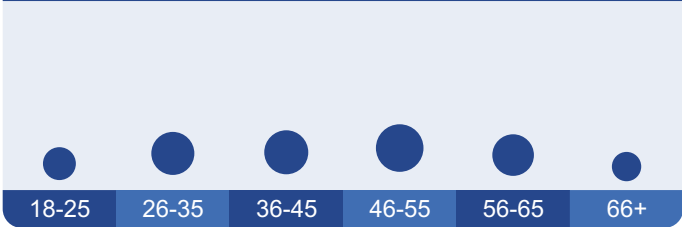


# K39 Downtown Thrift

Minimum wage essential workers who keep cities running, renting social flats in expensive central areas



## Age



## Property



Council / HA renter



Purpose-built flat



2 bedrooms

## Highest Education, Work and Finances



Few qualifications



Not actively looking for work



Low household incomes

## Technology and Channel Preferences



Only replace when broken



Social media offer



TV adverts

## Internet, Mobile, and Recent Holiday



Buying/browsing services online



Social media apps



City breaks

## Leisure Activities



Enjoy online entertainment



Enjoy reading



Enjoy cooking

## Sustainability and Energy Spend



Change energy supplier



Pay for environment friendly goods



Low energy spend

## Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low personal care spend



Consider organic products

## Transport and Automotive



Travelled by bus in last year



Current car medium/saloon/estate/MPV



Bought car from manufacturer/dealer