

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

SEGMENT COMPARISON.

SAME DEMO, DIFFERENT BEHAVIOURS



VALUES AND CHARACTER:

Like to stand out in a crowd, Risk takers

Fashion Conscious, Easily swayed by other's opinions

THEY ARE INTERESTED IN:

Adventure/Extreme Sports and Cars/Motoring

Fine Art and Fashion

WANT BRANDS TO BE:

Bold and Trendy

Exclusive and Funny

ONLINE CONTENT:

Celebrity Gossip, Automotive & Vehicles

Fashion, Business

THEY CARE ABOUT:

Racial Equality

LGBTQ Rights

ENJOY LISTENING TO:

Death Metal, Dubstep, Drum'n'Bass

Grunge, Electro Pop, Jazz



Martial Arts (e.g. UFC) Fans

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



Art-House Film Fans

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

18% are also Arthouse Film Fans

22% are also Martial Arts Fans