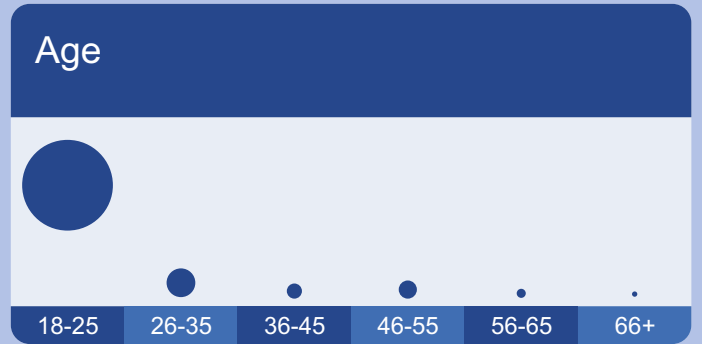


Flying Solo

Independent young singles on starter salaries choosing to rent homes in family suburbs



Property

- Renting
- Terrace
- TWO Bedrooms

Highest Education, Work & Finances

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

Technology & Channel Preferences

- Technology
- Telephone
- Internet

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Video games
- Gym
- Music

Holidays

- Spa
- Holiday centre
- 3-4 holidays

Shopping & Charity

- ALDI, OCADO, ASDA Supermarkets
- Medium online
- Low donations

Transport

- Bus
- Walking
- Hatchback