



Age

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

Property



Home owner



Detached



FOUR

4 bedrooms

Highest Education, Work and Finances



University degree or higher



Employed full-time



High household incomes

Technology and Channel Preferences



Only buy when really like



Direct Mail



Social media offer

Internet, Mobile, and Risk Attitude



News/sports websites



Never use smartphone banking



Don't mind taking risks with my money

Banking



Interest rates / value for money



Bank / building soc. savings account



Have 3 bank accounts

Credit



Barclays



£500–£999 per month



Likelihood of excellent history

Budgets and Savings



Don't have a budget at all



Santander



Total savings: £100,000+

Discretionary Incomes and Pensions



HH discretionary income: Average



Standard personal pension



AVIVA