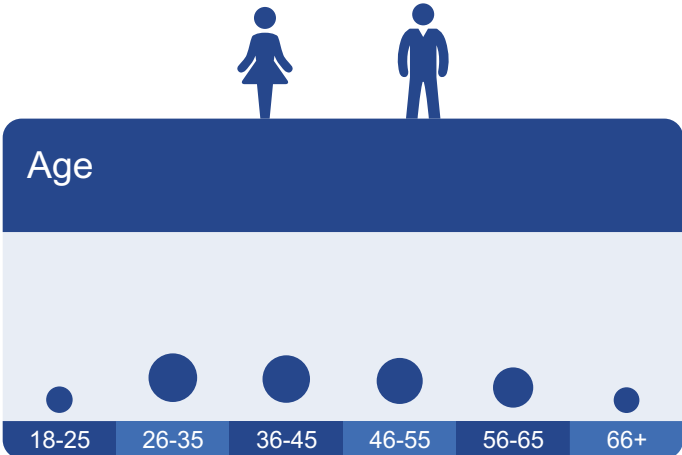


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Single Spaces

Working individuals usually living alone in one or two bed apartments



Property

Private renter

Converted flat

1 bedroom

Highest Education, Work and Finances

Vocational qualifications

Employed full-time

Low household incomes

Technology and Channel Preferences

Only replace when broken

Social media offer

TV adverts

Internet, Mobile, and Recent Holiday

Online banking

Social media apps

City breaks

Leisure Activities

Enjoy online entertainment

Enjoy reading

Enjoy cooking

Sustainability and Energy Spend

Change energy supplier

Likely to fit solar panels

Low energy spend

Shopping and Lifestyle Behaviour

Top 3 supermarkets

Low personal care spend

Track health daily on mobile

Transport and Automotive

Travelled by bus in last year

Main car bought secondhand

Bought car from manufacturer/dealer