



UK

DNA Segments





AUDIENCE PRECISION DNA SEGMENTATION



Lifestyle Shapers



Bare Basics

3.4mil

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

4mil

People with humble roots who have achieved great success in life



Counter Culture

5.9mil

People who shun mainstream culture and reject the status quo



Wallflower

2.3mil

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



Metro Dweller

8.5mil

Cosmopolitan people living in urban areas with a global mindset



Suburban Lifestyle

7.2mil

People living in the suburbs



Global Citizen

7mil

Those who consider themselves citizens of the world



Woke

8.2mil

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 Conservatives

3.7mil

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



Country Chic

3.3mil

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

Next Gen



Driven Youth

5.7mil

Ambitious goal-oriented young people



Young Rebels

4.2mil

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



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Always Connected



Bloggers

5.1mil

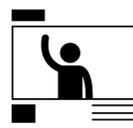
Bloggers enjoy creating and sharing content online



Clever & Connected

4.3mil

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



Vlogger Fans

6.8mil

Vlogger Fans love watching online videos by their favourite content creators and YouTube stars



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



Gaming Streamers

2.7mil

People who enjoy watching live gameplay



Selfie Queens

6.7mil

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

Golden Years



Young at Heart

2.7mil

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

2.8mil

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 'Bubs

2.4mil

Baby Boomers with conservative values living in the suburbs



Family Values

7.9mil

People who emphasise the importance of family, community and tradition



Stay at Home Parent

1.8mil

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



Sharehouse

2.5mil

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

4.1mil

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

3.6mil

Those currently studying



Young Professionals

4.3mil

Young corporate office workers



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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

7mil

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

4.2mil

Brand Buyers are loyal to their favourite 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 favourite reality TV or social media influencers



Prestige Purchasers

3mil

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



Metro Man

3.4mil

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



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Pleasure & Leisure



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

6.9mil

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



Gym Junkies

6.1mil

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



Movie Buffs

3.4mil

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



Nature Lovers

5.9mil

People who like nature activities



DIY Dads

2.5mil

Dads who love working on DIY projects around the home. There isn't a job too big or small for this handyman!



Music Fans

3.9mil

Music Fans



Binging Out

6.9mil

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



Sports Obsessed

3.4mil

People who are passionate about multiple sports



Style Stalkers

2.2mil

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



Creatives

6.8mil

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



Goal Diggers

5.5mil

Ambitious, and goal-oriented people, who always strive to achieve more in life, whether it be in the home, business, or family life



Art-House Film Fans

4mil

Those who are fans of watching Independent or Arthouse movies



Travel Trendsetters

11.2mil

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



E-Sports Fans

1.4mil

Fans of E Sports



Girl Gamers

1.9mil

Girl Gamers spend their spare time playing video games at home



Foodies

3.1mil

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



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UK Segments



Village Life

4.5mil

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



Cricket Fans

7.5mil

Fans of Cricket



Motor Sport Fans

9.4mil

Fans of Motorsport



Martial Arts (e.g. UFC) Fans

5mil

Fans of Martial Arts (e.g. UFC)



Zoomers

1.9mil

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



Represent

2.4mil

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



Tennis Fans

12mil

Fans of Tennis



Pro Boxing Fans

8.4mil

Fans of Boxing



Basketball Fans

5.6mil

Fans of Basketball



Winter Sports Fans

6.3mil

Fans of Winter Sports



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



Book Worms

4.5mil

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



Pub Pals

5.5mil

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



Golf Fans

5.8mil

Fans of Golf



Out & Proud

3.8mil

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



Wine Lovers

3.7mil

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



Rugby Fans

9.8mil

Fans of Rugby



Football Obsessed Fans

4.3mil

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



Olympics Fans

3.4mil

Fans of the Olympics