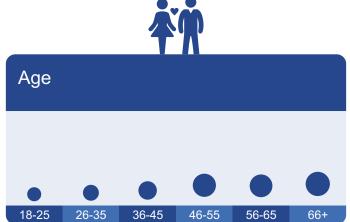


Lavish Lifestyles

High-wealth residents of city and country, with generous incomes, substantial assets and the most expensive homes













Mortgaged detached



5+ bedrooms

Highest Education, Work and Finances



University degree or higher



Employed part-time



household incomes

Technology and Channel Preferences



Direct Mail



Social media offer

Internet, Mobile, and Recent Holiday







News apps



City breaks

Leisure Activities



Enjoy reading



Enjoy cooking



Enjoy exercising indoors

Sustainability and Energy Spend



Likely to fit solar panels



Change to green energy supply



spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Average clothing spend



Exercise once a week

Transport and Automotive



Travelled by train in last year



Current car medium/ saloon/estate/MPV



Car financed using cash

