

Cafés and Catchments

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



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



High incomes

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



Train



People carrier



Hybrid