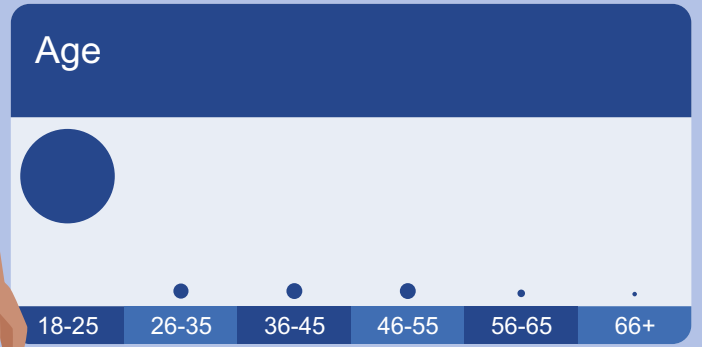


Youthful Endeavours

Young people endeavouring to gain employment footholds while renting cheap flats and terraces



Property

- FOR RENT (Renting)
- Flat
- TWO (Bedrooms)

Highest Education, Work & Finances

- Few qualifications
- Full-time & unemployed
- Low incomes

Technology & Channel Preferences

- Technology
- Digital TV
- Post

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Music
- Exhibitions
- Video games

Holidays

- Backpacking
- Beach
- 5+ holidays

Shopping & Charity

- ASDA ICELAND ALDI (Supermarkets)
- Low online
- DONATE (Low donations)

Transport

- Walking
- Bus
- Hatchback