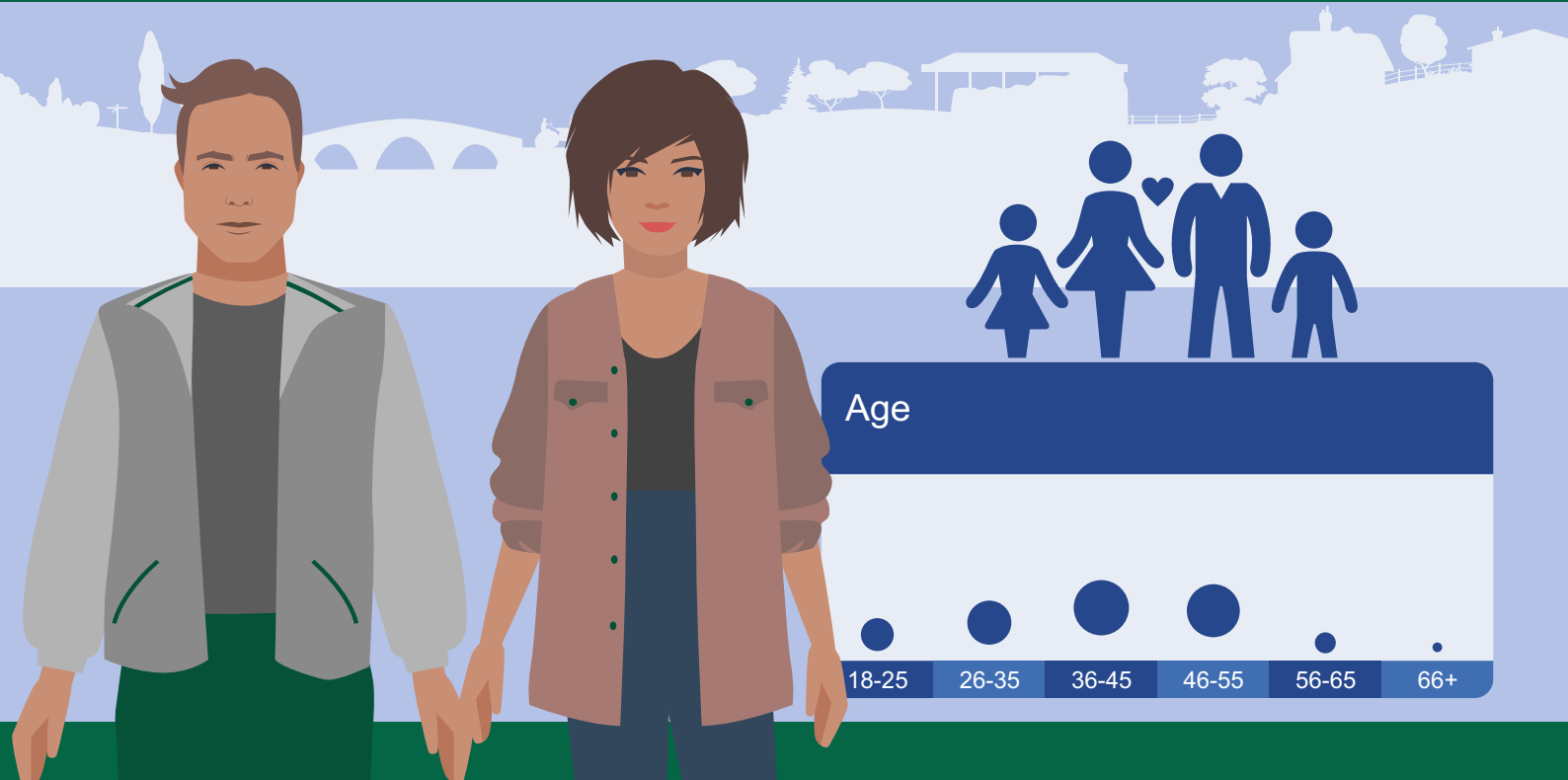


# Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work



### Property

- Home owner
- Mortgaged detached
- Bedrooms: FIVE+

### Highest Education, Work & Finances

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

### Technology & Channel Preferences

- Technology
- Digital TV
- Post

### Online Activity

- Broadband speed
- Time online
- Social media

### Lifestyle

- Pet dog
- Horse or pony
- Cycling

### Holidays

- Winter sports
- Lakes & mountains
- 1-2 holidays

### Shopping & Charity

- Supermarkets: WAITROSE, OCADO, LIDL
- High online
- Medium donations: DONATE

### Transport

- Estate
- Convertible
- Diesel