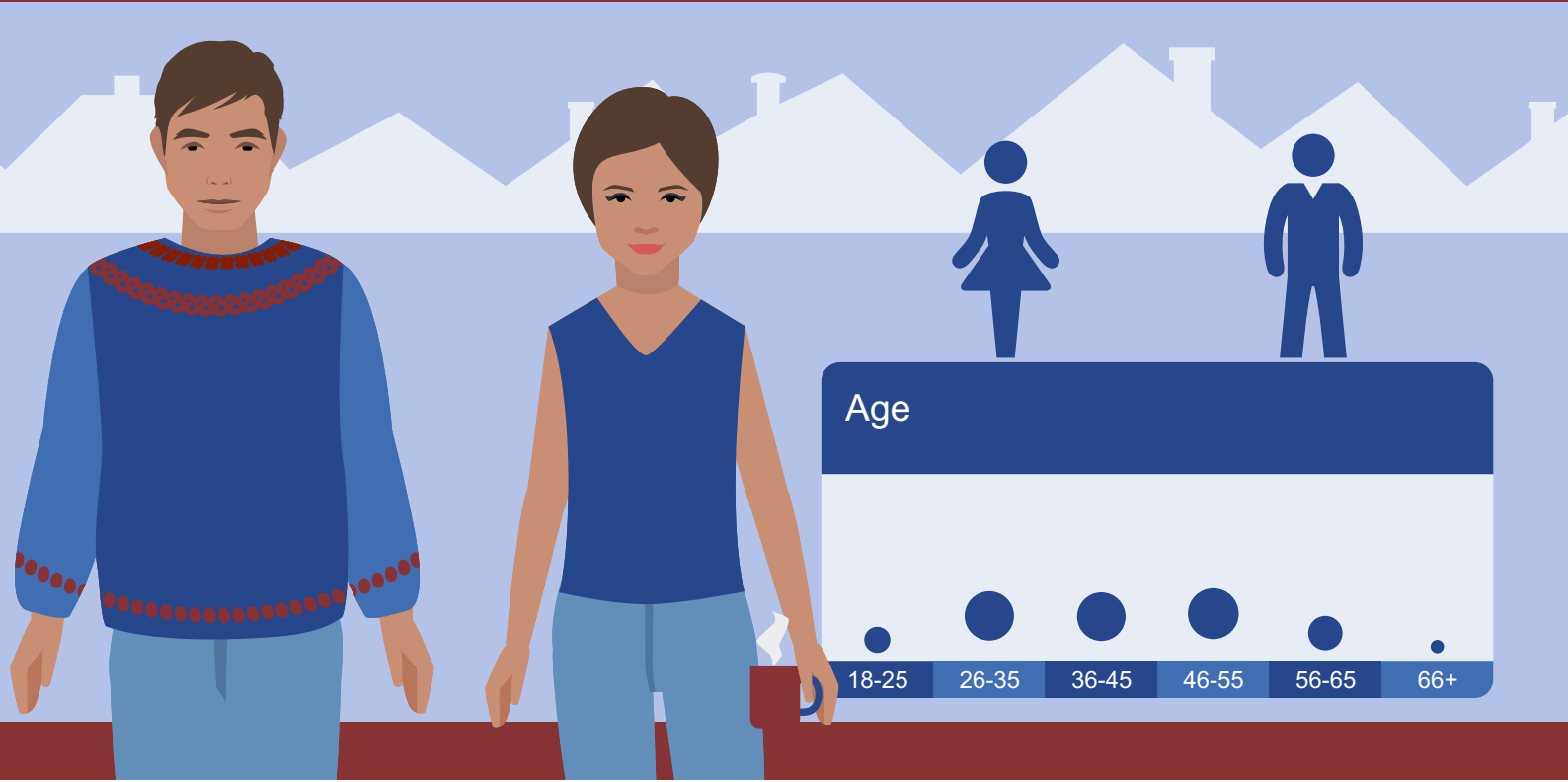


Single Essentials

Singles renting small social flats in town centres



Property

- Council / HA
- Flat
- Bedrooms

Highest Education, Work & Finances

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

Technology & Channel Preferences

- Technology
- Telephone
- Post

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- TV
- Swimming
- Video games

Holidays

- Coach tour
- Holiday centre
- 1-2 holidays

Shopping & Charity

- Supermarkets
- Medium online
- Low donations

Transport

- Bus
- Bicycle
- Hatchback