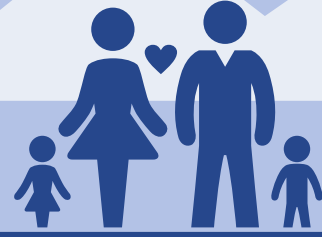


Economical Families

Busy families with children, who own their low-cost homes and budget carefully



Age

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

Property



Home owner



Mortgaged terrace



Bedrooms

Highest Education, Work & Finances



GCSEs



Full & part-time



Medium incomes

Technology & Channel Preferences



Technology



Digital TV



Email

Online Activity



Broadband speed



Time online



Social media

Lifestyle



Swimming



Video games



Pet rabbit

Holidays



Holiday centre



Beach



1-2 holidays

Shopping & Charity



Supermarkets



Medium online



Medium donations

Transport



Bicycle



People carrier



Diesel