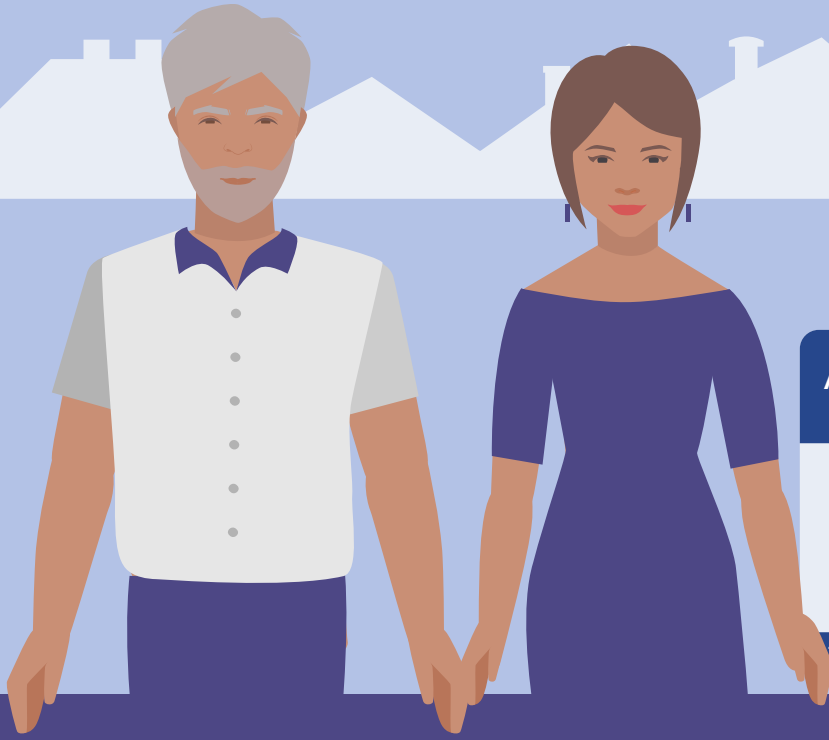


Bank of Mum and Dad

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support



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



In-store

Online Activity



Broadband speed



Time online



Social media

Lifestyle



Cycling



Performing arts



DIY

Holidays



Winter sports



Lakes & mountains



3-4 holidays

Shopping & Charity



Supermarkets



Medium online



High donations

Transport



Off roader/SUV



Convertible



Train