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Salary Spenders

Aspiring singles on good salaries and focussed on career progression, who rent accessible apartments, tending to spend more than save



Age

18-25 26-35 36-45 46-55 56-65 66+

Property



Private renter



Purpose-built flat



1 bedroom

Highest Education, Work and Finances



University degree or higher



Employed full-time



High household incomes

Technology and Channel Preferences



Buy after being out a while



Social media offer



Mobile adverts

Internet, Mobile, and Risk Attitude



Buying/browsing services online



Smartphone banking weekly



Enjoy taking risks

Banking



Best customer service



Bank / building soc. savings account



Have 2 bank accounts

Credit



American Express



Up to £250 per month



Likelihood of excellent history

Budgets and Savings



Wkly/mthly budget, overspend often



Nationwide



Total savings: Less than £250

Discretionary Incomes and Pensions



HH discretionary income: Average



Employer pension but not sure of type



AVIVA