

DNA Segments

USA





Audience Precision DNA Segmentation



Always Connected



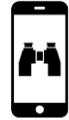
Bloggers

30.4mil
Bloggers enjoy creating and sharing content online



Clever & Connected

19mil
Educated, progressive, heavy on social media and engaged in topics such as satire, politics and news articles



Digital Explorers

25.4mil
Digital Explorers are aged 35+ with an interest in connecting online, social media, podcasts, and technology



Love Seekers

44.8mil
Those who use dating apps/sites



Selfie Queens

41.3mil
Selfie Queens always have a phone in hand. They're constantly posting photos and updates on social media



Tech Heads

24.3mil
Tech Heads are early adopters of tech and always go out of their way to learn everything they can about new technology



Vlogger Fans

33.6mil
Vlogger Fans love watching online videos by their favorite content creators and YouTube stars



Gaming Streamers

18.6mil
People who enjoy watching live gameplay

Lifestyle Shapers



Bare Basics

15.6mil
Those who are only just getting by in life. Often on a low income, have had little education, and can be resistant to change



Blue Collar Success

24.8mil
People with humble roots who have achieved great success in life



Counter Culture

32.2mil
People who shun mainstream culture and reject the status quo



Wallflower

10.1mil
Wallflower is a segment who is interested in the arts/music and staying in, rather than going out



Metro Dweller

33.5mil
Those who live in metro or urban areas.



Suburban Lifestyle

40.1mil
People living in the suburbs



Global Citizen

37.8mil
Those who consider themselves citizens of the world



Woke

44mil
Those in tune with the problems facing the world, the environment and those less fortunate. They are willing to adjust their lifestyle to be more ethical



Country Chic

17.3mil
Those who live in country/rural areas. They care about keeping up with appearances, pursue luxury/finer things



Country Conservatives

20.3mil
Those who live in country/rural areas, they are happy and content with the simple things in life



Fit & Trendy

29.1mil
People who exercise regularly and care a lot for their appearance. They like to shop, and purchase brand names

Next Gen



Driven Youth

29.3mil
Ambitious goal-oriented young people



Young Rebels

21mil
Under 25, & they don't like to play by the rules



Mid-Life Energy

26.5mil
People thriving in middle age



Avocado Millennials

22.5mil
The Baby Boomer's worst enemy. These affluent millennials would rather spend their spare cash enjoying life than save for a deposit

Golden Years



Young at Heart

14.9mil
Older in age but have a young at heart attitude. Have young-looking interests like going to shows, and are free-spirited in personality



Royally Retired

14.3mil
Retirees who are financially comfortable, with cash to splash and time on their hands



Empty Nesters

24.4mil
Empty Nesters are parents whose children have all grown up and left the family home



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Home Life



Boomers in the 'Burbs

13.2mil

Baby Boomers with conservative values living in the suburbs



Family Values

46.7mil

People who emphasize the importance of family, community and tradition



Stay at Home Parent

10mil

Parents looking after their kids rather than pursuing a career, either through choice, cultural norms or necessity



Sharehouse

13.9mil

People living with friends or strangers, usually renting



Young Families

46.7mil
Families with young children



Yummy Mommies

9.4mil
Moms who keep up to date with the latest fashion and style trends

Work Week



Career Driven Women

26.4mil

Career and success driven women executives and professionals



Manual Workers

18.4mil

People who work in occupations that tend to be more physical in function



Power Executives

21.9mil

Power Executives are success driven managers and executives



Business Owner

13.9mil

Business Owners



Students

13.8mil

Those currently studying



Young Professionals

25.5mil

Young corporate office workers

Pleasure & Leisure



Binging Out

39mil

Binging Out are heavy home entertainment consumers. They are self-confessed "binge-watchers" of TV shows/series



Creatives

41.8mil

People engaging in multiple artistic endeavors or who work in a creative field



DIYers

56.5mil

These people love decorating and renovating their homes.



