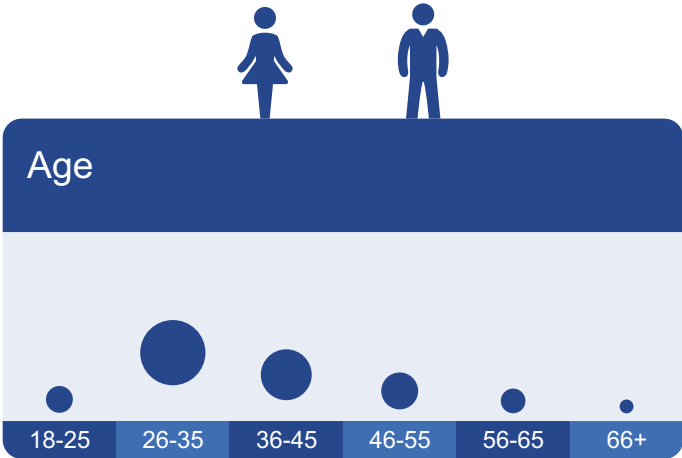


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Salary Spenders

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



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