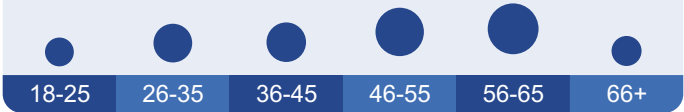




Age



Property



Council / HA renter



Purpose-built flat



1 bedroom

Highest Education, Work and Finances



Few qualifications



Unemployed



Low household incomes

Technology and Channel Preferences



Only replace when broken



TV adverts



Social media offer

Internet, Mobile, and Recent Holiday



Playing games



Social media apps



Beaches

Leisure Activities



Enjoy online entertainment



Enjoy reading



Enjoy puzzles and crosswords

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