Media > Magazine > Music	6.86% 0.206%		33.21x
53. Epicurious Websites > Food	6.86% 0.42%		16.33x
51. Paul Finebaum Media > Radio > Talk Shows & Hosts	6.86% 0.219%		31.34x
54. AT&T Technology > Telecommunications > Service Providers	6.84% 0.693%		9.86x
56. Deadspin Websites > Sports	6.8% 0.582%		11.67x
55. The Band Perry Music > Band	6.8% 0.654%		10.4x
57. Gibsonguitar Music > Musical Instruments	6.68% 0.397%		16.82x
58. TripAdvisor Websites > Travel	6.62% 0.587%		11.27x
59. Florida Georgia Line Music > Band	6.43% 0.861%		7.46x
60. Lonely Planet Websites > Travel	6.28% 0.519%		12.08x
61. ESPN Media > Television > Sports	6.23% 4.82%		1.29x
63. WPLN Media > Radio > Public	6.1% 0.027%		219.97x
64. Nashville Ballet Entertainment > Arts & Culture > Dance	6.1% 0.025%		240.12x
62. FOX - WZTV - NASHVILLE Media > Television > News	6.1% 0.033%		181.96x
65. Thrillist Websites > Entertainment	6.09% 0.104%		58.58x
66. Delta Travel > Airlines	5.89% 0.501%		11.74x

Top 100

Multiple

67. Pandora Websites > Music	5.85% 0.571%		10.23x
68. Rome Media > Radio > Talk Shows & Hosts	5.53% 0.744%		7.43x
69. National Geographic Travel Media > Magazine > Lifestyle	5.44% 0.478%		11.36x
70. Americana Music Music > Event	5.34% 0.047%		113.35x
71. 102.5 The Game Media > Radio > Sports	5.34% 0.025%		209.31x
72. Zanies Nashville Entertainment > Comedy Clubs	5.34% 0.03%		175.1x
73. Food Tank Websites > Food	5.33% 0.094%		56.25x
74. Dogfish Head Brewery Food & Beverage > Alcohol > Beer	5.33% 0.152%		34.96x
75. Diageo Consumer Packaged Goods	5.33% 0.13%		40.96x
76. Slate Websites > News	5.33% 0.634%		8.41x
78. MusicRow Media > Magazine > Music	5.33% 0.08%		65.92x
77. Foodista Websites > Food	5.33% 0.23%		23.14x
79. Eli Young Band Music > Band	5.3% 0.342%		15.49x
80. Real Simple Magazine Media > Magazine > Lifestyle	5% 0.494%		10.13x
81. Sports Illustrated Media > Magazine > Sports	4.96% 0.52%		9.54x
82. The New York Times Media > Newspaper	4.86% 5.82%		0.834x
83. Verizon Technology > Telecommunications > Service Providers	4.85% 1.21%		3.98x
84. American Express Finance > Credit Cards	4.84% 0.53%		9.12x
85. Spotify Websites > Music	4.78% 0.493%		9.69x
86. CNBC Media > Television > News	4.77% 0.736%		6.48x
87. The Atlantic Media > Magazine > Culture	4.74% 0.501%		9.45x
88. Billboard Media > Magazine > Music	4.65% 0.812%		5.73x

Top 100

Multiple

89. Omnihotels Travel > Hotels > Luxury Hotel	4.58% 0.04%		113.71x
91. SweetWater Brewery Food & Beverage > Alcohol > Beer	4.58% 0.047%		95.47x
90. Vanderbilt University Education > College/university	4.58% 0.038%		118.08x
92. Tampa Bay Rays Sports > Pro Sports Teams > Major League Baseball	4.57% 0.172%		26.58x
93. Left Hand Brewing Co Food & Beverage > Alcohol > Beer	4.57% 0.073%		62.69x
94. Andy Katz Media > Radio > Talk Shows & Hosts	4.56% 0.277%		16.41x
95. Uber Technology > Mobile Phones > Mobile Apps	4.56% 0.213%		21.35x
96. Kayak Websites > Travel	4.54% 0.232%		19.56x
97. Politico Websites > Politics	4.52% 0.61%		7.4x
98. Nprmusic Websites > Music	4.5% 0.327%		13.73x
99. Def Jam Recordings Music > Label	4.28% 0.414%		10.32x
100. Entrepreneur Media > Magazine > Business	4.26% 0.8%		5.33x

