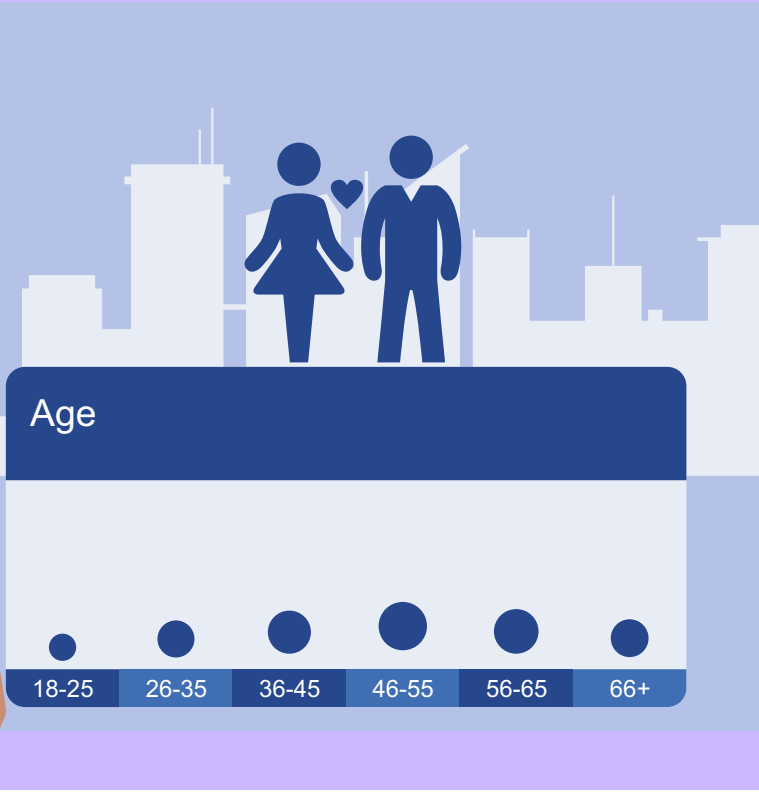


# Uptown Elite

High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort



### Property

- Home owner
- Mortgaged terrace
- Bedrooms: FIVE+

### Highest Education, Work & Finances

- Degree & higher
- Full & part-time
- High incomes

### Technology & Channel Preferences

- Technology
- Digital TV
- Telephone

### Online Activity

- Broadband speed
- Time online
- Social media

### Lifestyle

- Cinema
- '5 a day'
- Performing arts

### Holidays

- Winter sports
- Escorted tour
- 5+ holidays

### Shopping & Charity

- Supermarkets: WAITROSE, OCADO, M&S
- High online
- High donations: DONATE

### Transport

- Train
- Saloon
- Hybrid