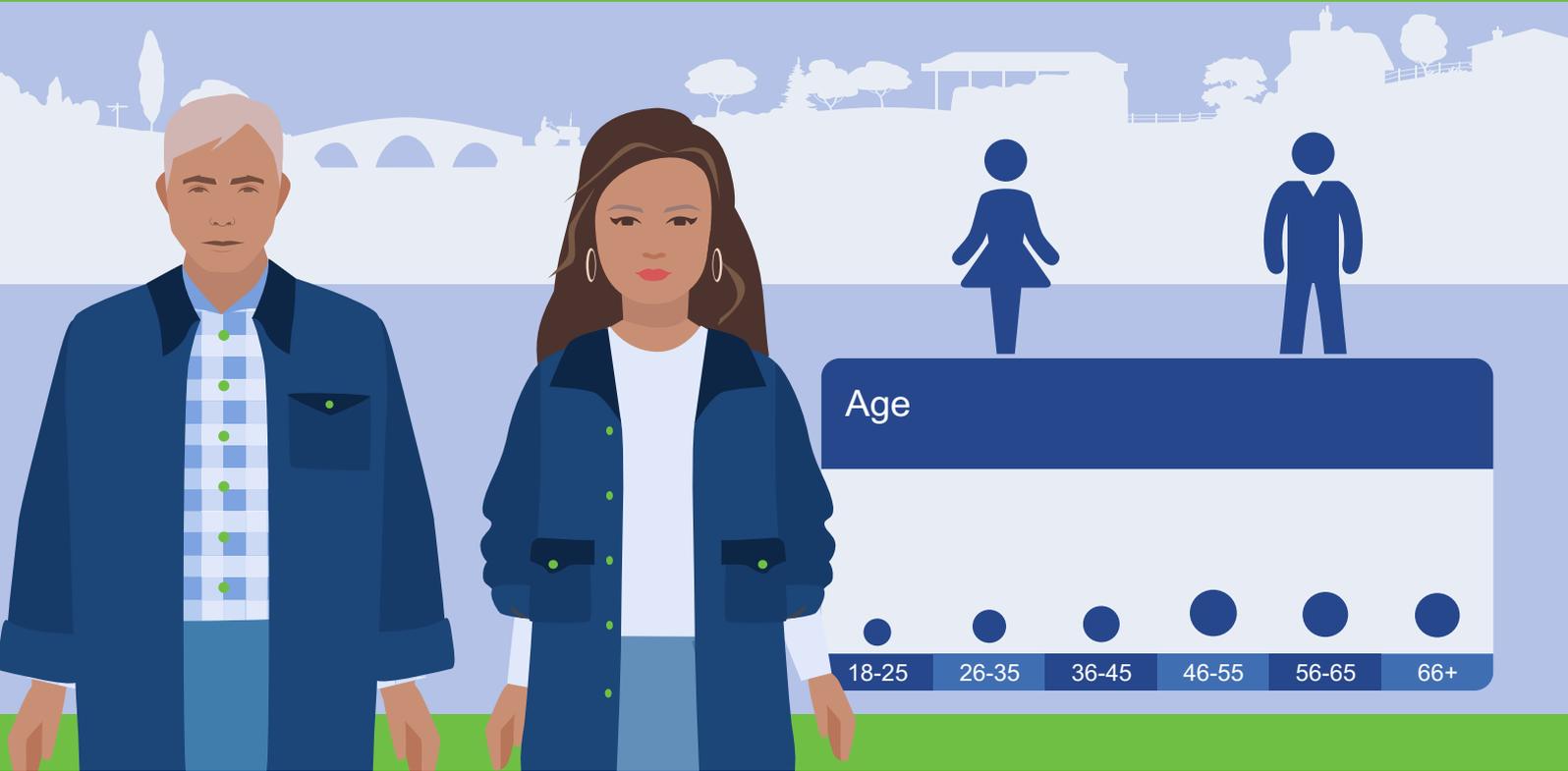


# Far-Flung Outposts

Inter-dependent households living in the most remote communities with long travel times to larger towns



### Property

- Home owner
- Mortgaged detached
- Bedrooms: FIVE+

### 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

- DIY
- RSPB
- Horse or pony

### Holidays

- Spa
- Lakes & mountains
- 1-2 holidays

### Shopping & Charity

- Supermarkets: CO-OP, TESCO, LIDL
- Medium online
- Medium donations: DONATE

### Transport

- Off roader/SUV
- Hatchback
- Diesel