



Australia

DNA Segments





AUDIENCE PRECISION DNA SEGMENTATION



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

911k

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



Metro Dweller

2mil

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 Conservatives

911k

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



Country Chic

789k

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

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



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Always Connected



Bloggers

2.1mil

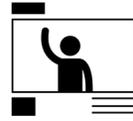
Bloggers enjoy creating and sharing content online



Clever & Connected

1.6mil

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



Vlogger Fans

2.7mil

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



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



Gaming Streamers

1.2mil

People who enjoy watching live gameplay



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

Golden Years



Young at Heart

933k

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

963k

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

844k

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



Sharehouse

1.4mil

People living with friends or strangers, usually renting



Young Families

3.9mil

Families with young children



Yummy Mummies

948k

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

1.3mil

Power Executives are success driven managers and executives



Business Owner

994k

Business Owners



Students

1.3mil

Those currently studying



Young Professionals

1.5mil

Young corporate office workers



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Super Shoppers



Fast Fashionistas

786k

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



Bargain Hunters

2.2mil

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

1.4mil

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

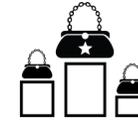
Impulse Buyers are those who tend to act out of emotion rather than logic when it comes to making purchasing decisions



Easily Influenced

1.1mil

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



Prestige Purchasers

823k

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



Metro Man

1.3mil

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



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Pleasure & Leisure



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

3.2mil

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



Gym Junkies

2.4mil

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



Movie Buffs

921k

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



Nature Lovers

2.2mil

People who like nature activities



DIY Dads

929k

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



Music Fans

1.2mil

Music Fans



Binging Out

2.3mil

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



Sports Obsessed

1mil

People who are passionate about multiple sports



Style Stalkers

837k

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



Creatives

2.4mil

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



Goal Diggers

2.3mil

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

2.3mil

Those who are fans of watching Independent or Arthouse movies



Travel Trendsetters

3.6mil

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



E-Sports Fans

643k

Fans of E Sports



Girl Gamers

526k

Girl Gamers spend their spare time playing video games at home



Foodies

1.5mil

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



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Australia Segments



AFL Fans

2.5mil
Fans of AFL



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



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)



Zoomers

777k

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



Surfers

761k
People who surf in their spare time



Tennis Fans

3.7mil
Fans of Tennis



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



Basketball Fans

3.6mil
Fans of Basketball



Winter Sports Fans

2mil
Fans of Winter Sports



Cafe Culture

3mil

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



Soccer Fans

4.2mil
Fans of Soccer



Olympics Fans

1.3mil
Fans of the Olympics



NRL Fans

2.2mil
Fans of NRL



Golf Fans

1.6mil
Fans of Golf



Out & Proud

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



Wine Lovers

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



Rugby Fans

2.6mil
Fans of Rugby



Aussie Larrikin

1.7mil
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