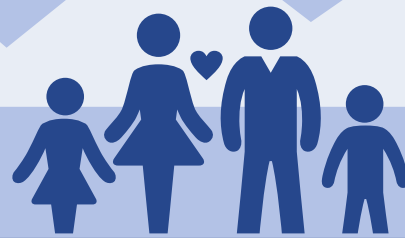


Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



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



Internet



Email

Online Activity



Broadband speed



Time online



Social media

Lifestyle



Cycling



Performing arts



Swimming

Holidays



Spa



Lakes & mountains



3-4 holidays

Grocery Shopping & Charity



Supermarkets



High online



High donations

Transport



Off roader/SUV



Diesel



Train