Influencers

All influencers

Multiple

589	Media	59%	42.54%
200	Author	49.57%	19.98%
1139	Sports	40.8%	34.96%
262	Business	40.56%	24.45%
219	Politics/Government	28.63%	20.41%
169	Entertainment	26.64%	24.88%
48	Chefs	24.41%	3.32%
44	Performing Arts	10.37%	7.11%
7	Motivational/Leadership	8.77%	0.972%
15	Science/technology	5.05%	2.56%
36	Religion	3.52%	8.44%
888	Film/TV	3.43%	47.1%
24	Internet Related	2.47%	7.57%
11	Social Issues	1.78%	2.57%
10	Art/Artists	1.55%	2.6%
127	Fashion	1.29%	20.59%
	Sciencetechnology	1.19%	0%
1147	Music	0.703%	53.3%
2	Medical	0.343%	0.55%

Top 100 Influencers

Multiple

1. Stephen Colbert Media	19.59% 3.94%	4.96x
2. Anthony Bourdain Media	15.25% 1.28%	11.87x
3. Miranda Lambert Music	13.22% 2.27%	5.8x
4. Adamschefter Media	12.15% 2.06%	5.85x
5. Erin Andrews Media	12.12% 1.41%	8.59x
6. Brad Paisley Music	12.07% 1.57%	7.65x
7. Rainn Wilson Film/TV	11.67% 1.65%	7.05x
8. Mark Cuban Business	10.9% 1.74%	6.24x
9. Zach Galifianakis Film/TV	10.83% 1.83%	5.89x
10. Seth Rogen Entertainment	10.65% 1.5%	7.07x
11. Dave Ramsey Author	9.91% 0.579%	17.1x
12. Aziz Ansari Entertainment	9.85% 2.86%	3.44x
13. Keith Urban Music	9.84% 1.08%	9.09x
14. Lady Antebellum Music	9.65% 1.1%	8.72x
15. Patton Oswalt Entertainment	9.5% 1.3%	7.27x
16. Dick Vitale Media	9.15% 0.447%	20.48x
17. Dierks Bentley Music	9.13% 0.843%	10.82x
18. Anna Kendrick Film/TV	9.09% 1.98%	4.58x
19. Carrie Underwood Music	9.08% 1.94%	4.67x
20. Jim Gaffigan Entertainment	8.5% 1.44%	5.9x
21. Willie Nelson Music	8.38% 0.374%	22.41x
22. Alton Brown Film/TV	8.38% 0.703%	11.91x

Top 100 Influencers

Multiple

23. Kirk Herbstreit Sports	8.38% 0.547%		15.32x
24. Jonah Hill Film/TV	8.34% 2.06%		4.03x
25. Eric Church Music	8.32% 0.907%		9.17x
26. Guy Fieri Media	8.24% 0.916%		8.99x
27. Steve Carell Film/TV	7.97% 2.02%		3.9x
29. Gov Bill Haslam Politics/Government	7.63% 0.056%		135.29x
28. Clare Bowen Film/TV	7.63% 0.079%		95.63x
31. Jay Bilas Media	7.62% 0.584%		13.03x
33. Hayden Panettiere Film/TV	7.62% 0.31%		24.58x
30. Julianne Hough Performing Arts	7.62% 0.474%		16.05x
32. Andrew Zimmern Chefs	7.62% 0.469%		16.23x
34. Nick offerman Film/TV	7.61% 0.628%		12.11x
35. Buster Olney Media	7.58% 0.694%		10.93x
36. Jake Owen Music	7.57% 0.796%		9.5x
37. Peter King (sports Writer) Sports	7.57% 0.69%		10.96x
38. John Oliver Entertainment	7.32% 0.837%		8.74x
39. Chris Mortensen Media	7.3% 0.988%		7.38x
40. Jason Bateman Film/TV	7.23% 0.894%		8.08x
41. George Takei Film/TV	7.1% 1.2%		5.9x
42. Tim Mcgraw Music	7.07% 1.03%		6.85x
43. Hillary Clinton Politics/Government	7.01% 1.77%		3.96x
44. Tim Tebow Sports	6.87% 1.76%		3.88x

