

# Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



## Age

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

## Property



Council / HA



Terrace



Bedrooms

## Highest Education, Work & Finances



A level



Full-time



Low incomes

## Technology & Channel Preferences



Technology



In-store



Telephone

## Online Activity



Broadband speed



Time online



Social media

## Lifestyle



DIY



Swimming



Video games

## Holidays



Beach



Holiday centre



1-2 holidays

## Shopping & Charity



Supermarkets



High online



Low donations

## Transport



Bus/tram



Walking



Saloon