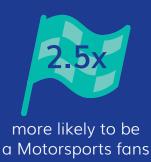
Understanding Rugby World Cup Fans



58% are likely to have children **50%** are likely to own pets **60%** of those pet owners are

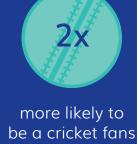
Employment 62% are likely to work for some type of business services company (most likely Finance or IT)

Rugby World Cup Fans are Big Fans of Other Sports











Watersports (e.g. boating, kayaking, etc.) fans

When not playing or watching sports, Fans skew towards:



Home Improvement

Health and Fitness

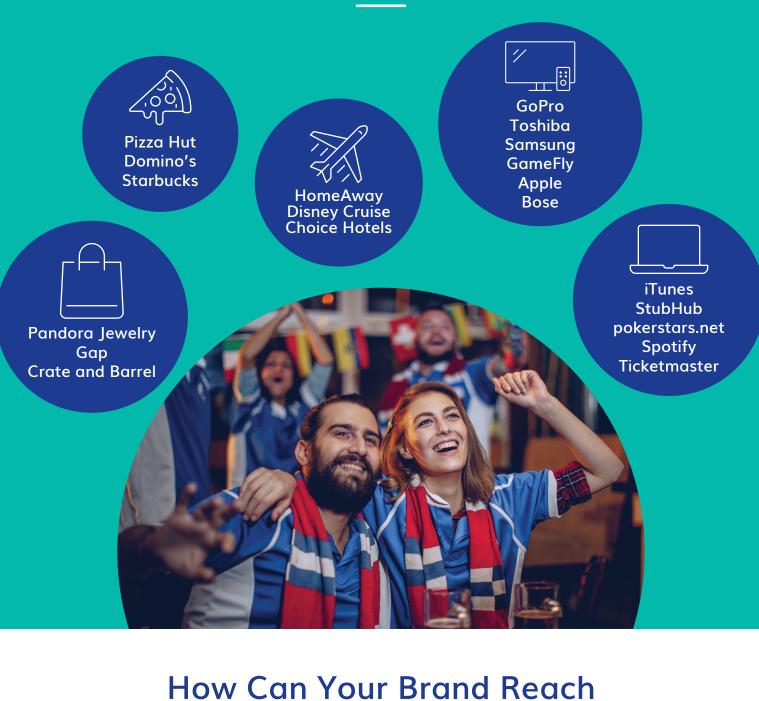






Rugby fans are big into their electronics and entertainment...

Brand Affinities



Recommended **Target Audience Audience Segments**

Brand

Rugby World Cup Fans?

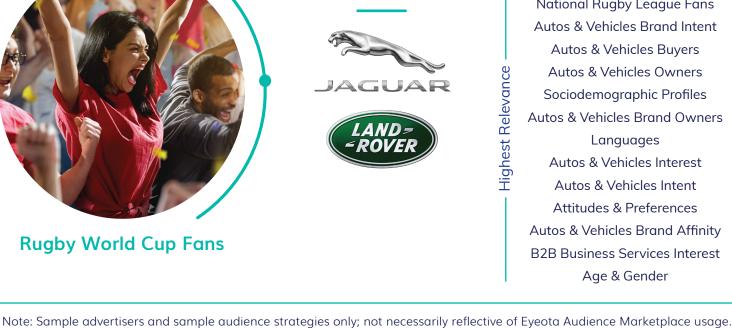




Rugby Interest National Rugby League Fans Computers & Software Interest Age & Gender

Food & Drink Interest Sports & Fitness Interest

Food & Drink Intent Attitudes & Preferences **Purchase Behaviors** Media & Entertainment Interest Pharma & Healthcare Interest Travel Intent **Babies & Kids Intent** Travel Interest Recommended **Audience Segments** Rugby Interest



Enabling the intelligent use of data.



Brand

National Rugby League Fans Autos & Vehicles Brand Intent **Autos & Vehicles Buyers**

Autos & Vehicles Owners Sociodemographic Profiles **Autos & Vehicles Brand Owners** Languages Autos & Vehicles Interest Autos & Vehicles Intent Attitudes & Preferences **Autos & Vehicles Brand Affinity B2B Business Services Interest** Age & Gender

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