Top 100 Influencers

Multiple

45. Sam Palladio Film/TV	6.87% 0.065%		105.5x
46. Martina McBride Music	6.86% 0.423%		16.2x
47. Kacey Musgraves Music	6.86% 0.192%		35.62x
48. Paul Finebaum Media	6.86% 0.219%		31.34x
49. Ian Rapoport Media	6.85% 0.504%		13.59x
50. Scott Van Pelt Media	6.84% 0.589%		11.6x
51. Kellie Pickler Music	6.81% 0.647%		10.52x
52. James Franco Film/TV	6.78% 1.46%		4.64x
53. Bill Clinton Politics/Government	6.78% 1.72%		3.92x
54. RobLow Politics/Government	6.76% 0.604%		11.19x
55. Williamshatner Film/TV	6.73% 1.04%		6.45x
56. Joel Mchale Media	6.56% 1.53%		4.28x
57. Marthastewart Business	6.44% 1.05%		6.12x
58. Kevin Spacey Film/TV	6.33% 1.42%		4.44x
59. Matthew Mcconaughey Film/TV	6.2% 0.755%		8.21x
60. Eric Paslay Music	6.1% 0.077%		78.8x
61. Merle Haggard Music	6.09% 0.18%		33.88x
63. Alan Jackson Music	6.09% 0.337%		18.04x
64. Ghostface Killah Music	6.09% 0.338%		18.02x
67. Nick Swardson Film/TV	6.09% 0.388%		15.7x
62. Kip Moore Music	6.09% 0.333%		18.27x
65. Faith Hill Music	6.09% 0.435%		13.98x

Top 100 Influencers

Multiple

66. Jenn Brown Media	6.09% 0.147%		41.41x
68. Richeisen Media	5.99% 0.596%		10.04x
69. Rickie Fowler Sports	5.98% 0.466%		12.83x
70. Kate Upton Fashion	5.97% 0.788%		7.58x
71. Seth Macfarlane Entertainment	5.97% 3.14%		1.89x
72. Colin Cowherd Sports	5.94% 0.632%		9.4x
73. Brian Brushwood Media	5.94% 0.523%		11.35x
74. Toby Keith Music	5.93% 0.61%		9.72x
75. Jason Aldean Music	5.89% 1.48%		3.95x
76. Jerry Seinfeld Entertainment	5.89% 1.33%		4.4x
77. Kenny Chesney Music	5.88% 1.1%		5.34x
78. Bobby Flay Chefs	5.76% 0.785%		7.33x
80. Nate Silver Author	5.69% 0.609%		9.34x
79. John Clayton (espn) Sports	5.69% 0.807%		7.05x
81. Chris Hardwick Entertainment	5.57% 1.15%		4.77x
82. Algore Politics/Government	5.41% 0.787%		6.87x
83. Questlove Jenkins Music	5.39% 1.13%		4.71x
85. Will Hoge Music	5.34% 0.039%		134.87x
84. John T Edge Author	5.34% 0.048%		110.33x
87. Tom Colicchio Chefs	5.33% 0.313%		17.01x
86. Ruth Reichl Business	5.33% 0.175%		30.43x
91. Pat Forde Media	5.33% 0.211%		25.21x

