

Solid Economy

Stable families with children, renting higher value homes from social landlords



Age

18-25 26-35 36-45 46-55 56-65 66+

Property



Council / HA



Terrace



Bedrooms

Highest Education, Work & Finances



Few qualifications



Full-time & unemployed



Medium incomes

Technology & Channel Preferences



Technology



Digital TV



Telephone

Online Activity



Broadband speed



Time online



Social media

Lifestyle



Pet cat



Video games



Music

Holidays



Holiday centre



Beach



1-2 holidays

Shopping & Charity



Supermarkets



Medium online



Low donations

Transport



People carrier



Walking



Bicycle