

DNA Segments

UK





Audience Precision DNA Segmentation



Always Connected



Bloggers

5.7mil
Bloggers enjoy creating and sharing content online



Clever & Connected

4.4mil
Educated, progressive, heavy on social media and engaged in topics such as satire, politics and news articles



Digital Explorers

5mil
Digital Explorers are aged 35+ with an interest in connecting online, social media, podcasts, and technology



Love Seekers

8.9mil
Those who use dating apps/sites



Selfie Queens

6.6mil
Selfie Queens always have a phone in hand. They're constantly posting photos and updates on social media



Tech Heads

5.4mil
Tech Heads are early adopters of tech and always go out of their way to learn everything they can about new technology



Vlogger Fans

7mil
Vlogger Fans love watching online videos by their favorite content creators and YouTube stars



Gaming Streamers

2.8mil
People who enjoy watching live gameplay

Lifestyle Shapers



Bare Basics

3.3mil
Those who are only just getting by in life. Often on a low income, have had little education, and can be resistant to change



Blue Collar Success

3.9mil
People with humble roots who have achieved great success in life



Counter Culture

5.8mil
People who shun mainstream culture and reject the status quo



Wallflower

2.2mil
Wallflower is a segment who is interested in the arts/music and staying in, rather than going out



Metro Dweller

8.4mil
Those who live in metro or urban areas.



Suburban Lifestyle

7.1mil
People living in the suburbs



Global Citizen

7mil
Those who consider themselves citizens of the world



Woke

8.1mil
Those in tune with the problems facing the world, the environment and those less fortunate. They are willing to adjust their lifestyle to be more ethical



Country Chic

3.3mil
Those who live in country/rural areas. They care about keeping up with appearances, pursue luxury/finer things



Country Conservatives

3.6mil
Those who live in country/rural areas, they are happy and content with the simple things in life



Fit & Trendy

5.2mil
People who exercise regularly and care a lot for their appearance. They like to shop, and purchase brand names

Next Gen



Driven Youth

5.6mil
Ambitious goal-oriented young people



Young Rebels

4mil
Under 25, & they don't like to play by the rules



Mid-Life Energy

4.5mil
People thriving in middle age



Avocado Millennials

4.2mil
The Baby Boomer's worst enemy. These affluent millennials would rather spend their spare cash enjoying life than save for a deposit

Golden Years



Young at Heart

2.6mil
Older in age but have a young at heart attitude. Have young-looking interests like going to shows, and are free-spirited in personality



Royally Retired

2.7mil
Retirees who are financially comfortable, with cash to splash and time on their hands



Empty Nesters

4.5mil
Empty Nesters are parents whose children have all grown up and left the family home



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Home Life



Boomers in the 'Burbs

2.4mil

Baby Boomers with conservative values living in the suburbs



Family Values

7.9mil

People who emphasize the importance of family, community and tradition



Stay at Home Parent

1.7mil

Parents looking after their kids rather than pursuing a career, either through choice, cultural norms or necessity



Sharehouse

2.3mil

People living with friends or strangers, usually renting



Young Families

10mil

Families with young children



Yummy Mummies

2.2mil

Mums who keep up to date with the latest fashion and style trends

Work Week



Career Driven Women

4mil

Career and success driven women executives and professionals



Manual Workers

3.1mil

People who work in occupations that tend to be more physical in function



Power Executives

3.9mil

Power Executives are success driven managers and executives



Business Owner

2.9mil

Business Owners



Students

3.4mil

Those currently studying



Young Professionals

4.3mil

Young corporate office workers

Pleasure & Leisure



Binging Out

6.9mil

Binging Out are heavy home entertainment consumers. They are self-confessed "binge-watchers" of TV shows/series



Creatives

6.8mil

People engaging in multiple artistic endeavors or who work in a creative field



DIYers

10mil

These people love decorating and renovating their homes.



