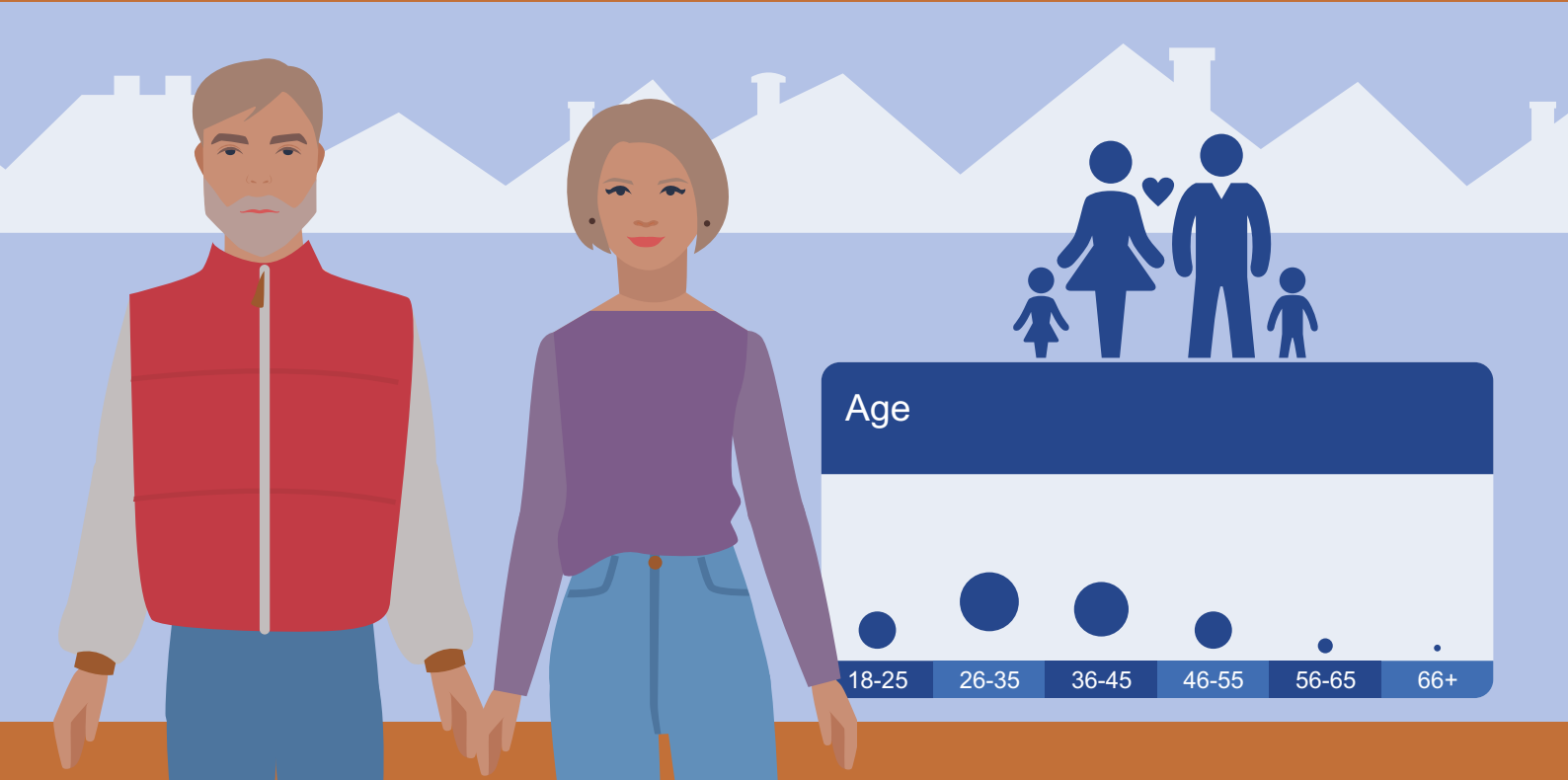


Families on a Budget

Families with children in low value social houses making limited resources go a long way



Property

- Council / HA
- Terrace
- Bedrooms

Highest Education, Work & Finances

- GCSEs
- Full-time & unemployed
- Low incomes

Technology & Channel Preferences

- Technology
- Digital TV
- Telephone

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Cinema
- Video games
- Pet rabbit

Holidays

- Holiday centre
- Beach
- 1-2 holidays

Shopping & Charity

- Supermarkets
- Medium online
- Low donations

Transport

- Bus
- Walking
- Saloon