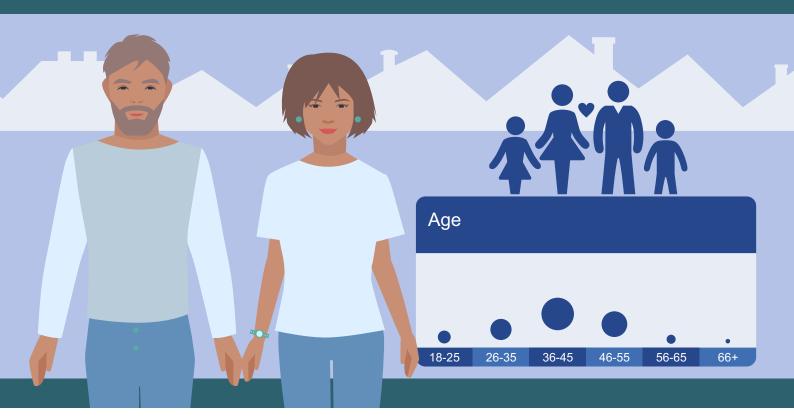
Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs











Mortgaged semi



Bedrooms

Highest Education, Work & Finances



Degree & higher



Full & part-time



Technology & Channel Preferences



Technology



Internet



Email

Online Activity



Broadband speed



Time online



Social media

Lifestyle



Performing arts



Music



Cycling

Holidays



City breaks



Lakes & mountains



3-4 holidays

Shopping & Charity



Supermarkets

High online

High donations

Transport





People carrier

Hybrid

