

# INSIGHTS

with a look into horse racing fans



Throughout the Spring Racing Carnival we have millions of people across our network showing an interest in horse racing. What else are these people looking at online? Here are some insights that may surprise you...

## ARTS & ENTERTAINMENT

#1 interest is The X Factor. But it's not just The X Factor, they love reality TV!! Overall these people love being out and about, with these activities coming in the top 5 across all Arts & Entertainment.



The X Factor  
19x



Restaurants  
19x



Dining & Nightlife  
17x



Bars & Clubs  
17x



Reality TV  
15x

## AUTOMOTIVE

The top two auto brands of interest for horse racing fans suggest there are two very different audience profiles - one affluent and one working class. Holden and Mercedes are both more likely and Utes come up trumps followed by Sedans. You can make the assumption that it's Holden Utes for the working man, and high end brand Mercedes Sedan for the affluent.



Utes  
14x



Holden  
13x



Mercedes  
13x



Sedans  
11x

## BUSINESS & FINANCE

Small Business Franchises/Startups register with the strongest lift for horse racing fans, followed by Real Estate and Finance.



Small Business/Startup  
21x



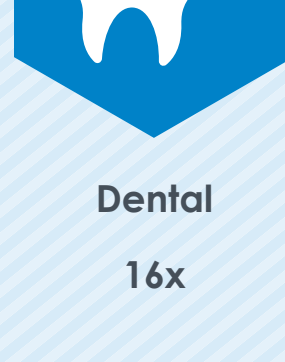
Real Estate  
20x



Finance  
19x

## HEALTH

Perhaps a few too many drinks and vigorous cheering at the race tracks with health related interests high?!



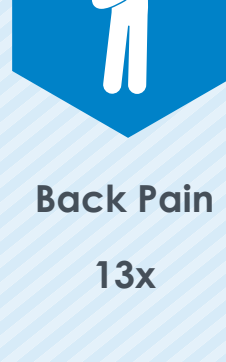
Dental  
16x



Asthma  
15x



Headache  
13x



Back Pain  
13x

## HOME & FAMILY

Home & Family brings up a mixed bag of results. Some are warm and fuzzy, like Getting Married and Cats. But there is a down side, with Counseling also appearing in the top 10.



Cats  
25x



Getting Married  
24x



Counseling  
22x

## SHOPPING

Men seem to be more interested in horse racing as these are the top products being purchased online. Also in the top list for shopping are kids toys and baby games, kids dresses and gardening products.



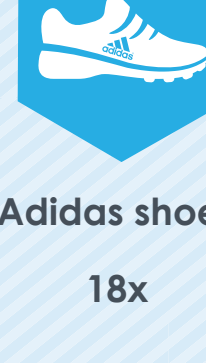
Men's shirts  
27x



Men's clothes  
25x



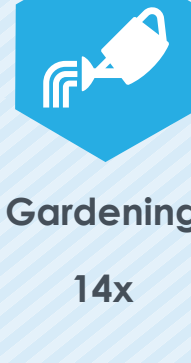
Kids games  
25x



Adidas shoes  
18x



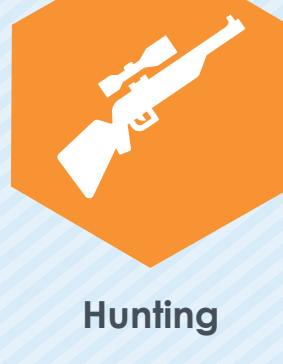
Kids dresses  
15x



Gardening  
14x

## SPORTS

Not only are they fans of horse racing, but they are also 900 times more likely to be interested in Rodeos! Outside of that, they show a strong prevalence in sports which are deemed more 'prestigious and affluent'.



Hunting  
37x



Tennis  
31x



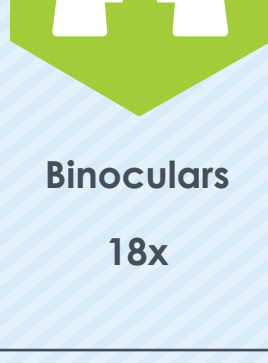
Rugby  
22x

## TECHNOLOGY

When it comes to technology items of interest, it's all about cameras and telescopes/binoculars... These of course all come in very handy at the track!



Camera optics  
19x



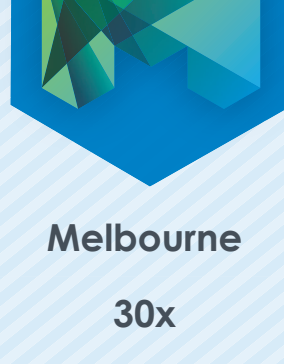
Binoculars  
18x



Digital Cameras  
16x

## TRAVEL

Melbourne is the TOP travel destination for Australian horse racing fans! No guesses why here. The second most researched destination is Kuala Lumpur. Whilst horse races in KL are not recognised in the top 10 worldwide, its popularity is growing significantly, perhaps due to its close proximity to Australia!



Melbourne  
30x

Use our rich behavioural data to uncover insights about your audience and improve the efficiency of your campaigns across display, video and mobile.