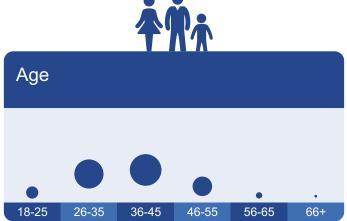
Value-seeking Families

Young couples and families with pre-school or school-age children, looking for affordability in small homes









Home owner





3 bedrooms

Highest Education, Work and Finances







Technology and Channel Preferences

Mortgaged terraced







Mobile adverts

Internet, Mobile, and Recent Holiday







Leisure Activities



Enjoy online entertainment



Enjoy reading



Enjoy board games and cards

Sustainability and Energy Spend



solar panels



Change energy supplier



Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low clothing spend



Track health daily on mobile

Transport and Automotive







Main car bought secondhand



