

Premium Fortunes

Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves



Age

18-25 26-35 36-45 46-55 56-65 66+

Property



Home owner



Mortgaged detached



Bedrooms

Highest Education, Work & Finances



Degree & higher



Full & part-time



High incomes

Technology & Channel Preferences



Technology



Digital TV



Internet

Online Activity



Broadband speed



Time online



Social media

Lifestyle



Cycling



Performing arts



Gardening

Holidays



Winter sports



City breaks



5+ holidays

Shopping & Charity



Supermarkets



High online



High donations

Transport



Estate



Hybrid



Bought new