

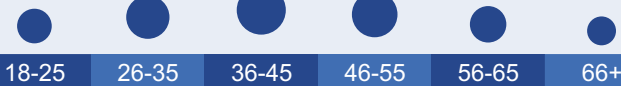
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# Successful City Families

Families with comfortable incomes living in good quality urban houses within big city suburbs



## Age



## Property



Home owner



Mortgaged terraced



3 bedrooms

## Highest Education, Work and Finances



University degree or higher



Employed full-time



High household incomes

## Technology and Channel Preferences



Only buy when really like



Social media offer



Direct Mail

## Internet, Mobile, and Recent Holiday



News/sports websites



Photography and video apps



Beaches

## Leisure Activities



Enjoy reading



Enjoy cooking

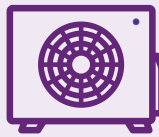


Enjoy exercising indoors

## Sustainability and Energy Spend



Likely to fit solar panels



Likely to change to heat pump



Average energy spend

## Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low personal care spend



Exercise once a week

## Transport and Automotive



Travelled by train in last year



Main car bought secondhand



Car financed using cash