Top 100 Influencers

Multiple

92. John Rich Music	5.33% 0.153%		34.71x
93. Ryan Adams Music	5.33% 0.194%		27.38x
94. Gary Allan Music	5.33% 0.245%		21.79x
95. Butch Jones Sports	5.33% 0.137%		38.69x
96. Mark Schlereth Sports	5.33% 0.337%		15.8x
90. Will Arnett Film/TV	5.33% 0.2%		26.61x
97. Carly Fiorina Politics/Government	5.33% 0.247%		21.59x
88. Tim Kurkjian Media	5.33% 0.339%		15.73x
89. Thomas Keller Chefs	5.33% 0.237%		22.52x
98. Billy Currington Music	5.32% 0.405%		13.13x
99. Jordan Spieth Sports	5.32% 0.342%		15.53x
100. Rza Music	5.32% 0.303%		17.51x

TV Shows

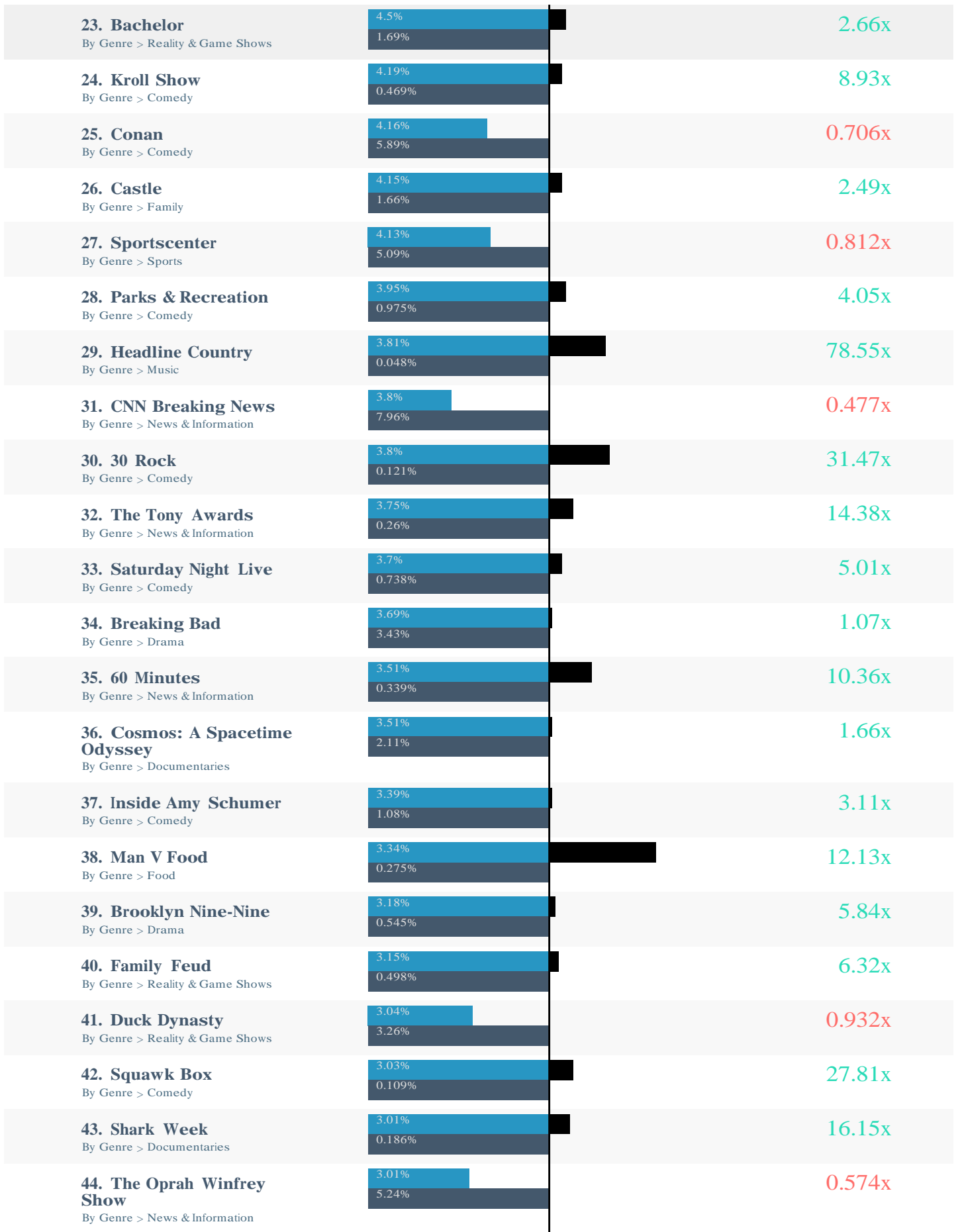
Top 100 TV

Multiple

1. The Colbert Report By Genre > Comedy	20.39% 4.24%		4.8x
2. The Daily Show By Genre > Comedy	13.37% 3.4%		3.92x
3. Mad Men By Genre > Drama	10.35% 1.38%		7.46x
4. Good Morning America By Genre > News & Information	10.07% 1.76%		5.71x
5. Game Of Thrones By Genre > Drama	9.7% 3.4%		2.85x
6. Arrested Development By Genre > Comedy	9.64% 1.58%		6.09x
