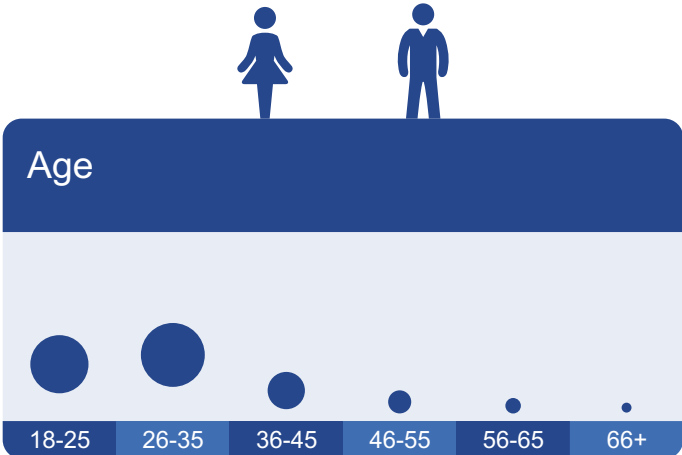


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# Youthful Independence

Young earners and students enjoying independent living in compact, privately rented city accommodation



## Property



Private renter



Purpose-built flat



1 bedroom

## Highest Education, Work and Finances



A levels



Students



Low household incomes

## Technology and Channel Preferences

Latest tech

Looking to buy new tech



Social media offer



Mobile adverts

## Internet, Mobile, and Recent Holiday



Buying/browsing services online



Social media apps



City breaks

## Leisure Activities



Enjoy online entertainment



Enjoy exercising indoors



Enjoy cooking

## Sustainability and Energy Spend



Change energy supplier



Likely to fit solar panels



Low energy spend

## Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low clothing spend



Track health daily on mobile

## Transport and Automotive



Travelled by taxi in last year



Main car bought secondhand



Bought car from manufacturer/dealer