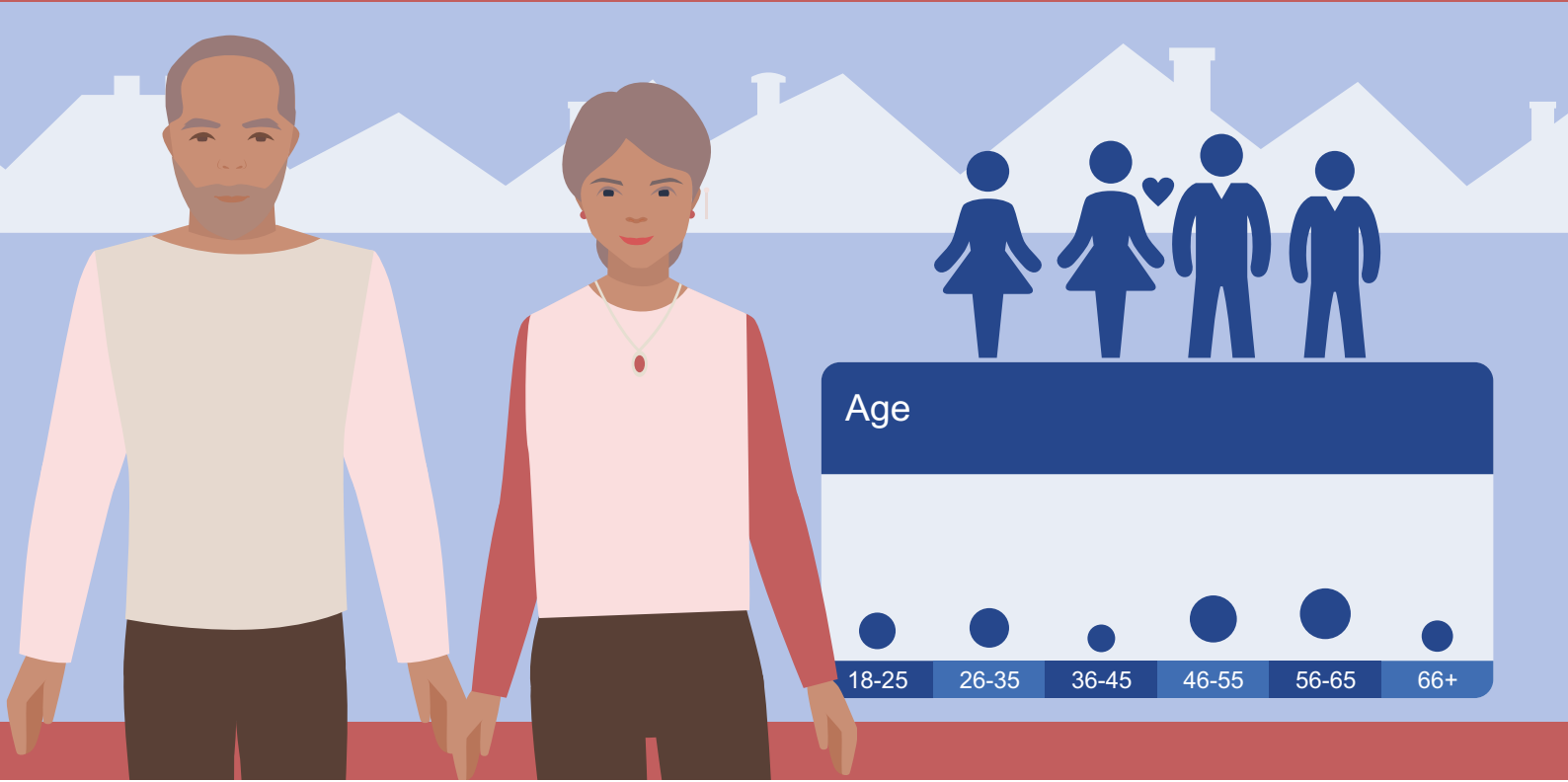


Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



Property

- Home owner
- Mortgaged semi
- Bedrooms: THREE

Highest Education, Work & Finances

- GCSEs
- Full-time & unemployed
- Medium incomes

Technology & Channel Preferences

- Technology
- Internet
- Email

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Gardening
- Video games
- Music

Holidays

- Coach tour
- Holiday centre
- 1-2 holidays

Shopping & Charity

- Supermarkets: ASDA, MORRISONS, ALDI
- Low online
- Low donations

Transport

- People carrier
- Micro car
- Saloon