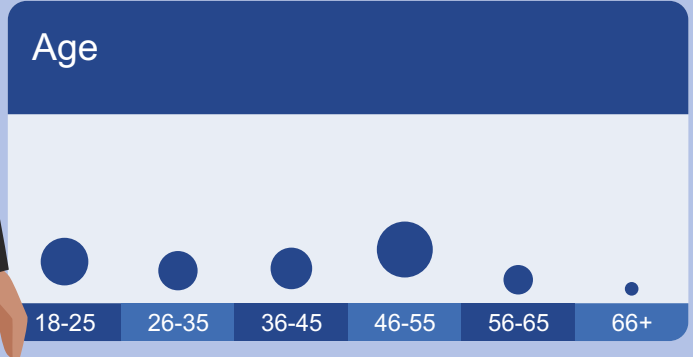


Budget Generations

Families providing lodgings for adult children and gaining the benefit of pooled resources



Property

- Home owner
- Mortgaged semi
- Bedrooms: THREE

Highest Education, Work & Finances

- GCSEs
- Full-time & unemployed
- Medium incomes

Technology & Channel Preferences

- Technology
- Telephone
- Internet

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- DIY
- Pet cat
- Video games

Holidays

- Holiday centre
- Beach
- 1-2 holidays

Shopping & Charity

- Supermarkets: ASDA, ICELAND, ALDI
- Medium online
- Low donations

Transport

- Bus
- Micro car
- People carrier