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Value-seeking Families

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



Age



Property



Home owner



Mortgaged terraced



3 bedrooms

Highest Education, Work and Finances



A levels



Employed full-time



Average household incomes

Technology and Channel Preferences



Buy after being out a while



Social media offer



Mobile adverts

Internet, Mobile, and Recent Holiday



Social networking websites



Social media apps



City breaks

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



Track health daily on mobile

Transport and Automotive



Travelled by walking in last year



Main car bought secondhand



Bought car from used car dealer