Foodies

3.1mil

Foodies seek new food experiences. They're your go-to for what restaurant to eat at next



Gamers

3.9mil

Gamers spend their spare time playing video games at home, and are often the first to buy the new gaming title



Money Obsessed

6.6mil

Constantly checking the stock market, financial news and the performance of their own investments



Gym Junkies

6mil

Always working out, these Gym Junkies don't feel complete until after their daily dose of exercise



Movie Buffs

4.2mil

Frequent cinema attendees, they enjoy the experience of a movie outing, and are often the first to see the latest release



Career Driven Women

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Career and success driven women executives and professionals



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Music Fans

3.8mil

Music Fans



Nature Lovers

5.8mil

People who like nature activities



Sports Obsessed

3.5mil

People who are passionate about multiple sports



Style Stalkers

2.3mil

Always keep up to date with the latest fashion and beauty style trends



Art-House Film Fans

5mil

Those who are fans of watching Independent or Arthouse movies



Travel Trendsetters

11mil

Their ideal holiday is shopping on Fifth Avenue or skiing the French Alps



E-Sports Fans

1.3mil

Fans of E Sports



Girl Gamers

1.9mil

Girl Gamers spend their spare time playing video games at home.

Super Shoppers



Fast Fashionistas

3mil

Fast Fashion purchasers who love fashion and shopping but can't or don't want to spend a lot



Bargain Hunters

5.6mil

Bargain Hunters are those who always go out of their way in search of a bargain. Price is an important factor in the purchasing decision



Brand Buyers

3.7mil

Brand Buyers are loyal to their favorite brands and don't mind showing them off



High Spend

4.6mil

Those who spend lots of money on leisure and entertainment activities



Impulse Buyers

3.1mil

Impulse Buyers are those who tend to act out of emotion rather than logic when it comes to making purchasing decisions



Easily Influenced

2.7mil

Fashion conscious people who are easily influenced by their favorite reality TV or social media influencers



Prestige Purchasers

2.9mil

Prestige Purchasers prefer luxury brands and the premium version of a product



Suave Gent

3.4mil

Men who are well groomed. They seek out products and services to help them look their best



Audience Precision DNA Segmentation



UK Segments



Book Worms

4.5mil

Book Worms love reading and would prefer a night in over being out in a crowd



Pro Boxing Fans

8.4mil

Fans of Boxing



Cricket Fans

7.4mil

Fans of Cricket



Football Casual Fans

11mil

Casual Fans of Football have a team they follow and keep track of them, but aren't necessarily attending the events or buying the merch



Football Obsessed Fans

4.2mil

Obsessed Fans of Football are passionate about the sport and have their favourite team. They're attending the events and buying the merch



Golf Fans

5.8mil

Fans of Golf



Basketball Fans

5.6mil

Fans of Basketball



Martial Arts (e.g. UFC) Fans

5mil

Fans of Martial Arts (e.g.UFC)



Motor Sport Fans

9.4mil

Fans of Motorsport



Olympics Fans

3.4mil

Fans of Olympics



Out & Proud

3.8mil

Those who identify as being Lesbian, Gay, Bisexual, Transgender or Queer



Pub Pals

5.4mil

Pub Pals love a drink, a joke and a good chat. Unpretentious and everyone's mate, often spotted in a pub or watching a sports game



Represent

2.4mil

People from diverse backgrounds who have a strong sense of community and advocate for equality



Rugby Fans

9.6mil

Fans of Rugby



Tennis Fans

12mil

Fans of Tennis



Village Life

4.5mil

People who have chosen to live a quieter rural village life with a sense of community



Wine Snobs

3.7mil

They know the different wine varieties and they know what food to pair with. They visit wineries in search for the tastiest drop.



Winter Sports Fans

6.3mil

Fans of Winter Sports



Zoomers

1.7mil

Motivated young people from Generation Z who are trying to solve the world's problems caused by older generations