7. Nashville By Genre > Drama	9.16% 0.172%		53.18x
8. Late Night With Jimmy Fallon By Genre > Comedy	8.41% 9.3%		0.904x
9. College GameDay By Genre > Sports	8.25% 0.847%		9.73x
10. The Soup By Genre > Comedy	7.73% 1.88%		4.1x
11. ACM Awards By Genre > News & Information	7.62% 0.242%		31.48x
12. Jimmy Kimmel Live By Genre > Comedy	7.58% 0.697%		10.86x
13. The GRAMMYS By Genre > News & Information	6.9% 0.682%		10.12x
14. Feherty By Genre > Sports	6.64% 2.04%		3.23x
15. TODAY By Genre > News & Information	6.26% 1.74%		3.59x
16. American Idol By Genre > Reality & Game Shows	6.02% 3.09%		1.94x
17. Monday Night Football By Genre > Sports	6% 1.33%		4.5x
18. Rachael Ray Show By Genre > Food	5.73% 1.1%		5.17x
19. Rome By Genre > Sports	5.61% 0.744%		7.53x
20. ESPN CollegeFootball By Genre > Sports	4.81% 0.607%		7.92x
21. WORKAHOLICS By Genre > Comedy	4.8% 0.877%		5.47x
22. The Kelly File By Genre > News & Information	4.71% 0.667%		7.06x

