

KEY GENDER: **MEN**  
KEY AGE GROUP: **16-34**

# SEGMENT COMPARISON.

**SAME DEMO, DIFFERENT BEHAVIORS**



## VALUES AND CHARACTER:

Risk Takers, Early tech adopters

Fashion Conscious, Easily swayed by other's opinions

## THEY ARE INTERESTED IN:

Adventure/Extreme Sports, Gaming

Theater, Urban/Modern Art

## WANT BRANDS TO BE:

Bold and Innovative

Young and Exclusive

## ONLINE CONTENT:

Technology and Sports

Business and Fashion

## THEY CARE ABOUT:

Marijuana Legalization

Gun Control

## ENJOY LISTENING TO:

Dubstep, Death Metal, Techno

Jazz, Disco, Dance



Martial Arts (e.g. UFC) Fans

**32mil**  
Fans of Martial  
Arts (e.g. UFC)



Art-House Film Fans

**22mil**  
Those who are  
fans of watching  
Independent or  
Arthouse movies

18% are also Arthouse Film Fans

25% are also Martial Arts Fans