

# AFL CHEAT SHEET



## Sociodemographic

Demographic - Generation - Y Generation / Millennials

Demographic - Lifestyle - With Children / Kids

Demographic - Inferred Income Level - High / Affluent

AU Experian - Sociodemographic - Age Groups - 20-24 / 25-34 / 35-44

AU Experian - Mosaic - Group - A Exclusive Environs / B Knowledgeable Success / C Independence and Careers / I Books and Boots

AU Roy Morgan - Sociodemographic - Generation - Gen-X / Gen-Y / Baby Boomers

AU Sydney Airport - Demographic - Declared Age / Gender

## Seasonal



Seasonal - Sport Events - Grand Final Season AFL / NRL / Rugby World Cup Fans

Seasonal - Sport Events - Football Matches - FIFA World Cup 2018



## Intent

Intent - Shopping

AU Experian - Frequent Buyers - Shopping - Sports and Outdoor

Skimlinks - Wants to Buy / About to Buy - Fashion and Accessories - Sportswear

Skimlinks - About to Buy - Gambling - Sports Betting

## Interest



## B2B

Business / B2B - Professions - Business Professionals

Business / B2B - Interest - Marketing and Advertising / Banking and Finance / HR and Recruitment

Bombora - B2B Demo - Professional Groups - Business Professional / Marketing Professional / Human Resources Professional

Bombora - B2B Predictive Signals - Marketing / Human Resources

Interest - Sports - AFL Football / NRL / Cricket

Interest - Entertainment - Movies / TV / Music / Blogs and Social Media / Books

Interest - Tech Enthusiasts / Food Enthusiasts / Arts and Sciences

Interest - Food Enthusiasts - Wine Fanatics

AU IPSOS - Emma - Mid Range / High Range - Sport - Sporting Club Supported - AFL Club

AU IPSOS - Emma - Mid Range / High Range - Sport - Watch Live or Regularly on TV - Australia Rules Football / Rugby League / Cricket

AU IPSOS - Emma - High Range - Local - Magazine Read in Last Year - Sport - AFL Record

AU IPSOS - Emma - Mid Range / High Range - Sport - Sporting Club Supported - NRL Rugby League Club

AU Roy Morgan - Vertical Segments - Lifestyle - Gambling and Sports Betting

Global excluding US and EMEA ShareThis - Sports - Team Sports - Australian Football / Rugby / Cricket

Grapeshot - Reach - Sport

Skimlinks - Affinity - Sports

