

Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



Age

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

Property



Home owner



Mortgaged semi



Bedrooms

Highest Education, Work & Finances



Degree & higher



Full & part-time



Medium incomes

Technology & Channel Preferences



Technology



In-store



Internet

Online Activity



Broadband speed



Time online



Social media

Lifestyle



Cycling



DIY



Gardening

Holidays



Escorted tour



City breaks



3-4 holidays

Shopping & Charity



Supermarkets



Low online



Medium donations

Transport



Bicycle



Hatchback



Bought new