



The Guide to...Students (September 2010)

TGI helps you target niche groups such as third-level students...

- The proportion of Irish adults with a university degree has increased from 7% to 14% over the past five years, reflecting efforts to increase access to higher education.
- 580,000 Irish adults (aged 18+) are currently studying for an educational qualification. The 18-24 age group make up 45% of this total.
- However, older people are returning to education to beat the recession. 29% of those who started university in the last 12 months were aged 25-44, up from 18% on our 2009 data release.
- Younger students aged 18-24 are twice as likely as the average adult to use the internet for at least 30 hours a month and 150% more likely to be heavy cinema-goers (once a month or more).
- This group are also 35% more likely to have heavy poster exposure due to regular travel of at least nine hours a week.
- Students in this age range are a key group for viral marketers. They are 125% more likely to talk to many others about alcoholic drinks, 80% more likely to talk to many others about toiletries and mobile phones, and 70% more likely to talk about clothes.
- They are also 65% more likely to talk about TV / video / audio - and tend to be early adopters of new technology. More than a third have an MP3 docking station at home (index 230), they are twice as likely to have a netbook and 60% more likely to have a mobile phone with internet access.
- Entertainment is central to the lives of this demographic. Almost two-thirds like to listen to new bands, one-third are the main user of a games console and they are 30% more likely to have a Nintendo Wii.
- Sport is also important. Students aged 18-24 are 30% more likely to watch sport in a pub or bar and around three times as likely as the average to play Gaelic Football or soccer. They are 60% more likely to use a private gym.
- Sponsorship may be an efficient way to reach them. Members of this group are 70% more likely to 'tend to buy' from companies who sponsor sports and 40% more likely to buy from companies who sponsor TV programmes.
- Celebrity endorsement is also an option. Students aged 18-24 are 130% more likely to agree that celebrities influence their purchase decisions, and - perhaps surprisingly - 55% more likely to think that people in authority can be trusted.

Base: All adults 15+ Source: Republic of Ireland TGI 2010