

DNA Segments

Australia





Audience Precision DNA Segmentation



Always Connected



Bloggers

2.3mil
Bloggers enjoy creating and sharing content online



Clever & Connected

1.6mil
Educated, progressive, heavy on social media and engaged in topics such as satire, politics and news articles



Digital Explorers

1.7mil
Digital Explorers are aged 35+ with an interest in connecting online, social media, podcasts, and technology



Love Seekers

3.3mil
Those who use dating apps/sites



Selfie Queens

2.8mil
Selfie Queens always have a phone in hand. They're constantly posting photos and updates on social media



Tech Heads

1.8mil
Tech Heads are early adopters of tech and always go out of their way to learn everything they can about new technology



Vlogger Fans

2.8mil
Vlogger Fans love watching online videos by their favourite content creators and YouTube stars



Gaming Streamers

1.3mil
People who enjoy watching live gameplay

Lifestyle Shapers



Bare Basics

1mil
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

1.6mil
People with humble roots who have achieved great success in life



Counter Culture

2mil
People who shun mainstream culture and reject the status quo



Wallflower

876k
Wallflower is a segment who is interested in the arts/music and staying in, rather than going out



Metro Dweller

4mil
Those who live in metro or urban areas.



Suburban Lifestyle

4mil
People living in the suburbs



Global Citizen

2.4mil
Those who consider themselves citizens of the world



Woke

3mil
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

781k
Those who live in country/rural areas. They care about keeping up with appearances, pursue luxury/finer things



Country Conservatives

924k
Those who live in country/rural areas, they are happy and content with the simple things in life



Fit & Trendy

2.1mil
People who exercise regularly and care a lot for their appearance. They like to shop, and purchase brand names

Next Gen



Driven Youth

2.3mil
Ambitious goal-oriented young people



Young Rebels

1.6mil
Under 25, & they don't like to play by the rules



Mid-Life Energy

1.7mil
People thriving in middle age



Avocado Millennials

1.8mil
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

958k
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

917k
Retirees who are financially comfortable, with cash to splash and time on their hands



Empty Nesters

1.5mil
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

1.1mil

Baby Boomers with conservative values living in the suburbs



Family Values

3.1mil

People who emphasise the importance of family, community and tradition



Stay at Home Parent

867k

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



Sharehouse

1.3mil

People living with friends or strangers, usually renting



Young Families

3.9mil

Families with young children



Yummy Mummies

943k

Mums who keep up to date with the latest fashion and style trends

Work Week



Career Driven Women

1.4mil

Career and success driven women executives and professionals



Manual Workers

1.2mil

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



Power Executives

1.2mil

Power Executives are success driven managers and executives



Business Owner

976k

Business Owners



Students

1.2mil

Those currently studying



Young Professionals

1.5mil

Young corporate office workers

Pleasure & Leisure



Binging Out

2.3mil

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



Creatives

2.4mil

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



Diyers

3.9mil

These people love decorating and renovating their homes.



Foodies

1.5mil

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



Gamers

1.2mil

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



Money Obsessed

3.3mil

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



Gym Junkies

2.3mil

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



Movie Buffs

1.2mil

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



Music Fans

1.2mil

Music Fans



Nature Lovers

2.2mil

People who like nature activities



Sports Obsessed

1mil

People who are passionate about multiple sports



Style Stalkers

830k

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



Art-house Film Fans

1.1mil

Those who are fans of watching Independent or Arthouse movies



Travel Trendsetters

3.5mil

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



E-Sports Fans

643k

Fans of E Sports



Girl Gamers

538k

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

Super Shoppers



Fast Fashionistas

784k

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



Bargain Hunters

1.7mil

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

1.3mil

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



High Spend

1.8mil

Those who spend lots of money on leisure and entertainment activities



Impulse Buyers

1.1mil

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



Easily Influenced

1.2mil

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



Prestige Purchasers

800k

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



Suave Gent

1.3mil

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



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Australia Segments



AFL Fans

4mil
Fans of AFL



Rugby Fans

2.6mil
Fans of Rugby



Cricket Fans

4.6mil
Fans of Cricket



Motor Sport Fans

3mil
Fans of Motorsport



Martial Arts (e.g. UFC) Fans

2.5mil
Fans of Martial Arts
(e.g. UFC)



Golf Fans

1.6mil
Fans of Golf



Surfers

774k
People who surf in
their spare time



Tennis Fans

3.7mil
Fans of Tennis



Soccer Fans

4.2mil
Fans of Soccer



Basketball Fans

3.5mil
Fans of Basketball



Winter Sports Fans

2mil
Fans of Winter Sports



Olympics Fans

1.2mil
Fans of the Olympics



NRL Fans

2.2mil
Fans of NRL



Zoomers

683k
Motivated young people
from Generation Z who
are trying to solve the
world's problems caused
by older generations



Out & Proud

1.6mil
Those who
identify as being
Lesbian, Gay,
Bisexual,
Transgender or
Queer



Wine-O's

1.2mil
They know the different
wine varieties and they
know what food to pair
it with. They visit wineries
in search for the tastiest
drop



Cashed Up Bogans

1.1mil
Cashed Up Bogans are
Aussies who like to show
off with their purchases.
They are typically
narrow minded in their
views.



Aussie Battler

1.5mil
Low to middle income
Australians living in the
suburbs and the
country, working hard to
get by. Tend to have
traditional family values.



Aussie Larrikin

1.6mil
The Aussie Larrikin loves a
drink, a joke and a good
yarn. Unpretentious and
everyone's mate, often
spotted in a pub or watching
a game of footy or cricket



Cafe Culture

3.1mil
They know where to
find the best coffee
and they like their
coffee prepared in
their own special way