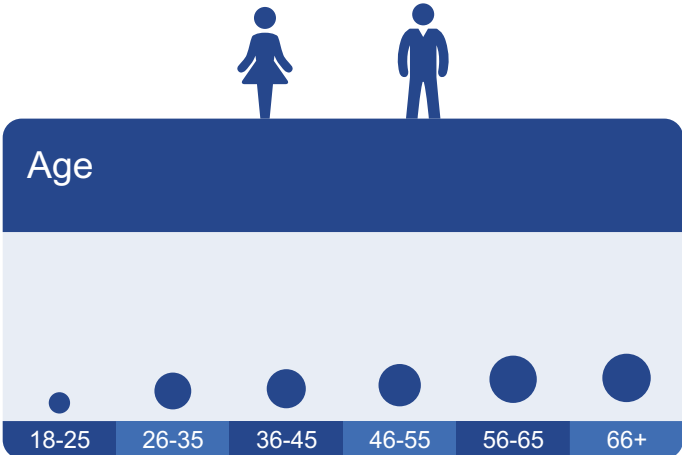


M

Modest Meadows

Rural residents in low-cost houses situated in country locations further from transport links



Property

Home owner

Named building

THREE
3 bedrooms

Highest Education, Work and Finances

Few qualifications

Employed full-time

Low household incomes

Technology and Channel Preferences

Only replace when broken

Social media offer

Direct Mail

Internet, Mobile, and Recent Holiday

Buying/browsing goods online

Weather apps

Camping trips

Leisure Activities

Enjoy reading

Enjoy gardening

Enjoy arts and crafts

Sustainability and Energy Spend

Likely to fit solar panels

Change energy supplier

Low energy spend

Shopping and Lifestyle Behaviour

TESCO
ALDI
MORRISONS
Top 3 supermarkets

Low personal care spend

Agree/have a healthy diet

Transport and Automotive

Travelled by car
In last year

USED CARS
Main car bought secondhand

Bought car from used car dealer