

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

# SEGMENT COMPARISON.

**SAME DEMO, DIFFERENT BEHAVIOURS**



## VALUES AND CHARACTER:

Fashion conscious

Money driven, Early adopters of new products

## THEY ARE INTERESTED IN:

Gambling and Watching Sports

Science and Tech

## WANT BRANDS TO BE:

Exclusive

Reliable

## ONLINE CONTENT PREFERENCES:

Sports and Automotive

Technology, Music and News

## THEY CARE ABOUT:

Animal Rights

Mental Health

## ENJOY LISTENING TO:

Country, Heavy Metal & Disco

Electro Pop, Electronic / Techno, EDM



Sports Obsessed

**2.6mil**  
People who are  
passionate  
about multiple  
sports



Tech Heads

**4.5m**  
Tech Heads are  
early adopters of  
tech and always go  
out of their way to  
learn everything  
they can about  
new technology

27% are also Tech Heads

15% are also Sports Obsessed