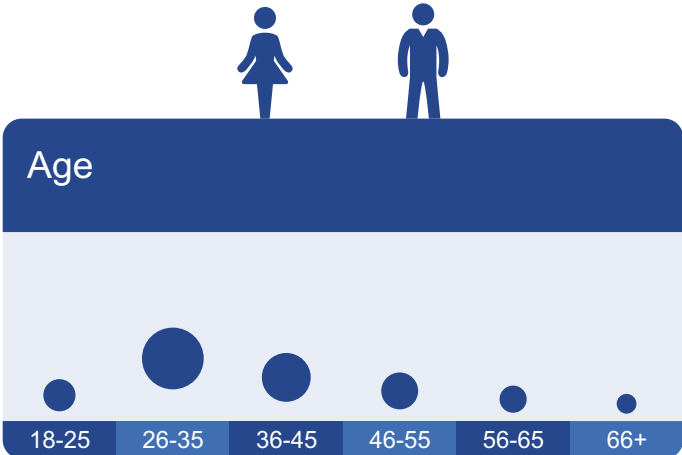


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# High-flying Metropolitans

Career-focused young households rewarded with good salaries, living in desirable city apartments



Property

Private renter

Purpose-built flat

2 bedrooms

Highest Education, Work and Finances

University degree or higher

Employed full-time

High household incomes

Technology and Channel Preferences

Buy after being out a while

Social media offer

Mobile adverts

Internet, Mobile, and Recent Holiday

Buying/browsing services online

Social media apps

City breaks

Leisure Activities

Enjoy reading

Enjoy online entertainment

Enjoy cooking

Sustainability and Energy Spend

Change energy supplier

Likely to fit solar panels

Low energy spend

Shopping and Lifestyle Behaviour

Top 3 supermarkets

Average clothing spend

Exercise once a week

Transport and Automotive

Travelled by bus in last year

Current car small/mini

Bought car from manufacturer/dealer