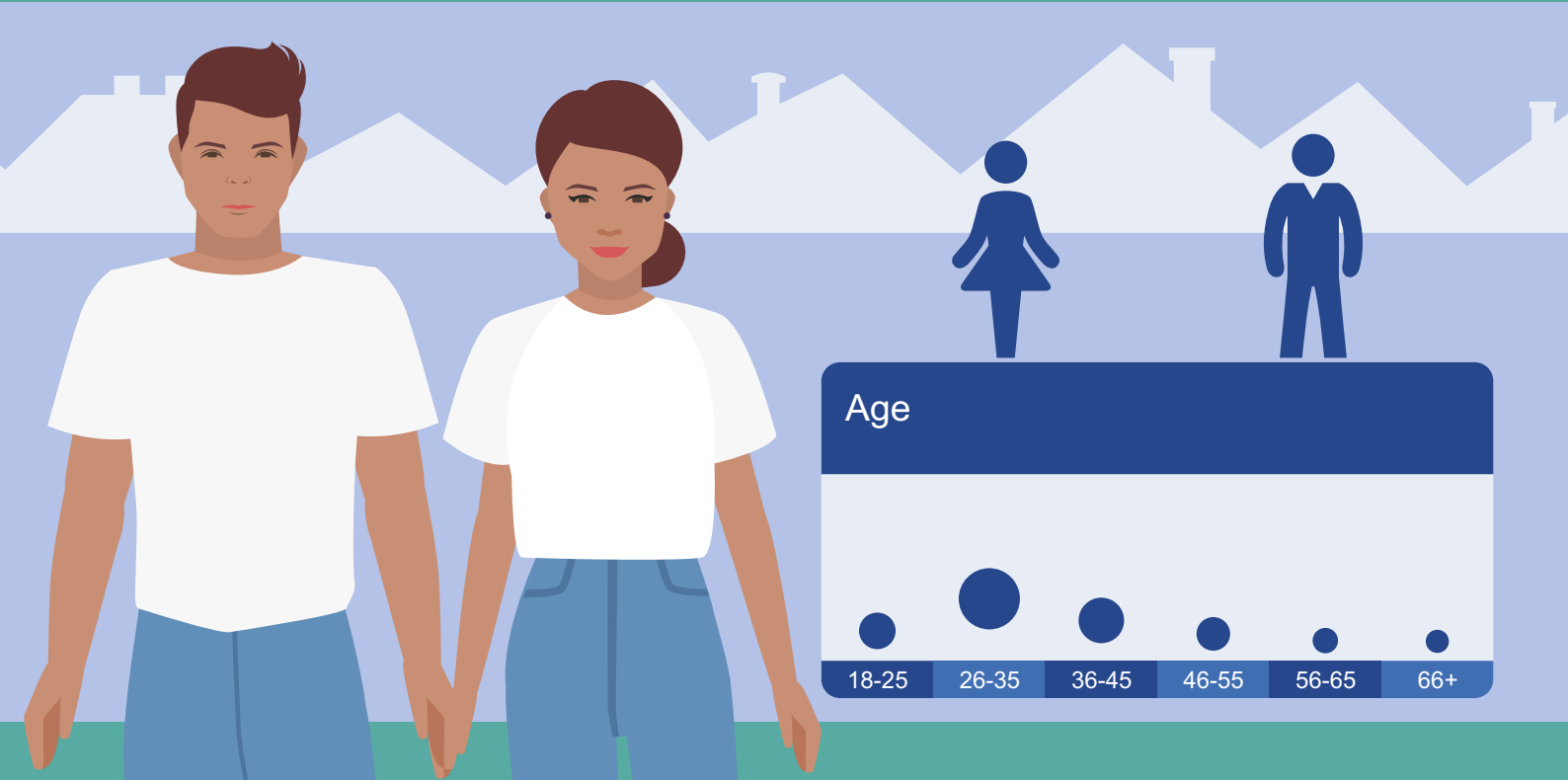


New Foundations

Occupants of brand new homes who are often younger singles or couples with children



Property

- Renting
- Flat
- Bedrooms

Highest Education, Work & Finances

- Vocational qualifications
- Full-time
- High incomes

Technology & Channel Preferences

- Technology
- Internet
- Email

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Music
- Gym
- Video games

Holidays

- Holiday centre
- Spa
- 1-2 holidays

Shopping & Charity

- Supermarkets
- High online
- Low donations

Transport

- People carrier
- Hatchback
- Diesel