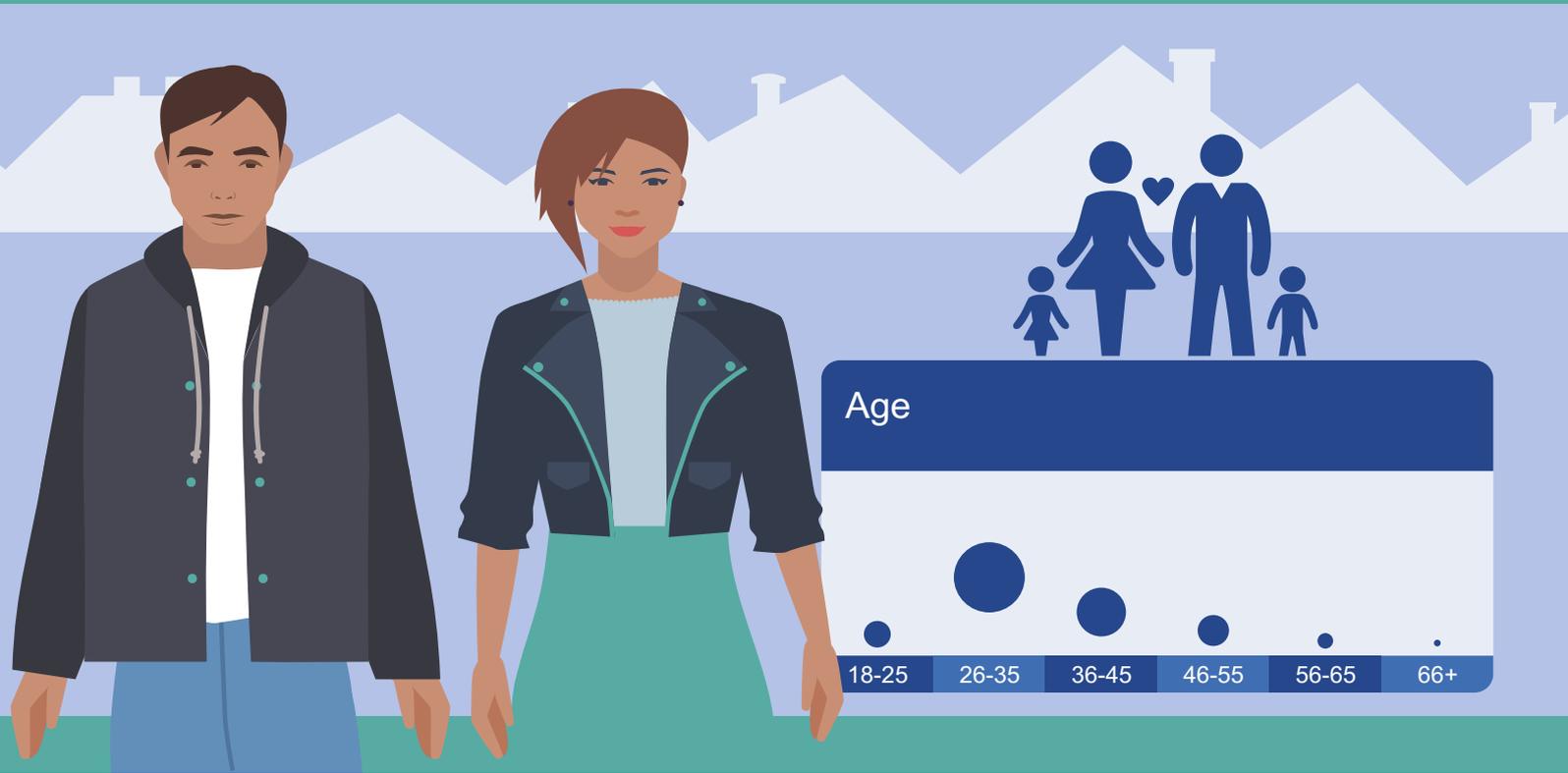


Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



Property

- Renting
- Terrace
- Bedrooms

Highest Education, Work & Finances

- Degree & higher
- Full-time
- High incomes

Technology & Channel Preferences

- Technology
- Digital TV
- Email

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Cycling
- Gym
- Music

Holidays

- Spa
- City breaks
- 3-4 holidays

Shopping & Charity

- Supermarkets
- High online
- Low donations

Transport

- Bicycle
- People carrier
- Micro car