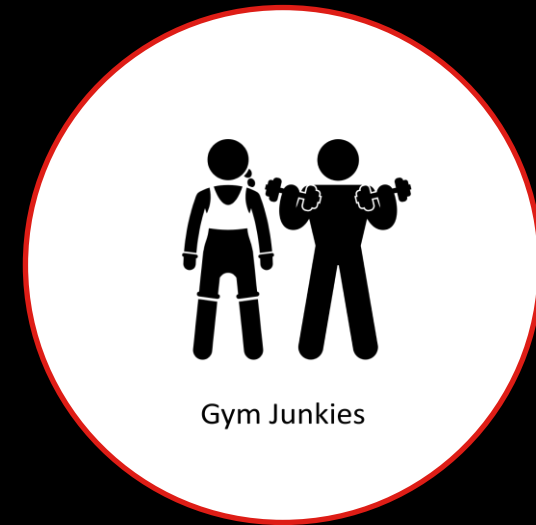




AUSTRALIA

AUDIENCE — GYM JUNKIES

AUDIENCE IDENTIKIT





identikit



AUSTRALIA



Gym Junkies

Market Potential

1.6mil

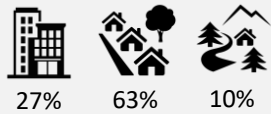
Profile Insights

Gym Junkies

Gym junkies spend lots of time working out on a regular basis. They are enthusiastic about maintaining their physical fitness, and do not feel complete without their daily dose of exercise.



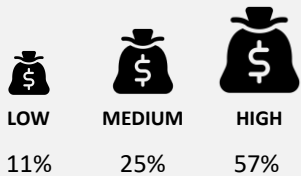
REGION



LOCATION - TOP 6

NSW	30%
VIC	29%
QLD	19%
WA	10%
SA	8%
ACT	2%

INCOME*



LGBTQIA+

11%

DNA AUDIENCE OVERLAP



Fit & Trendy



Lean & Green



Goal Diggers

INTERESTED IN

Physical Fitness & Training

Health-Conscious Nutrition

Active Sports Participation

Personal Health & Wellbeing

Investment & Wealth Management

SELF PERCEPTIONS

Appearance-Conscious

Explore the World Actively

VALUES

Success-Oriented

Set & Conquer Challenges

SPORTS THEY LOVE

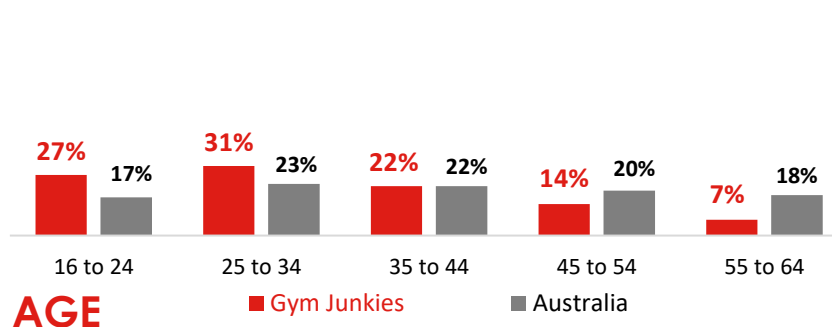
Soccer

Boxing

CHARACTER

Achievement-Driven

Career-Centric Orientation



WHAT CHARACTER DO THEY LIKE IN BRANDS

Forward-Thinking & Inventive

Genuineness & Integrity

WHAT DO THEY EXPECT FROM BRANDS

Consumer Value Recognition

Knowledge & Skill Development



Purchase Behaviour



BRAND ATTITUDES

Pre-Purchase Digital Research

Strong Brand Allegiance

Recommend New Products to Peers

CONSUMER CONFIDENCE

Personal Financial Outlook



Domestic Economic Outlook



PURCHASES IN THE LAST 6 MONTHS

59%	Clothing	Jewelry	27%
28%	Fragrance	Purse / Wallet	15%
30%	Gift for someone	Shoes	22%
26%	Glasses / Spectacles	Sneakers / Trainers	26%
22%	Handbag / Bag	Smart Wearable Device	15%
16%	Sports Clothing / Equipment	Wristwatch	12%

ONLINE PURCHASE DRIVERS

Complimentary Shipping

Promotional Discount
Incentives

Get Products Delivered Fast

MAIN
GROCERY
BUYER:

58%

SHOPPING PREFERENCES



I usually shop online

I prefer to buy from big retailers



Pay More for Eco-Friendly Products



Pay More for Familiar Brands



Prioritise Savings Over Immediacy





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AUSTRALIA



Gym Junkies

Media Insights



HIGHEST MEDIA CONNECTIONS 30 MINS+ REGULARLY



Stream Music Online



Browse Social Media Content



Watch Short-Form Video



Stream TV Online



Watch Long-Form Video

HIGHEST SOCIAL MEDIA CONNECTIONS



Instagram



TikTok



Snapchat



Facebook



LinkedIn

How this DNA Audience engages with media

TV SERIES GENRES

Comedy & Sitcom Series

Action & Thriller Series

Drama Series

MOVIES GENRES

Action & Blockbuster Films

Comedy Films

Thriller & Suspense Films

PODCAST GENRES

Business & Finance Podcasts

Health & Lifestyle Podcasts

Advisory & Self-Improvement Podcasts

AUDIO STREAMING

Spotify

SoundCloud

YouTube Music

OUT OF HOME FORMATS

Gyms/Health clubs

Public toilets

Taxis

PRINT CONTENT

Physical Fitness & Training

Health-Conscious Nutrition

Active Sports Participation

WHO THEY FOLLOW ON SOCIAL MEDIA

Fitness & Wellness Authorities

Influencer & Expert Accounts

Sports & Athlete Accounts

REASONS FOR USING SOCIAL MEDIA

Find Ideas & Inspiration Online

Check Trending Topics on Social

Stay in Touch with Friends & Family

WATCH/LISTEN TO WEEKLY

Music Streaming Listening

Educational Video Viewing

Podcast Listening

ONLINE CONTENT PREFERENCES

Track Wellness Digitally

Listen to Music Digitally

Access Digital Entertainment



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Australia



Gym Junkies



Brand Partnerships

BRANDS THEY HAVE A HIGH LIKELIHOOD TO USE OR PURCHASE

Haircare / Skincare / Cosmetics



Use Weekly

Major Airline Brands



Flown in the last 3 years

Retailers / Stores



Shopped in the last 3 months

Film Franchises



Fans of

Alcohol Brands



Drunk in the last month

Auto Brands



Top choice for next vehicle purchase

Luxury Brands



Purchased in the last year

Online Payment Services



Used in the last month

Banks



Have an account or card with now

Drink Brands



Drink weekly

Convenience Brands / QSRs



Visit or purchase monthly

Sports Brands



Purchased in the last 2 years

Tech Brands



Top choice for next purchase

Games / Game Franchises



Played in the last 12 months

Game Consoles



Interested in purchasing

Web / App Brands



Used in the last month