Top 100 TV

Multiple



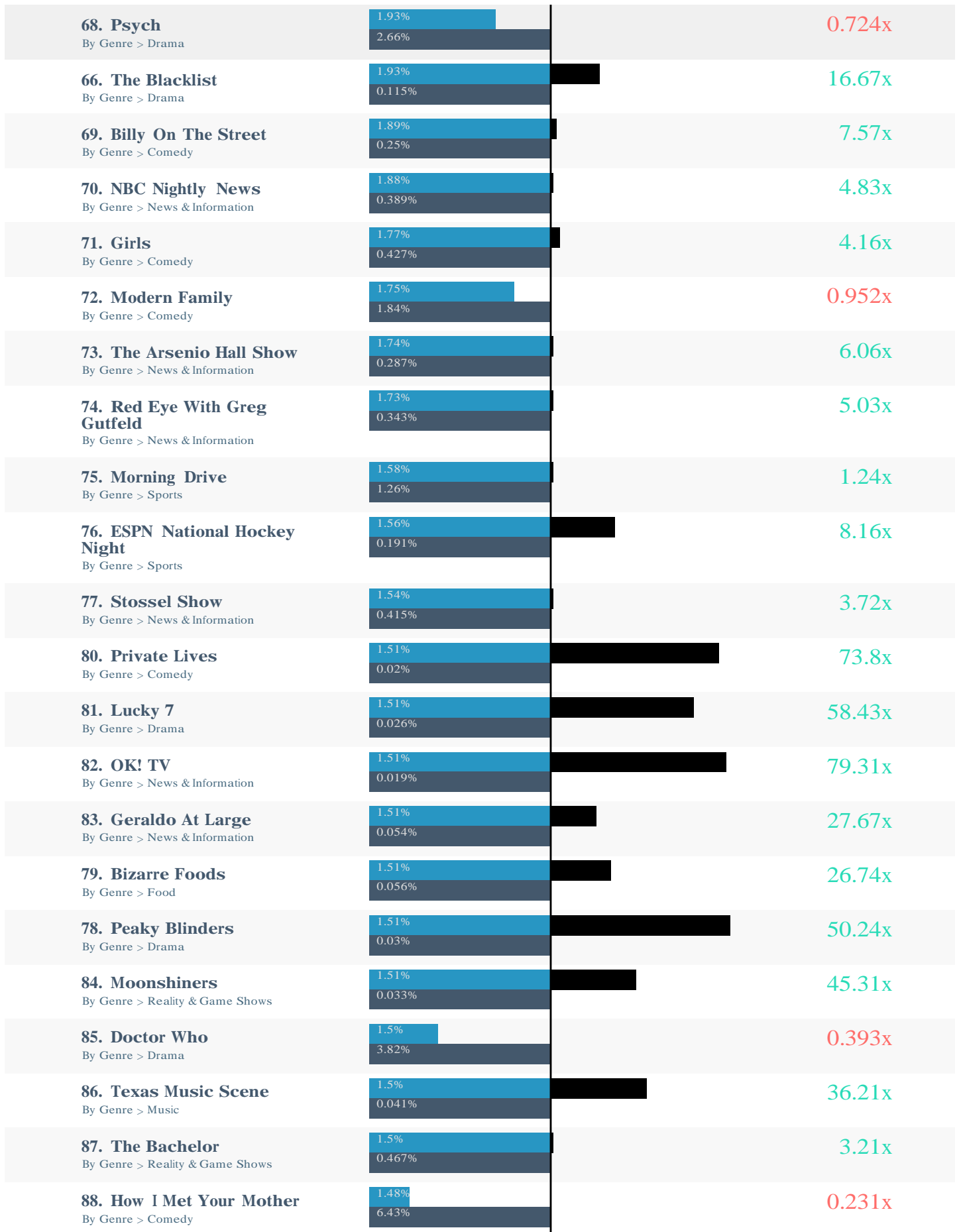
Top 100 TV

Multiple

45. Eastbound & Down By Genre > Comedy	3% 0.242%	12.38x
46. Tosh.o By Genre > Comedy	2.92% 5.16%	0.565x
47. Seinfeld By Genre > Comedy	2.88% 0.716%	4.03x
48. The Rachel Maddow Show By Genre > News & Information	2.75% 1.55%	1.76x
49. Chris Hayes By Genre > News & Information	2.69% 0.309%	8.72x
50. Melissa Harrisperry By Genre > News & Information	2.69% 0.286%	9.4x
51. True Blood By Genre > Drama	2.67% 1.24%	2.15x
52. Special Report With Bret Baier By Genre > News & Information	2.63% 0.329%	7.99x
53. FOX & Friends By Genre > News & Information	2.61% 0.311%	8.39x
54. Last Week Tonight By Genre > Comedy	2.32% 0.377%	6.15x
55. Drunk History By Genre > Comedy	2.28% 0.08%	28.57x
56. Black Sails By Genre > Action & Adventure	2.28% 0.045%	50.77x
57. Nathan For You By Genre > Comedy	2.26% 0.11%	20.6x
58. The League By Genre > Comedy	2.23% 0.122%	18.22x
59. Hannibal By Genre > Drama	2.22% 0.086%	25.78x
60. Dont Trust The B By Genre > Comedy	2.21% 0.135%	16.32x
61. The Office By Genre > Comedy	2.18% 0.641%	3.39x
62. American Pickers By Genre > Reality & Game Shows	2.08% 0.209%	9.94x
63. The Ellen Degeneres Show By Genre > Comedy	2.02% 11.02%	0.183x
64. The Chew By Genre > News & Information	2% 4.07%	0.493x
65. Dr Drew By Genre > Lifestyle	1.99% 1.29%	1.53x
67. Top Chef By Genre > Food	1.93% 0.143%	13.43x

