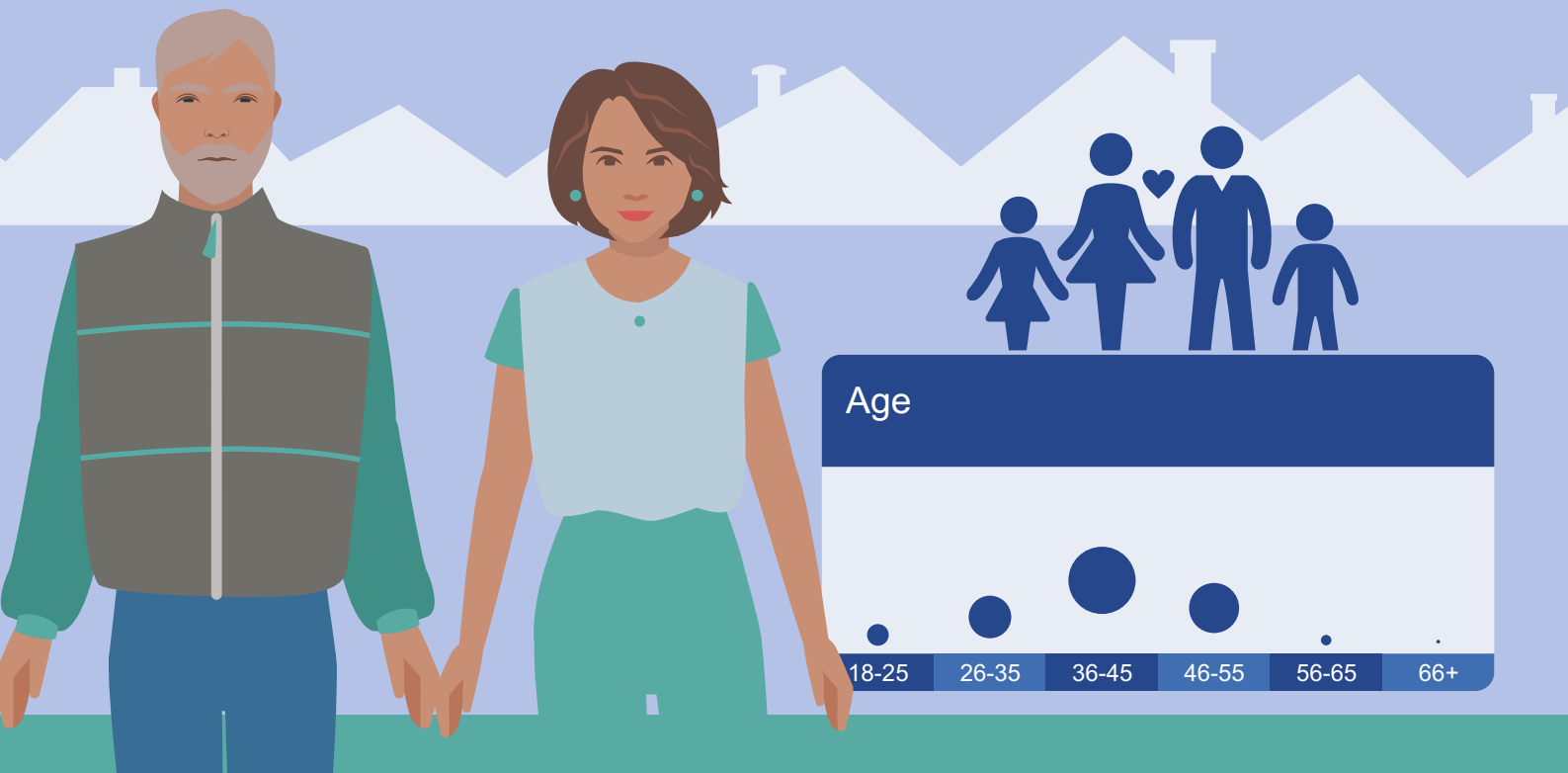


# Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



### Property

- Home owner
- Mortgaged semi
- Bedrooms: THREE

### Highest Education, Work & Finances

- A level
- Full & part-time
- Medium incomes

### Technology & Channel Preferences

- Technology
- In-store
- Email

### Online Activity

- Broadband speed
- Time online
- Social media

### Lifestyle

- Pet rabbit
- Performing arts
- Video games

### Holidays

- Spa
- Holiday centre
- 1-2 holidays

### Shopping & Charity

- Supermarkets: ALDI, ASDA, TESCO
- High online
- Low donations

### Transport

- People carrier
- Estate
- Diesel