



Canada

DNA Segments





AUDIENCE PRECISION DNA SEGMENTATION



Lifestyle Shapers



Bare Basics

1.8mil

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

2.6mil

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

6.8mil

Cosmopolitan people living in urban areas with a global mindset.



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 Conservatives

1.9mil

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



Fit & Trendy

3.4mil

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



Country Chic

1.6mil

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

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



AUDIENCE PRECISION DNA SEGMENTATION



Always Connected



Bloggers

3.3mil

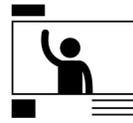
Bloggers enjoy creating and sharing content online



Clever & Connected

2.4mil

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



Vlogger Fans

4.3mil

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



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



Gaming Streamers

1.7mil

People who enjoy watching live gameplay



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

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

2.7mil

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



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Home Life



Boomers in the 'Bubs

912k

Baby Boomers with conservative values living in the suburbs



Family Values

5.1mil

People who emphasize the importance of family, community and tradition



Stay at Home Parent

952k

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

1 mil

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

Work Week



Career Driven Women

2.8mil

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

2mil

Power Executives are success driven managers and executives



Business Owner

1.4mil

Business Owners



Students

1.9mil

Those currently studying



Young Professionals

2.4mil

Young corporate office workers



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Super Shoppers



Fast Fashionistas

1.1mil

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



Bargain Hunters

2.9mil

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

2.6mil

Brand Buyers are loyal to their favourite 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 favourite reality TV or social media influencers



Prestige Purchasers

1.5mil

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



Metro Man

2.3mil

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



AUDIENCE PRECISION DNA SEGMENTATION



Pleasure & Leisure



Gamers

2mil

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



Money Obsessed

5.5mil

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



Gym Junkies

5.6mil

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



Movie Buffs

1.3mil

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



Nature Lovers

3.5mil

People who like nature activities



DIY Dads

1.4mil

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



Music Fans

2mil

Music Fans



Binging Out

3.8mil

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



Sports Obsessed

1.3mil

People who are passionate about multiple sports



Style Stalkers

1.6mil

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



Creatives

4.3mil

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



Goal Diggers

6.2mil

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

1.7mil

Those who are fans of watching Independent or Arthouse movies



Travel Trendsetters

4.9mil

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



E-Sports Fans

1.1mil

Fans of E Sports



Girl Gamers

903k

Girl Gamers spend their spare time playing video games at home



Foodies

2.6mil

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



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Canada Segments



Pro Boxing Fans

3.8mil

Fans of Boxing



Ice Hockey Casual Fans

5.9mil

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

3.5mil

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



Motor Sport Fans

3.4mil

Fans of Motorsport



Martial Arts (e.g. UFC) Fans

3.8mil

Fans of Martial Arts (e.g. UFC)



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



NFL Fans

6.3mil

Fans of NFL



Tennis Fans

4.4mil

Fans of Tennis



MLB Fans

4.7mil

Fans of MLB Baseball



Québécois

4.3mil

French speakers of Quebec



Winter Sports Fans

5.9mil

Fans of Winter Sports



Basketball Casual Fans

4.5mil

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



Olympics Fans

3.2mil

Fans of the Olympics



Pub Pals

2.5mil

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



Golf Fans

3.5mil

Fans of Golf



Out & Proud

2.3mil

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



Outdoor Adventurers

3.9mil

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



Rugby Fans

1.1mil

Fans of Rugby



Basketball Obsessed Fans

2.5mil

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