Top 100 TV

Multiple



Top 100 TV

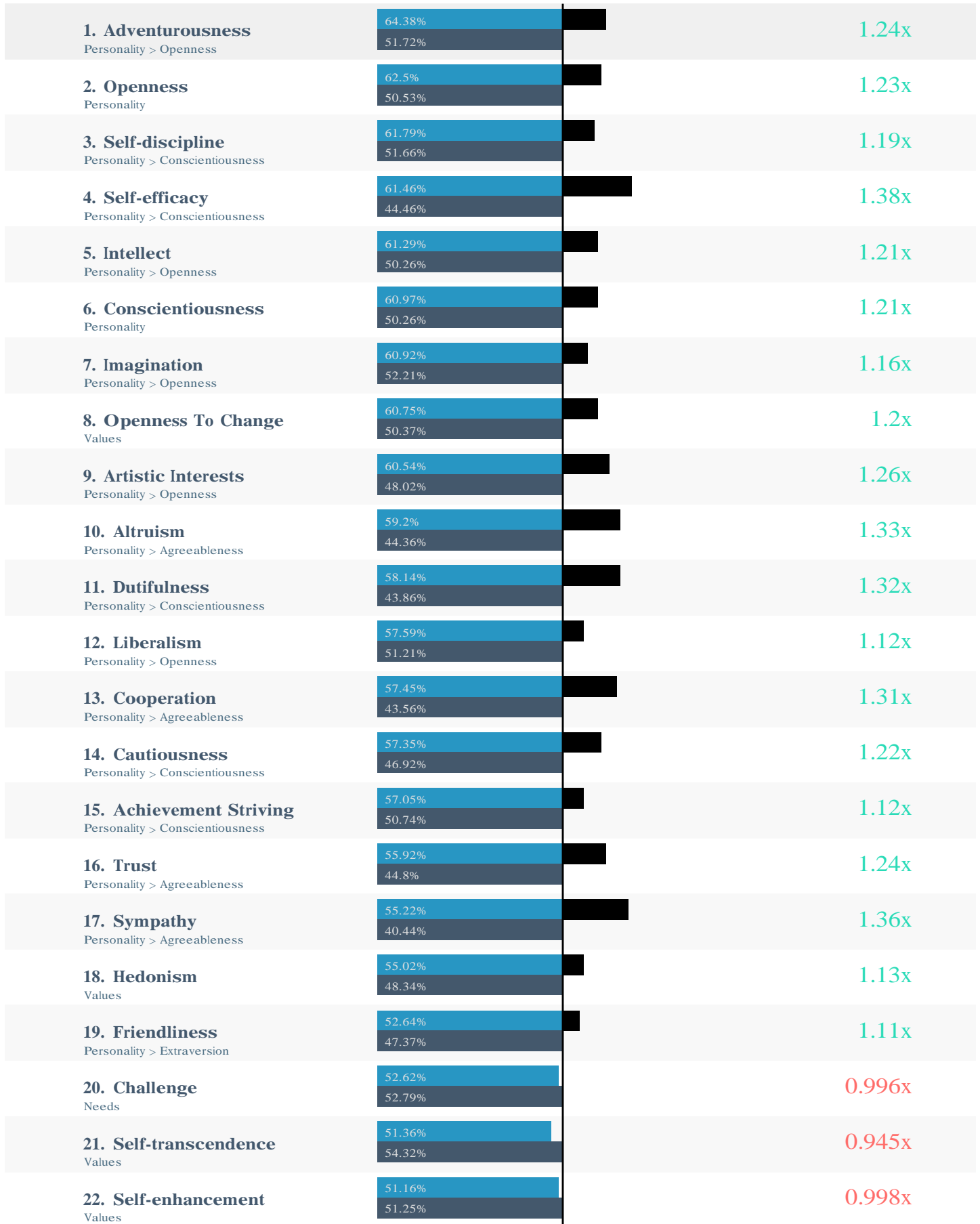
Multiple

89. Mad Money By Genre > News & Information	1.46% 0.079%	18.35x
90. Erin Burnett OutFront By Genre > News & Information	1.44% 0.123%	11.68x
91. Top Gear By Genre > Comedy	1.44% 1.86%	0.775x
92. Austin City Limits By Genre > Music	1.4% 0.117%	11.97x
93. Watch What Happens Live By Genre > Reality & Game Shows	1.39% 0.093%	14.93x
94. The Walking Dead By Genre > Drama	1.38% 5.56%	0.249x
95. Abcworldnews By Genre > News & Information	1.38% 0.544%	2.54x
96. Warren Miller Films By Genre > Sports	1.37% 1.45%	0.941x
97. House By Genre > Drama	1.36% 1.71%	0.797x
98. Shark Tank By Genre > Reality & Game Shows	1.35% 1.04%	1.29x
99. Derek By Genre > Comedy	1.33% 0.047%	28.23x
100. Face The Nation By Genre > News & Information	1.32% 0.082%	16.06x

Personality Insights

All categories

Multiple



All categories

Multiple

23. Excitement Needs	50.91% 50.64%	1x
24. Curiosity Needs	50.82% 48.5%	1.04x
25. Practicality Needs	50.19% 52.38%	0.958x
26. Morality Personality > Agreeableness	49.07% 44.59%	1.1x
27. Structure Needs	48.96% 48.66%	1x
28. Conservation Values	48.67% 51.14%	0.951x
29. Extraversion Personality	48.64% 48.42%	1x
30. Gregariousness Personality > Extraversion	47.63% 49.79%	0.956x
31. Liberty Needs	47.05% 47.12%	0.998x
32. Harmony Needs	46.77% 51.48%	0.908x
33. Stability Needs	46.73% 56.47%	0.827x
34. Closeness Needs	46.62% 47.25%	0.986x
35. Modesty Personality > Agreeableness	46.16% 44.33%	1.04x
36. Love Needs	46.02% 47.86%	0.961x
