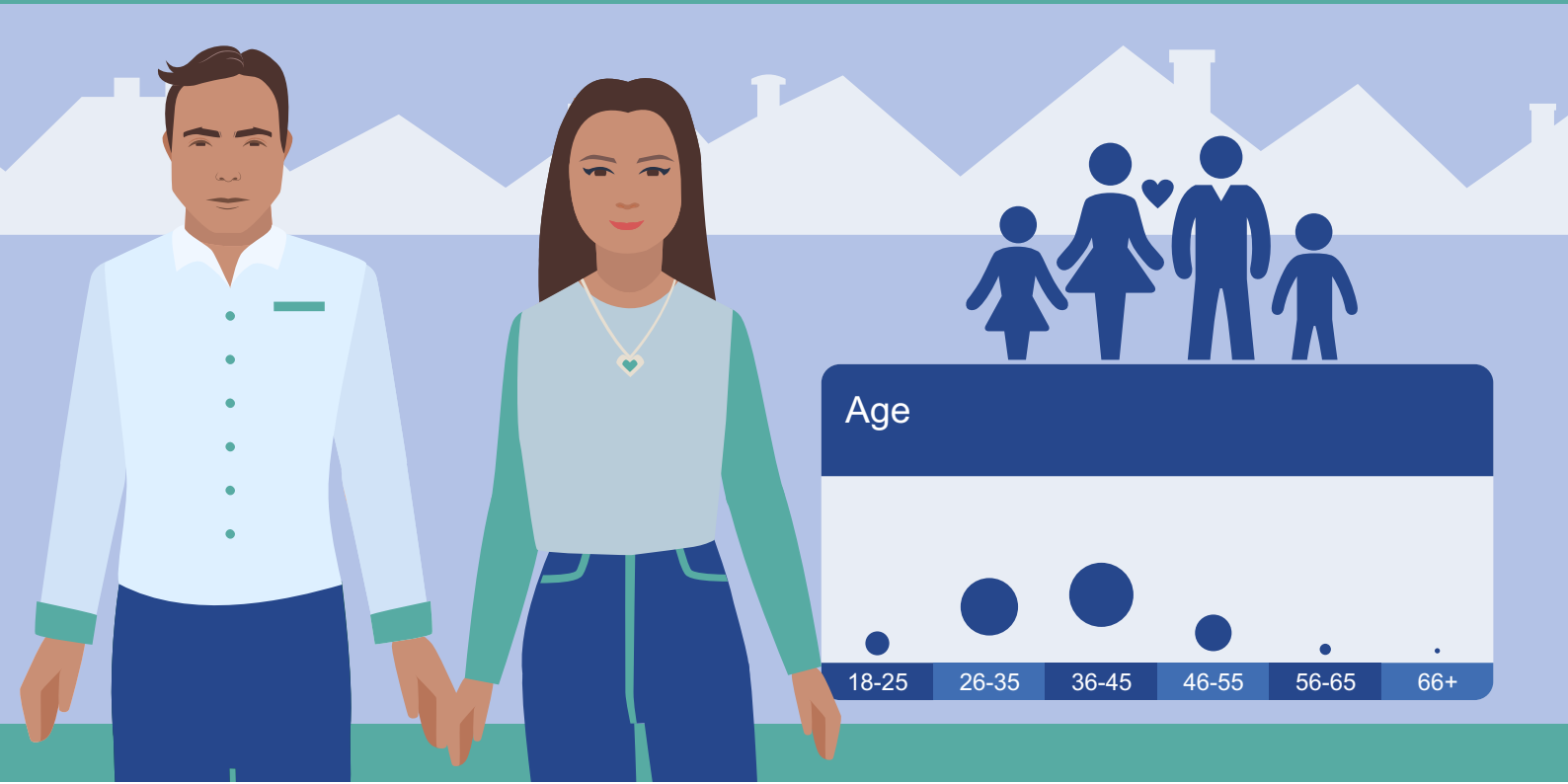


Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



Property

- Home owner
- Mortgaged terrace
- Bedrooms: THREE

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

- Cycling
- Gym
- Video games

Holidays

- Lakes & mountains
- Beach
- 5+ holidays

Shopping & Charity

- Supermarkets: OCADO, TESCO, ALDI
- High online
- Medium donations: DONATE

Transport

- Train
- Bicycle
- People carrier