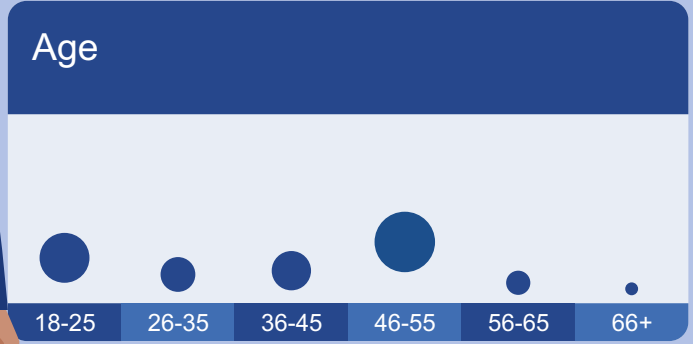


Family Ties

Active families with adult children and some teens, giving prolonged support to the next generation



Property

- Home owner
- Mortgaged semi
- Bedrooms: THREE

Highest Education, Work & Finances

- GCSEs
- Full & part-time
- High incomes

Technology & Channel Preferences

- Technology
- Digital TV
- In-store

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Video games
- Pet dog
- Gym

Holidays

- Spa
- Lakes & mountains
- 1-2 holidays

Shopping & Charity

- Supermarkets: ALDI, LIDL, MORRISONS
- Medium online
- Low donations

Transport

- People carrier
- Off roader/SUV
- Sports car