37. Agreeableness Personality	45.9% 46.15%	0.994x
38. Ideal Needs	45.87% 46.78%	0.98x
40. Self-expression Needs	44.5% 50.76%	0.876x
39. Assertiveness Personality > Extraversion	44.5% 47.63%	0.934x
41. Cheerfulness Personality > Extraversion	42.9% 48.88%	0.877x
42. Excitement-seeking Personality > Extraversion	40.05% 51.35%	0.78x
43. Depression Personality > Neuroticism	38.5% 50.21%	0.766x
44. Orderliness Personality > Conscientiousness	38.32% 46.57%	0.822x

All categories		Multiple
45. Emotionality Personality > Openness	38.1% 48.55%	0.784x
46. Immoderation Personality > Neuroticism	35.92% 52.32%	0.686x
47. Neuroticism Personality	35.44% 49.5%	0.715x
48. Anger Personality > Neuroticism	35.09% 48.49%	0.723x
49. Anxiety Personality > Neuroticism	34.92% 50.02%	0.698x
50. Vulnerability Personality > Neuroticism	34.23% 49.73%	0.688x
51. Self-consciousness Personality > Neuroticism	33.55% 46.5%	0.721x

Shared Spirits has been described by digital marketing professionals as the ultimate sampling app. There is no better way to promote brands than through authentic influencer marketing. Shared Spirits uses insights similar to those gleaned in this report to target influencers and build buzz for brands. Doing so through those already taking part in the supply chain enhances every participant's success.

For more information on how your spirits, wine, beer brand or venue may utilize advanced insights and the Shared Spirits app to grow simply email Sherman Mohr at sherman@sharedspirits.com or call CEO Sherman Mohr at 615-939-5436.

