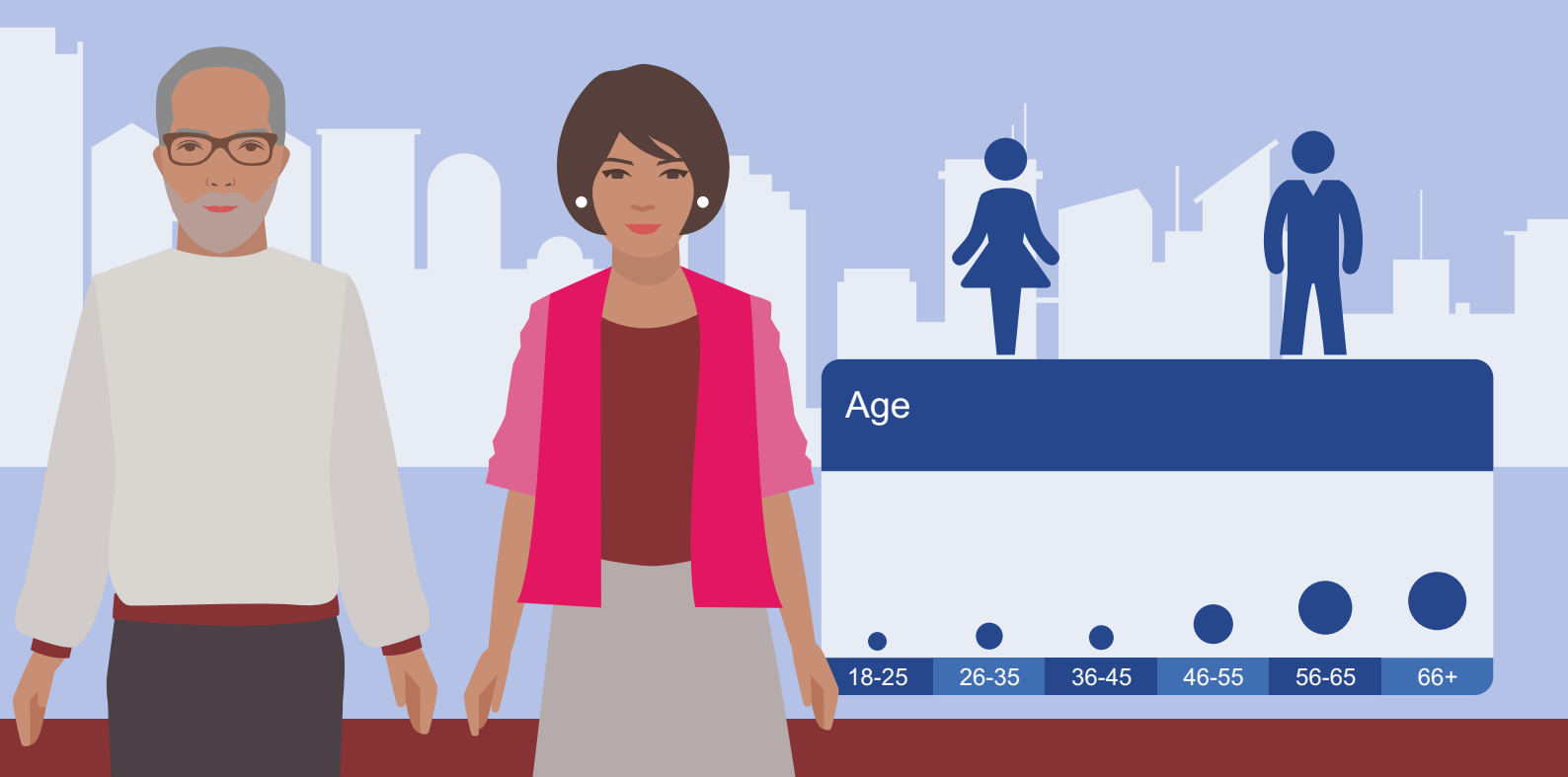


Inner City Stalwarts

Long-term renters of inner city social flats who have witnessed many changes



Property

- Council / HA
- Flat
- Bedrooms

Highest Education, Work & Finances

- Few qualifications
- Retired
- Low incomes

Technology & Channel Preferences

- Technology
- Internet
- Email

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Cinema
- Photography
- TV

Holidays

- Coach tour
- Backpacking
- 5+ holidays

Shopping & Charity

- Supermarkets
- Low online
- High donations

Transport

- Bus
- Walking
- Micro car