Foodies

30.3mil

Foodies seek new food experiences. They're your go-to for what restaurant to eat at next



Gamers

22.9mil

Gamers spend their spare time playing video games at home, and are often the first to buy the new gaming title



Money Obsessed

37.1mil

Constantly checking the stock market, financial news and the performance of their own investments



Gym Junkies

33.6mil

Always working out, these Gym Junkies don't feel complete until after their daily dose of exercise



Movie Buffs

19.3mil

Frequent cinema attendees, they enjoy the experience of a movie outing, and are often the first to see the latest release



Career Driven Women

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Career and success driven women executives and professionals



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Music Fans

19.7mil

Music Fans



Nature Lovers

23.4mil

People who like nature activities



Sports Obsessed

14.7mil

People who are passionate about multiple sports



Style Stalkers

13.3mil

Always keep up to date with the latest fashion and beauty style trends



Art-House Film Fans

20.6mil

Those who are fans of watching Independent or Arthouse movies



Travel Trendsetters

41.1mil

Their ideal holiday is shopping on Fifth Avenue or skiing the French Alps



E-Sports Fans

8.2mil

Fans of E Sports



Girl Gamers

11mil

Girl Gamers spend their spare time playing video games at home.

Super Shoppers



Fast Fashionistas

10.7mil

Fast Fashion purchasers who love fashion and shopping but can't or don't want to spend a lot



Bargain Hunters

23.5mil

Bargain Hunters are those who always go out of their way in search of a bargain. Price is an important factor in the purchasing decision



Brand Buyers

19mil

Brand Buyers are loyal to their favorite brands and don't mind showing them off



High Spend

22.3mil

Those who spend lots of money on leisure and entertainment activities



Impulse Buyers

19.9mil

Impulse Buyers are those who tend to act out of emotion rather than logic when it comes to making purchasing decisions



Easily Influenced

16.6mil

Fashion conscious people who are easily influenced by their favorite reality TV or social media influencers



Prestige Purchasers

12.7mil

Prestige Purchasers prefer luxury brands and the premium version of a product



Suave Gent

18.6mil

Men who are well groomed. They seek out products and services to help them look their best



Audience Precision DNA Segmentation



USA Segments



NASCAR Fans

19.2mil
Fans of NASCAR



Pro Boxing Fans

33mil
Fans of Boxing



College Basketball Fans

34mil
Fans of College Basketball



College Football Fans

45.4mil
Fans of College Football



Golf Fans

31mil
Fans of Golf



NHL Fans

42mil
Fans of Ice Hockey



Tennis Fans

30.8mil
Fans of Tennis



Martial Arts (e.g. UFC) Fans

30.3mil
Fans of Martial Arts (e.g. UFC)



Motor Sport Fans

19.3mil
Fans of Motorsport



Rugby Fans

6.6mil
Fans of Rugby



MLB Baseball Obsessed Fans

28.9mil
Obsessed Fans of MLB Baseball are passionate about the sport and have their favorite team. They're attending the events and buying the merch.



MLB Baseball Casual Fans

39.5mil
Casual Fans of MLB Baseball have a team they follow and keep track of them, but aren't necessarily attending the events or buying the merch



Baller

16.8mil
People who have money and wealth (or want people to think so) and like to show it off



NBA Basketball Casual Fans

34.1mil
Casual Fans of NBA Basketball have a team they follow and keep track of them, but aren't necessarily attending the events or buying the merch



NBA Basketball Obsessed Fans

26.3mil
Obsessed Fans of NBA Basketball are passionate about the sport and have their favorite team. They're attending the events and buying the merch.



Out & Proud

21mil
Those who identify as being Lesbian, Gay, Bisexual, Transgender or Queer



Zoomers

7.7mil
Motivated young people from Generation Z who are trying to solve the world's problems caused by older generations



Outdoor Adventurers

29.7mil
People who like to do outdoor activities like camping and hiking, and explore the world around them



Represent

26.2mil
People from diverse backgrounds who have a strong sense of community and advocate for equality



Soccer Fans

39.2mil
Fans of Soccer



Surfers

6.2mil
People who surf in their spare time



Olympics Fans

19.5mil
Fans of the Olympics



Volleyball Fans

29.8mil
Fans of Volleyball



Winter Sports Fans

35.4mil
Fans of Winter Sports



NFL Casual Fans

75mil
Casual Fans of NFL Basketball have a team they follow and keep track of them, but aren't necessarily attending the events or buying the merch



NFL Obsessed Fans

24mil
Obsessed Fans of NFL Basketball are passionate about the sport and have their favorite team. They're attending the events and buying the merch.



Lean & Green

23.1mil
Lean and Green are environmentalists at heart. Green from the inside out, they try to eat healthily and take care of the environment



Veterans

21mil
Ex-military service people