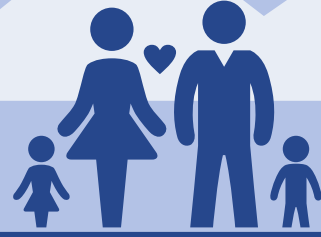


Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



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



In-store



Internet

Online Activity



Broadband speed



Time online



Social media

Lifestyle



Gym



Music



Cycling

Holidays



Beach



Lakes & mountains



1-2 holidays

Shopping & Charity



Supermarkets



High online



Medium donations

Transport



People carrier



Off roader/SUV



Diesel