

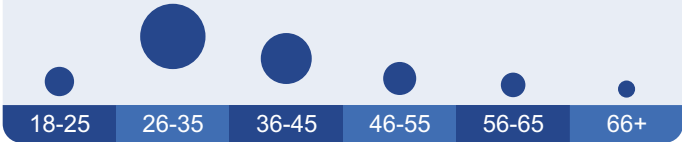
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New Beginnings

Young households with good salaries who have bought recently built homes, often on the outskirts of communities



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



Buy after being out a while



Social media offer



Mobile adverts

Internet, Mobile, and Recent Holiday



Social networking websites



Music apps



City breaks

Leisure Activities



Enjoy board games and cards



Enjoy exercising indoors



Enjoy hiking and climbing

Sustainability and Energy Spend



Likely to fit solar panels



Change energy supplier



Average energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low clothing spend



Exercise once a week

Transport and Automotive



Travelled by car in last year



Main car bought secondhand



Bought car from used car dealer