



The Guide to...Unconstrained Couples (April 2010)

- *On the island of Ireland 460,000 people fall into this valuable and attractive target group which accounts for 9% of the adult population.*
- *40% are aged 25-34 and they are 25% more likely to be in the AB social grades. They are more than three times as likely to be expecting to get married in the next 12 months and 60% more likely to expect to get engaged.*
- *'Unconstrained Couples' are 20% more likely to live in County Antrim in Northern Ireland. 7% live in Greater Belfast and 22% live in Dublin.*
- *People in this Lifestage are twice as likely to have a pre-tax family income in excess of €112,500 / £75,000 and 53% are home owners with mortgages (35% more likely).*
- *'Unconstrained Couples' are 25% more likely to be heavy cinema-goers (once a month or more) and 20% more likely to cite fantasy as their favourite film genre. They are also 20% more likely to splash out on a meal in a restaurant.*
- *They are health conscious and 65% more likely to practise yoga regularly, 50% more likely to go running regularly and 40% more likely to use cardio-vascular machines regularly.*
- *80% use the internet and 50% have wireless broadband at home. More than half (52%) access the internet every day and they are 40% more likely to use wireless hotspots.*
- *Leisure travel is important to 'Unconstrained Couples' - two-thirds took a holiday abroad last year and they are 60% more likely to have visited a destination outside Europe.*
- *Not only are they 40% more likely to own a Mercedes and 30% more likely to own a BMW, but they are also 20% more likely to be planning a car purchase in the next 12 months.*
- *60,000 donated more than €225 / £150 to charity in the last 12 months. 36% donated to cancer charities and 20% donated to charities concerned with child welfare.*
- *'Unconstrained Couples' are 30% more likely to worry about work during their leisure time and 25% more likely to aspire to set up their own business one day.*

Source: All Ireland TGI 2009. Base: Adults 15+