

DNA Segments

Japan





Audience Precision DNA Segmentation



Always Connected



Bloggers

12mil
Bloggers enjoy creating and sharing content online



Clever & Connected

4.3mil
Educated, progressive, heavy on social media and engaged in topics such as satire, politics and news articles



Digital Explorers

6mil
Digital Explorers are aged 35+ with an interest in connecting online, social media, podcasts, and technology



Love Seekers

7mil
Those who use dating apps/sites



Selfie Queens

3.4mil
Selfie Queens always have a phone in hand. They're constantly posting photos and updates on social media



Tech Heads

4.3mil
Tech Heads are early adopters of tech and always go out of their way to learn everything they can about new technology



Vlogger Fans

3.5mil
Vlogger Fans love watching online videos by their favorite content creators and YouTube stars



Gaming Streamers

6mil
People who enjoy watching live gameplay

Lifestyle Shapers



Bare Basics

5.7mil
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

3.1mil
People with humble roots who have achieved great success in life



Counter Culture

2.9mil
People who shun mainstream culture and reject the status quo



Wallflower

2.4mil
Wallflower is a segment who is interested in the arts/music and staying in, rather than going out



Metro Dweller

7.3mil
Those who live in metro or urban areas.



Suburban Lifestyle

5mil
People living in the suburbs



Global Citizen

2.5mil
Those who consider themselves citizens of the world



Woke

2.9mil
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

2.3mil
Those who live in country/rural areas. They care about keeping up with appearances, pursue luxury/finer things



Country Conservatives

3.3mil
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

4.3mil
Ambitious goal-oriented young people



Young Rebels

2.5mil
Under 25, & they don't like to play by the rules



Mid-Life Energy

4.7mil
People thriving in middle age



Affluent Millennials

3.6mil
The Baby Boomer's worst enemy. These affluent millennials would rather spend their spare cash enjoying life than save for a house

Golden Years



Young at Heart

2.7mil
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

2.1mil
Retirees who are financially comfortable, with cash to splash and time on their hands



Empty Nesters

5.5mil
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

5.4mil

Baby Boomers with conservative values living in the suburbs



Family Values

5mil

People who emphasize the importance of family, community and tradition



Stay at Home Parent

3.8mil

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



Sharehouse

6.9mil

People living with friends or strangers, usually renting



Young Families

13mil

Families with young children



Yummy Mommies

4mil

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

Work Week



Career Driven Women

2.5mil

Career and success driven women executives and professionals



Manual Workers

10mil

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



Power Executives

2.7mil

Power Executives are success driven managers and executives



Business Owner

3.1mil

Business Owners



Students

5.7mil

Those currently studying



Young Professionals

2.7mil

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

2.2mil

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



DIYers

7.2mil

These people love decorating and renovating their homes.



Foodies

2.8mil

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



Gamers

3mil

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



Money Obsessed

12mil

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



Gym Junkies

2.8mil

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



Movie Buffs

3mil

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



Fast Fashionistas

3.5mil

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



Bargain Hunters

6.7mil

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

3.1mil

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



High Spend

4.5mil

Those who spend lots of money on leisure and entertainment activities



Impulse Buyers

2.9mil

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



Easily Influenced

2.3mil

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



Prestige Purchasers

2.6mil

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



Suave Gent

2.5mil

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



Music Fans

4mil

Music Fans



Nature Lovers

2.4mil

People who like nature activities



Sports Obsessed

2.6mil

People who are passionate about multiple sports



Style Stalkers

3.7mil

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



Art-House Film Fans

2.4mil

Those who are fans of watching Independent or Arthouse movies



Travel Trendsetters

6.6mil

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



E-Sports Fans

4.3mil

Fans of E Sports



Girl Gamers

2.3mil

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



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Japan Segments



Badminton Fans

3.2mil
Fans of Badminton



Baseball Fans

19mil
Fans of Baseball



Basketball Fans

7.5mil
Fans of Basketball



Book Worms

8mil
Book Worms love reading and would prefer a night in that being out in a crowd



Pro Boxing Fans

7.6mil
Fans of Boxing



Diligent Worker

5.4mil
Hard working career-oriented full-time workers who like to do things properly



Olympics Fans

8.2mil
Fans of the Olympics



Golf Fans

7.8mil
Fans of Golf



Winter Sports Fans

8.5mil
Fans of Winter Sports



Volleyball Fans

8mil
Fans of Volleyball



Martial Arts (e.g. UFC) Fans

8.2mil
Fans of Martial Arts (e.g. UFC)



Motor Sport Fans

7.1mil
Fans of Motorsport



Rugby Fans

5.9mil
Fans of Rugby



Soccer Fans

16mil
Fans of Soccer



Table Tennis Fans

8.3mil
Fans of Table Tennis



Tennis Fans

13mil
Fans of Tennis



Looking After Parents

17mil
Adults looking after their parents as they age



Humble & Modest

9.5mil
People who are risk averse, careful with their money and don't like to show off their achievements or money