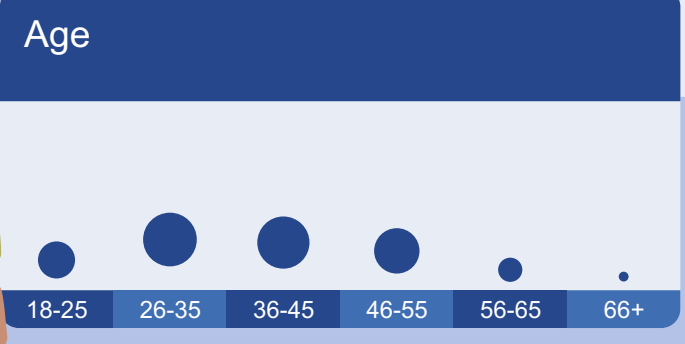


City Diversity

Households renting social flats in busy city suburbs where many nationalities live as neighbours



Property

- Council / HA
- Flat
- TWO Bedrooms

Highest Education, Work & Finances

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

Technology & Channel Preferences

- Technology
- Digital TV
- Telephone

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Cinema
- Photography
- Video games

Holidays

- Beach
- City breaks
- 5+ holidays

Shopping & Charity

- Supermarkets (ICELAND, OCADO, M&S)
- Medium online
- Medium donations (DONATE)

Transport

- Bus
- Walking
- Micro car