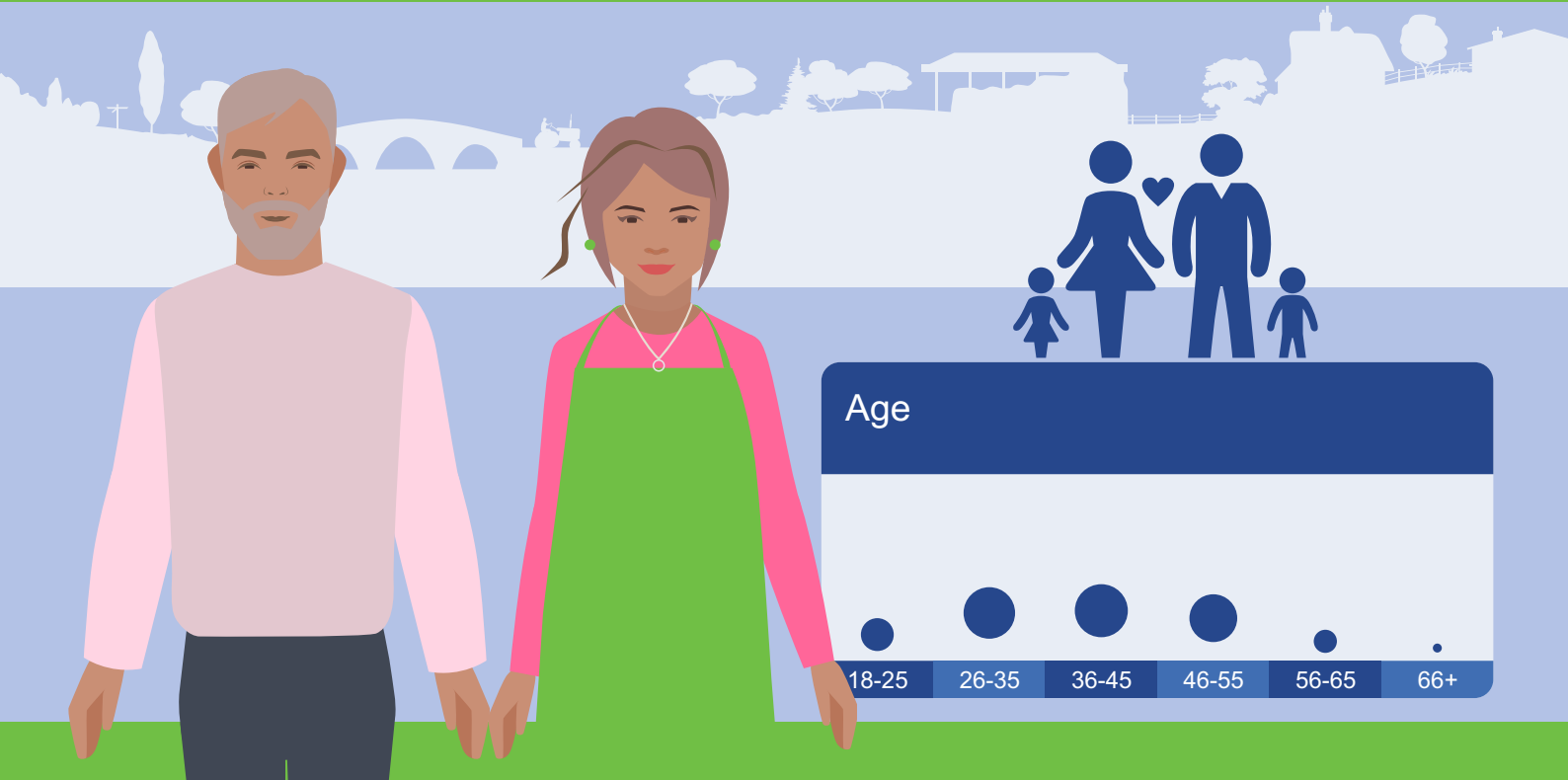


Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



Age

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

Property



Council / HA



Semi-detached



Bedrooms

Highest Education, Work & Finances



Few qualifications



Full-time



Medium incomes

Technology & Channel Preferences



Technology



Internet



Email

Online Activity



Broadband speed



Time online



Social media

Lifestyle



Video games



Pet rabbit



Gym

Holidays



Holiday centre



Lakes & mountains



1-2 holidays

Shopping & Charity



Supermarkets



High online



Low donations

Transport



Micro car



People carrier



Diesel