



USA

DNA Segments





AUDIENCE PRECISION DNA SEGMENTATION



Lifestyle Shapers



Bare Basics

16mil

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

25mil

People with humble roots who have achieved great success in life



Counter Culture

33mil

People who shun mainstream culture and reject the status quo



Wallflower

11mil

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



Metro Dweller

34mil

Cosmopolitan people living in urban areas with a global mindset



Suburban Lifestyle

40mil

People living in the suburbs



Global Citizen

38mil

Those who consider themselves citizens of the world



Woke

45mil

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 Conservatives

21mil

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



Fit & Trendy

30mil

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



Country Chic

18mil

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

Next Gen



Driven Youth

30mil

Ambitious goal-oriented young people



Young Rebels

22mil

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



Mid-Life Energy

27mil

People thriving in middle age



Avocado Millennials

22mil

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



AUDIENCE PRECISION DNA SEGMENTATION



Always Connected



Bloggers

28mil

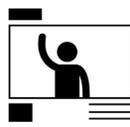
Bloggers enjoy creating and sharing content online



Clever & Connected

18mil

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



Vlogger Fans

32mil

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



Digital Explorers

26mil

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



Love Seekers

46mil

Those who use dating apps/sites



Gaming Streamers

17mil

People who enjoy watching live gameplay



Selfie Queens

42mil

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



Tech Heads

25mil

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

Golden Years



Young at Heart

15mil

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

14mil

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



Empty Nesters

24mil

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

13mil

Baby Boomers with conservative values living in the suburbs



Family Values

47mil

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

14mil

People living with friends or strangers, usually renting



Young Families

47mil

Families with young children



Yummy Mommies

9.5mil

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

Work Week



Career Driven Women

26mil

Career and success driven women executives and professionals



Manual Workers

19mil

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



Power Executives

22mil

Power Executives are success driven managers and executives



Business Owner

14mil

Business Owners



Students

15mil

Those currently studying



Young Professionals

25mil

Young corporate office workers



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Super Shoppers



Fast Fashionistas

10mil

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



Bargain Hunters

26mil

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

21mil

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



High Spend

23mil

Those who spend lots of money on leisure and entertainment activities



Impulse Buyers

20mil

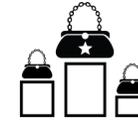
Impulse Buyers are those who tend to act out of emotion rather than logic when it comes to making purchasing decisions



Easily Influenced

17mil

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



Prestige Purchasers

13mil

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



Metro Man

19mil

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



AUDIENCE PRECISION DNA SEGMENTATION



Pleasure & Leisure



Gamers

24mil

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



Money Obsessed

38mil

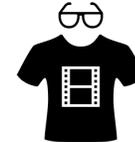
Constantly checking the stock market, financial news and the performance of their own investments



Gym Junkies

34mil

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



Movie Buffs

15mil

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



Nature Lovers

24mil

People who like nature activities



DIY Dads

10mil

Dads who love working on DIY projects around the home. There isn't a job too big or small for this handyman!



Music Fans

20mil

Music Fans



Binging Out

39mil

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



Sports Obsessed

15mil

People who are passionate about multiple sports



Style Stalkers

14mil

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



Creatives

43mil

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



Goal Diggers

32mil

Ambitious, and goal-oriented people, who always strive to achieve more in life, whether it be in the home, business, or family life



Art-House Film Fans

22mil

Those who are fans of watching Independent or Arthouse movies



Travel Trendsetters

41mil

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



E-Sports Fans

8mil

Fans of E Sports



Girl Gamers

11mil

Girl Gamers spend their spare time playing video games at home



Foodies

31mil

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



AUDIENCE PRECISION DNA SEGMENTATION



USA Segments



Pro Boxing Fans

34mil
Fans of Boxing



NBA Basketball Casual Fans

36mil
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

27mil
Obsessed Fans of NBA Basketball are passionate about the sport and have their favorite team. They're attending the events and buying the merch



Motor Sport Fans

20mil
Fans of Motorsport



Martial Arts (e.g. UFC) Fans

31mil
Fans of Martial Arts (e.g. UFC)



Lean & Green

24mil
Lean and Green are environmentalists at heart. Green from the inside out, they try to eat healthily and take care of the environment



Tennis Fans

31mil
Fans of Tennis



NASCAR Fans

19mil
Fans of NASCAR



Volleyball Fans

30mil
Fans of Volleyball



Winter Sports Fans

36mil
Fans of Winter Sports



Pro Bull Riding Fans

4.5mil
Fans of Pro Bull Riding



Golf Fans

31mil
Fans of Golf



Out & Proud

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



Outdoor Adventurers

30mil
People who like to do outdoor activities like camping and hiking, and explore the world around them



Rugby Fans

6.6mil
Fans of Rugby



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USA Segments



MLB Baseball Casual Fans

39mil

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



MLB Baseball Obsessed Fans

29mil

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



NHL Fans

42mil

Fans of Ice Hockey



Zoomers

8.7mil

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



Soccer Fans

40mil

Fans of Soccer



Veterans

21mil

Ex-military service people



Surfers

6.2mil

People who surf in their spare time



Baller

178mil

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



Represent

27mil

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



Olympics Fans

20mil

Fans of the Olympics



College Basketball Fans

34mil

Fans of College Basketball



College Football Fans

46mil

Fans of College Football



NFL Casual Fans

77mil

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