

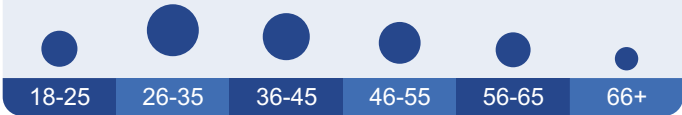
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Side-by-side Economy

Households with limited disposable income, who own or rent old-style, high-density terraced houses from private landlords



Age



Property



Private renter



Terraced



2 bedrooms

Highest Education, Work and Finances



Vocational qualifications



Employed full-time



Low household incomes

Technology and Channel Preferences



Only replace when broken



Social media offer



TV adverts

Internet, Mobile, and Recent Holiday



Social networking websites



Social media apps



City breaks

Leisure Activities



Enjoy online entertainment



Enjoy reading



Enjoy cooking

Sustainability and Energy Spend



Likely to fit solar panels



Change energy supplier



Average energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low personal care spend



Track health daily on mobile

Transport and Automotive



Travelled by taxi in last year



Main car bought secondhand



Bought car from used car dealer