

The pre-built audiences

See below for details of all our TGI-built audiences available for geo-targeting at postcode level.

Automotive

- Considering a vehicle purchase in the next 2 years - who will likely buy a new car
- Considering a vehicle purchase in the next 2 years - who will likely buy second hand

Charity

- Donated money to a cancer-related charity in the last 12 months
- Donated money to a children's charity in the last 12 months

Consumer electronics

- Agree: "It is important my household is equipped with the latest technology"
- Agree: "I love to buy new gadgets and appliances"
- Own a personal fitness or activity tracker
- Have a smart heater or thermostat in household
- Have smart lighting or light switches in household
- Have a smart watch
- Have smart security system or cameras in household
- Intend to buy a TV set

Dining

- Consume meat alternative foods more than once a week
- Eat at a restaurant once a week or more
- Consume fresh or instand coffee at least once a day
- Eat vegan food and drinks at least once a week or more
- Use Deliveroo as a takeaway delivery service
- Use local restaurant's own delivery service
- Use other online takeaway delivery services
- Use Domino's Pizza as a takeaway delivery service
- Use Lieferando as a takeaway delivery service
- Ordered/eaten food from Burger King in last 12 months
- Eaten at or had takeaway from any snack bar in last 12 months
- Ordered from/eaten at KFC in last 12 months
- Ordered from/eaten at McDonalds in last 12 months
- Ordered from/Drive thru/eaten at ny fast food restaurant once a week or more often
- Agree: "I like to try out new food products"

Finance

- Have used a buy now, pay later service (e.g. Clearpay, Klarna)
- Have used a cryptocurrency to pay for goods/services
- Agree: " With a credit card I can buy the sort of things I couldn't normally afford"
- Use Digital Wallets/E-Wallets
- Agree: " I look for profitable ways to invest my money"

Household composition

- Have one or more dogs
- Main shopper within household and have child aged 18 or under

Income

- Personal income of €30,000-€39,999
- Personal income of €40,000-€49,999
- Personal income of €50,000-€74,999
- Personal income €75,000 or above
- Living comfortably on present income
- Are actively looking for opportunities to earn supplemental income

Insurance

- Have a main car insurance policy (comprehensive, or third-party, fire and theft or third-party only)
- Have a private medical insurance
- Have pet insurance
- Have a life insurance

Working Status

- Work full time
- Work part time

Property

- Have a mortgage
- Own home outright or own and buying with a mortgage
- Expect to purchase or sell flat in the next 12 months
- Plan to make major home improvements in the next 12 months

Media & entertainment

- Visit cinema at least once a month
- Bought/Pre-ordered games or downloaded a free demo in the last 12 months
- Use smartphone to play games
- Used smartphone or tablet for contactless payments in last 12 months
- Used music streaming service (paid or free)
- Watched Amazon Prime last month
- Watched Netflix last month
- Purchase - buy or rent - online TV programmes or films
- Watch recorded TV or video on demand for 5 hours or more a week

Personal care & beauty

- Women who spend more than €10 per month on personal cosmetics or make up products
- Women who spend more than €10 per month on personal skincare products
- Men who are heavy users of facial skin care products
- Men who spend more than €10 per month on personal cosmetics or skincare products
- Agree: "Men are judged on their appearance just as much as women are"
- Rate recommendations of Social Media Influencers as important factor when purchasing toiletries and cosmetics

Packaged goods

- Consume fizzy soft drinks/energy drinks at least once a day
- Consume sweet biscuits (excluding breakfast biscuits) with chocolate
- Consume chocolate bars/chocolate items at least 3-6 times a week
- Heavy consumers of pre-packaged or unpackaged cooked meats
- Consume yogurt/fromage frais and dairy free yogurt alternatives several times a day
- Rate price as important factor when purchasing food products/brands
- Consume more than 5 litres of milk alternatives a week
- Consume ready meals more than once a week
- Consume salad dressings (not home made) more than once a week
- Consume instant savoury snacks/ready to eat salads (including snack meals) at least once a week

Shopping

- Agree: "Convenience plays a part in my purchase decisions"
- Frequently or always decide not to buy something because it has plastic packaging
- Agree: "When shopping online, I prefer to use click and collect services than home delivery"
- Agree: "I spend a lot on clothes"
- Agree: "Shopping online makes my life easier"
- Shop at Edeka, Kaufland, REWE or Tegut
- Shop at Lidl, Netto, Norma, Penny or Aldi
- Heavy online shoppers, shopping more than once every 2 weeks or daily online
- Often or always make an effort to consume/purchase locally manufactured food and other products
- Buy fairtrade food and drink regularly or occasionally
- Agree: "It's worth paying more for quality goods"
- Agree: "When I see a new brand I often buy it to see what it's like"

Sport

- Participate in sports at least 4 hours a week
- Visit football clubs or paid to watch football at venue in last 12 months

Sustainability

- Always purchase sustainably sourced products
- 'Eco Influenced' consumers
- 'Eco Leaders' consumers
- 'Eco Sceptics' consumers
- 'Eco Worriers' consumers

DIY/Gardening

- Done any in- or outdoor DIY/home improvements AND shopped at DIY/gardening stores

Travel

- Rate price as important factor when choosing airline to travel on for personal travel
- Rate last minute offers as most important choice when choosing an airline for personal travel
- Booked flight and accommodation online for a holiday/short break
- Travelled by air for 3 or more holiday/personal trips in last 12 months
- Flown with Eurowings, Ryanair or EasyJet in the last 12 months

