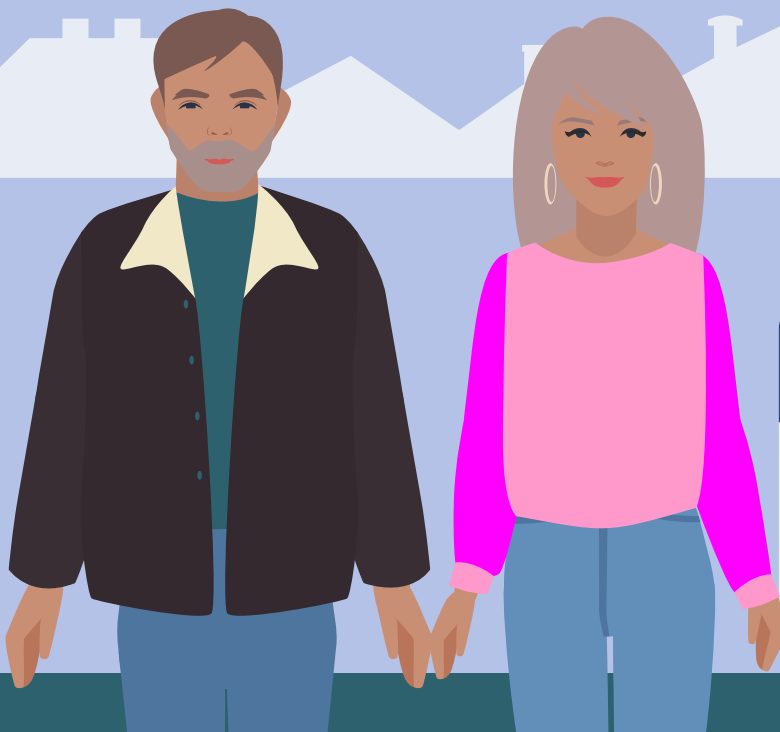


Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



Age

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

Property



Home owner



Mortgaged detached



Bedrooms

Highest Education, Work & Finances



Vocational qualifications



Full & part-time



High incomes

Technology & Channel Preferences



Technology



Internet



Email

Online Activity



Broadband speed



Time online



Social media

Lifestyle



Pet rabbit



Video games



Gym

Holidays



Beach



Spa



5+ holidays

Shopping & Charity



Supermarkets



High online



Low donations

Transport



Bicycle



Off roader/SUV



Diesel