

Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



Age

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

Property



Home owner



Mortgaged semi



Bedrooms

Highest Education, Work & Finances



A level



Full & part-time



Medium incomes

Technology & Channel Preferences



Technology



In-store



Internet

Online Activity



Broadband speed



Time online



Social media

Lifestyle



Photography



Gardening



Horse or pony

Holidays



City breaks



Cruise



3-4 holidays

Shopping & Charity



Supermarkets



Medium online



Medium donations

Transport



People carrier



Off roader/SUV



Hybrid