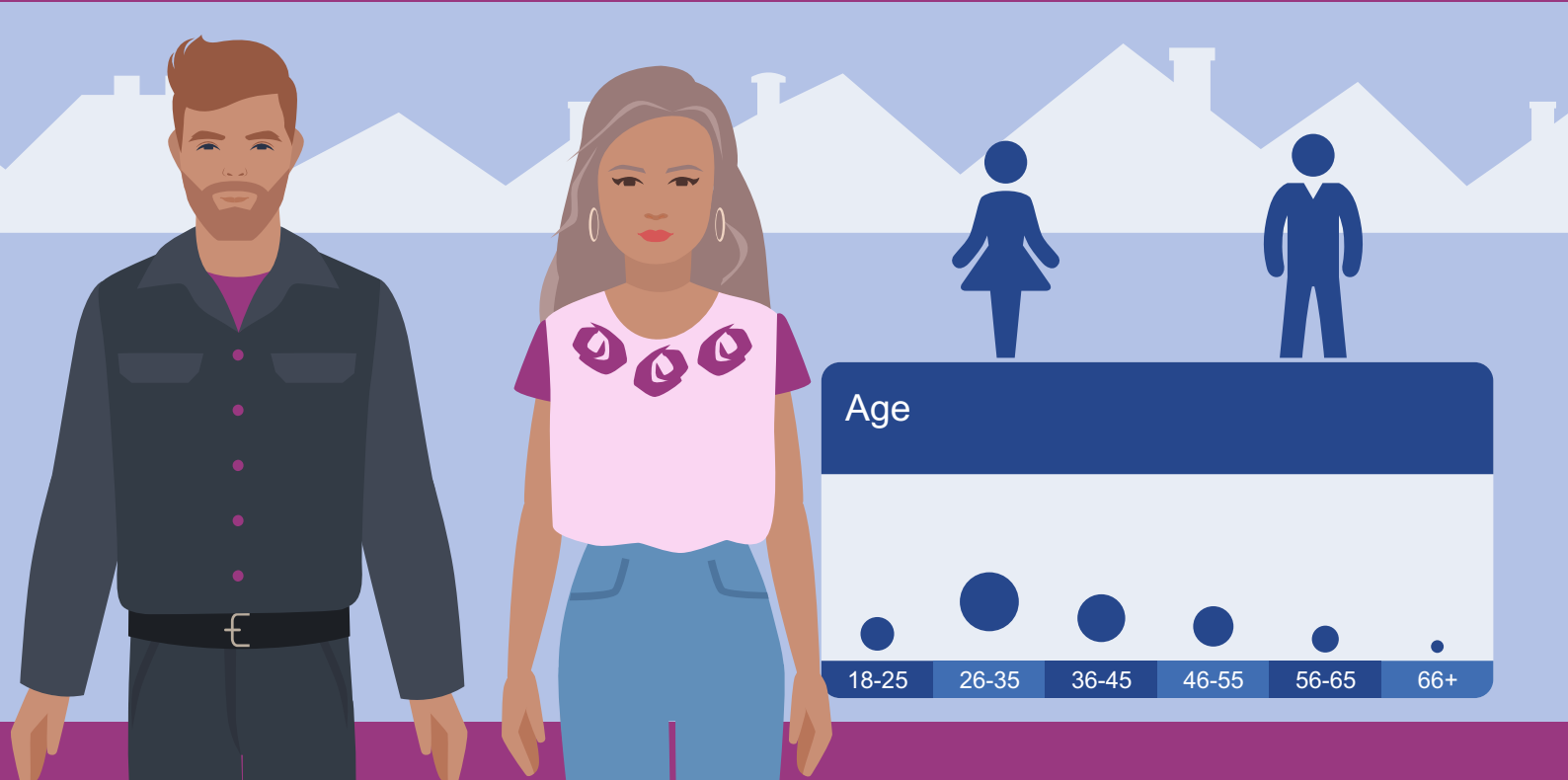


Renting Rooms

Transient renters of low cost accommodation often within older properties



Property

- Renting
- Terrace
- Bedrooms

Highest Education, Work & Finances

- Vocational qualifications
- Full-time
- Low incomes

Technology & Channel Preferences

- Technology
- Telephone
- Post

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Pet rabbit
- Gym
- Video games

Holidays

- Winter sports
- City breaks
- 5+ holidays

Shopping & Charity

- Supermarkets
- Medium online
- Low donations

Transport

- Walking
- Bus/tram
- Saloon