

Family Endeavours

Families with young or adult children, who have low budgets and typically rent from social landlords



Age



Property



Council / HA renter



Terraced



3 bedrooms

Highest Education, Work and Finances



Few qualifications



Not actively looking for work



Low household incomes

Technology and Channel Preferences



Only replace when broken



Social media offer



TV adverts

Internet, Mobile, and Recent Holiday



Playing games



Social media apps



Beaches

Leisure Activities



Enjoy online entertainment



Enjoy reading



Enjoy board games and cards

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



Wearable devices for healthy lifestyle

Transport and Automotive



Travelled by car in last year



Main car bought secondhand



Bought car from manufacturer/dealer