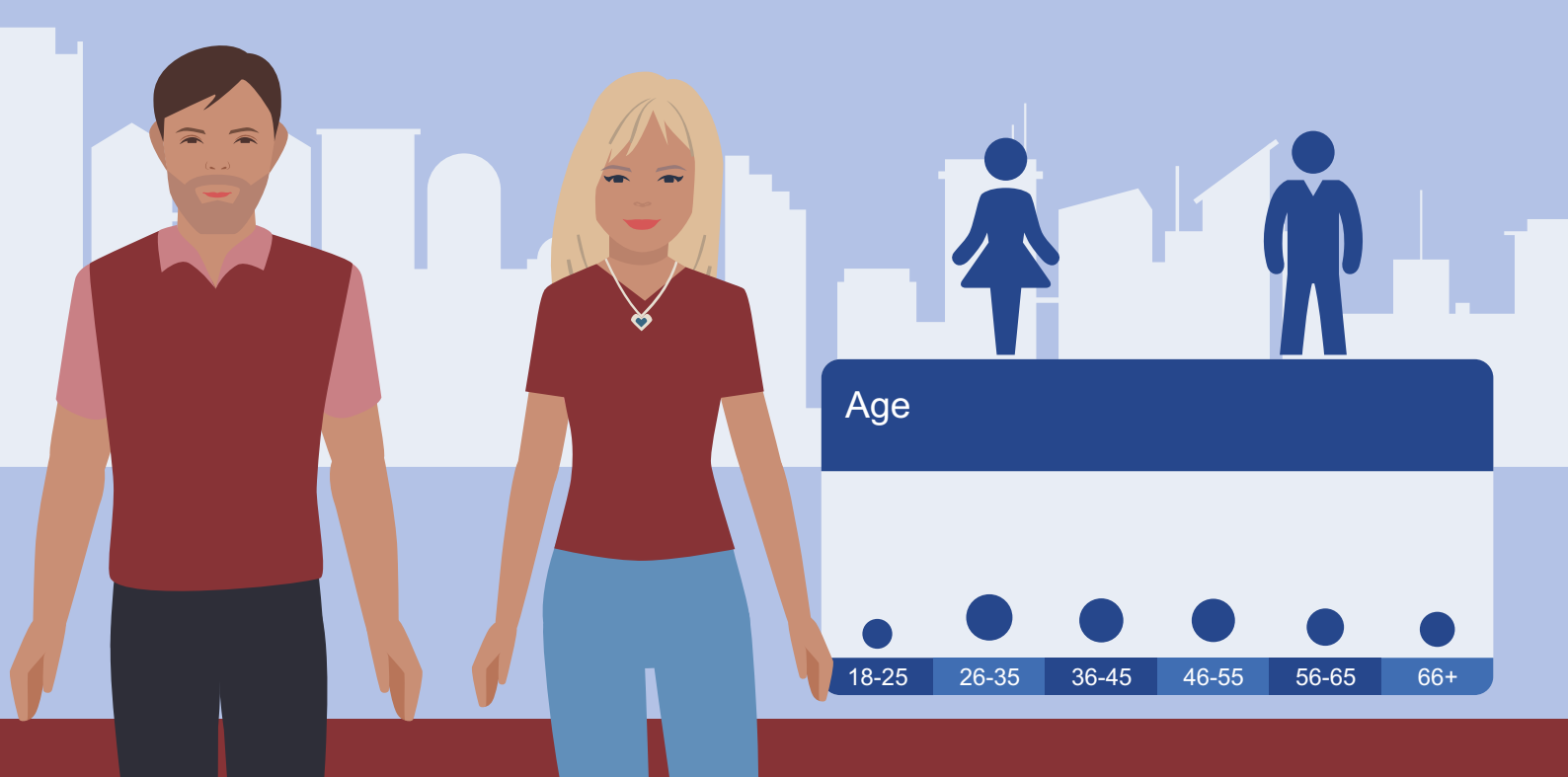


High Rise Residents

Tenants of social flats located in high rise blocks, often living alone



Property

- FOR RENT
- Council / HA
- Flat
- ONE
- Bedrooms

Highest Education, Work & Finances

- GCSEs
- Full-time & unemployed
- Low incomes

Technology & Channel Preferences

- Technology
- Digital TV
- Telephone

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Cinema
- TV
- Swimming

Holidays

- Coach tour
- Backpacking
- 3-4 holidays

Shopping & Charity

- CO-OP ICELAND ASDA
- Supermarkets
- Medium online
- DONATE
- Low donations

Transport

- Bus
- Walking
- Micro car