

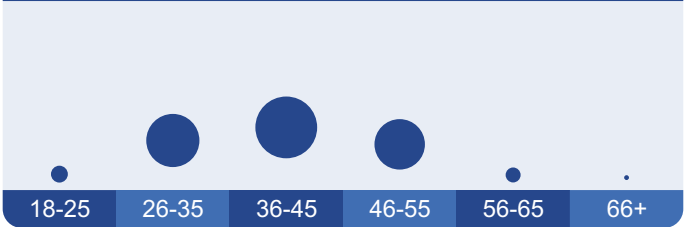
G

Suburban Childhoods

Double-income families raising their children in average-value suburban homes with mortgages



Age



Property



Home owner



Mortgaged semi-detached



3 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



Social media offer



TV adverts

Internet, Mobile, and Recent Holiday



Social networking websites



Shopping apps



Beaches

Leisure Activities



Enjoy board games and cards



Enjoy reading

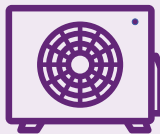


Enjoy cooking

Sustainability and Energy Spend



Likely to fit solar panels



Likely to change to heat pump



Average energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low clothing spend



Track health daily on mobile

Transport and Automotive



Travelled by car in last year



Main car bought secondhand



Bought car from used car dealer