

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

SEGMENT COMPARISON.

SAME DEMO, DIFFERENT BEHAVIOURS



VALUES AND CHARACTER:

Want the latest tech, Risk Takers

Fashion Conscious, Easily swayed by other's opinions

THEY ARE INTERESTED IN:

Adventure/Extreme Sports and Gaming

Urban Art and Fine Art

WANT BRANDS TO:

Make you feel valued

Help improve image/reputation

ONLINE CONTENT:

Technology, Anime

Youth Entertainment, Celebrity Gossip

THEY CARE ABOUT:

Anti-Poverty

Marijuana Legalization

ENJOY LISTENING TO:

Rap, Punk, Grunge

Jazz, Disco, Dance



Martial Arts (e.g. UFC) Fans

3.8mil
Fans of Martial
Arts (e.g. UFC)



Art-House Film Fans

1.7mil
Those who are
fans of watching
Independent or
Arthouse movies

12% are also Arthouse Film Fans

27% are also Martial Arts Fans