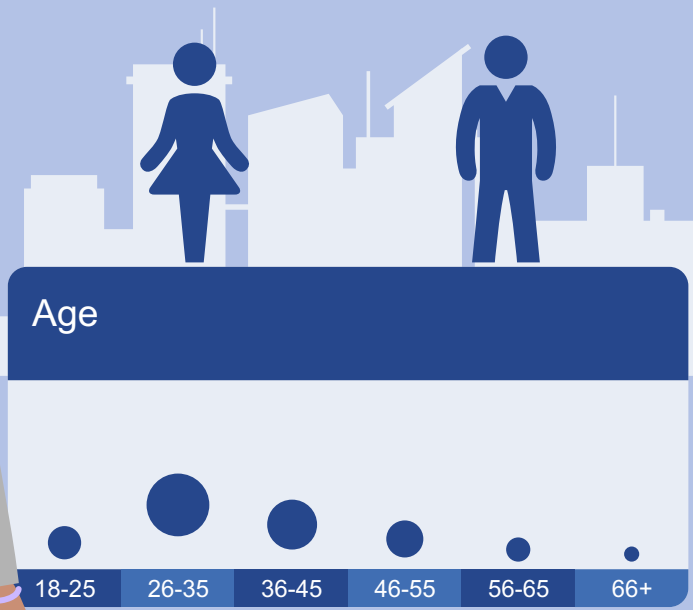


Metro High-Flyers

Career-minded 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities



Property

- Renting
- Flat
- Bedrooms

Highest Education, Work & Finances

- Degree & higher
- Full-time
- High incomes

Technology & Channel Preferences

- Technology
- Digital TV
- Email

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Cinema
- Music
- Exhibitions

Holidays

- City breaks
- Backpacking
- 5+ holidays

Shopping & Charity

- Supermarkets
- Medium online
- Medium donations

Transport

- Micro car
- Hybrid
- Walking