

# Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



## Age

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

## Property



Renting



Terrace



Bedrooms

## Highest Education, Work & Finances



Vocational qualifications



Full-time



Medium incomes

## Technology & Channel Preferences



Technology



Digital TV



Post

## Online Activity



Broadband speed



Time online



Social media

## Lifestyle



Cycling



Gym



Video games

## Holidays



Holiday centre



City breaks



5+ holidays

## Shopping & Charity



Supermarkets



Medium online



Low donations

## Transport



Walking



Bicycle



Micro car