



Age



Property



Home owner



Semi-detached



4 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



Direct Mail



Social media offer

Internet, Mobile, and Recent Holiday



News/sports websites



News apps



Beaches

Leisure Activities



Enjoy reading



Enjoy cooking

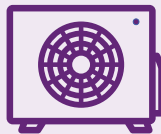


Enjoy gardening

Sustainability and Energy Spend



Likely to fit solar panels



Likely to change to heat pump



High energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Average clothing spend



Exercise once a week

Transport and Automotive



Travelled by train in last year



Current car medium/saloon/estate/MPV



Car financed using cash