

# DNA Segments

Canada





# Audience Precision DNA Segmentation



## Always Connected



Bloggers

**3.7mil**  
Bloggers enjoy creating and sharing content online



Clever & Connected

**2.4mil**  
Educated, progressive, heavy on social media and engaged in topics such as satire, politics and news articles



Digital Explorers

**2.9mil**  
Digital Explorers are aged 35+ with an interest in connecting online, social media, podcasts, and technology



Love Seekers

**5.2mil**  
Those who use dating apps/sites



Selfie Queens

**4.7mil**  
Selfie Queens always have a phone in hand. They're constantly posting photos and updates on social media



Tech Heads

**2.9mil**  
Tech Heads are early adopters of tech and always go out of their way to learn everything they can about new technology



Vlogger Fans

**4.6mil**  
Vlogger Fans love watching online videos by their favorite content creators and YouTube stars



Gaming Streamers

**1.9mil**  
People who enjoy watching live gameplay

## Lifestyle Shapers



Bare Basics

**1.9mil**  
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

**2.7mil**  
People with humble roots who have achieved great success in life



Counter Culture

**3.6mil**  
People who shun mainstream culture and reject the status quo



Wallflower

**1.1mil**  
Wallflower is a segment who is interested in the arts/music and staying in, rather than going out



Metro Dweller

**6.9mil**  
Those who live in metro or urban areas.



Suburban Lifestyle

**3.3mil**  
People living in the suburbs



Global Citizen

**4.1mil**  
Those who consider themselves citizens of the world



Woke

**5mil**  
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

**1.6mil**  
Those who live in country/rural areas. They care about keeping up with appearances, pursue luxury/finer things



Country Conservatives

**1.9mil**  
Those who live in country/rural areas, they are happy and content with the simple things in life



Fit & Trendy

**3.3mil**  
People who exercise regularly and care a lot for their appearance. They like to shop, and purchase brand names

## Next Gen



Driven Youth

**3.4mil**  
Ambitious goal-oriented young people



Young Rebels

**2.6mil**  
Under 25, & they don't like to play by the rules



Mid-Life Energy

**3.3mil**  
People thriving in middle age



Avocado Millennials

**2.7mil**  
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

**1.8mil**  
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

**1.6mil**  
Retirees who are financially comfortable, with cash to splash and time on their hands



Empty Nesters

**2.8mil**  
Empty Nesters are parents whose children have all grown up and left the family home



# Audience Precision DNA Segmentation



## Home Life



Boomers in the 'Burbs

**915k**

Baby Boomers with conservative values living in the suburbs



Family Values

**5.2mil**

People who emphasize the importance of family, community and tradition



Stay at Home Parent

**1mil**

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



Sharehouse

**1.7mil**

People living with friends or strangers, usually renting



Young Families

**5.2mil**

Families with young children



Yummy Mummies

**1mil**

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

## Work Week



Career Driven Women

**2.7mil**

Career and success driven women executives and professionals



Manual Workers

**2.4mil**

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



Power Executives

**1.9mil**

Power Executives are success driven managers and executives



Business Owner

**1.4mil**

Business Owners



Students

**1.7mil**

Those currently studying



Young Professionals

**2.3mil**

Young corporate office workers

## Pleasure & Leisure



Binging Out

**3.7mil**

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



Creatives

**4.4mil**

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



DIYers

**6.2mil**

These people love decorating and renovating their homes.



Foodies

**2.6mil**

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



Gamers

**2.1mil**

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



Money Obsessed

**5.3mil**

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



Gym Junkies

**3.5mil**

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



Movie Buffs

**1.6mil**

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



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Music Fans

**2mil**

Music Fans



Nature Lovers

**3.5mil**

People who like nature activities



Sports Obsessed

**1.2mil**

People who are passionate about multiple sports



Style Stalkers

**1.5mil**

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



Art-House Film Fans

**2.2mil**

Those who are fans of watching Independent or Arthouse movies



Travel Trendsetters

**4.7mil**

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



E-Sports Fans

**1.2mil**

Fans of E Sportsa



Girl Gamers

**932k**

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

## Super Shoppers



Fast Fashionistas

**1.2mil**

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



Bargain Hunters

**2.7mil**

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

**2.4mil**

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



High Spend

**2.6mil**

Those who spend lots of money on leisure and entertainment activities



Impulse Buyers

**1.8mil**

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



Easily Influenced

**1.8mil**

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



Prestige Purchasers

**1.5mil**

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



Suave Gent

**2.3mil**

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



# Audience Precision DNA Segmentation



## Canada Segments



Basketball Casual Fans

**4.3mil**

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



Basketball Obsessed Fans

**2.4mil**

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



Pro Boxing Fans

**3.9mil**

Fans of Boxing



Golf Fans

**3.4mil**

Fans of Golf



Ice Hockey Casual Fans

**5.8mil**

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



Ice Hockey Obsessed Fans

**3.4mil**

Obsessed Fans of Ice Hockey are passionate about the sport and have their favorite team. They're attending the events and buying the merch



Martial Arts (e.g. UFC) Fans

**3.8mil**

Fans of Martial Arts (e.g. UFC)



Tennis Fans

**4.5mil**

Fans of Tennis



MLB Fans

**4.6mil**

Fans of MLB Baseball



Motor Sport Fans

**3.4mil**

Fans of Motorsport



Winter Sports Fans

**5.8mil**

Fans of Winter Sports



Out & Proud

**2.3mil**

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



Outdoor Adventurers

**3.8mil**

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



Olympics Fans

**3.2mil**

Fans of Olympics



Pub Pals

**2.4mil**

Pub Pals love a drink, a joke and a good chat. Unpretentious and everyone's mate, often spotted in a pub or watching a sports game



Québécois

**5mil**

French speakers of Quebec



Rugby Fans

**1.1mil**

Fans of Rugby



Zoomers

**1.1mil**

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



Soccer Fans

**5.8mil**

Fans of Soccer