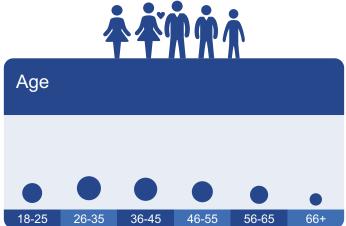
# Family Endeavours

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















3 bedrooms

## Highest Education, Work and Finances



Few qualifications



Not actively looking for work

Internet, Mobile, and Recent Holiday



incomes

# Technology and Channel Preferences



Social media





Playing games



Social media



#### 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







