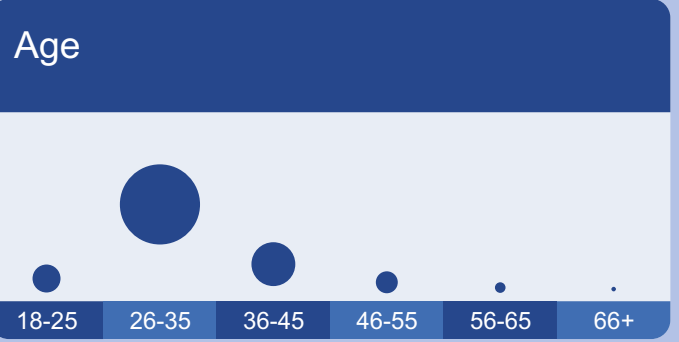


# First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



### Property

- Home owner
- Mortgaged semi
- Bedrooms: THREE

### Highest Education, Work & Finances

- Degree & higher
- Full-time
- Medium incomes

### Technology & Channel Preferences

- Technology
- In-store
- Internet

### Online Activity

- Broadband speed
- Time online
- Social media

### Lifestyle

- Gym
- Video games
- DIY

### Holidays

- Spa
- Beach
- 5+ holidays

### Shopping & Charity

- Supermarkets: ALDI, OCADO, LIDL
- High online
- Medium donations

### Transport

- Hatchback
- Sports car
- Diesel