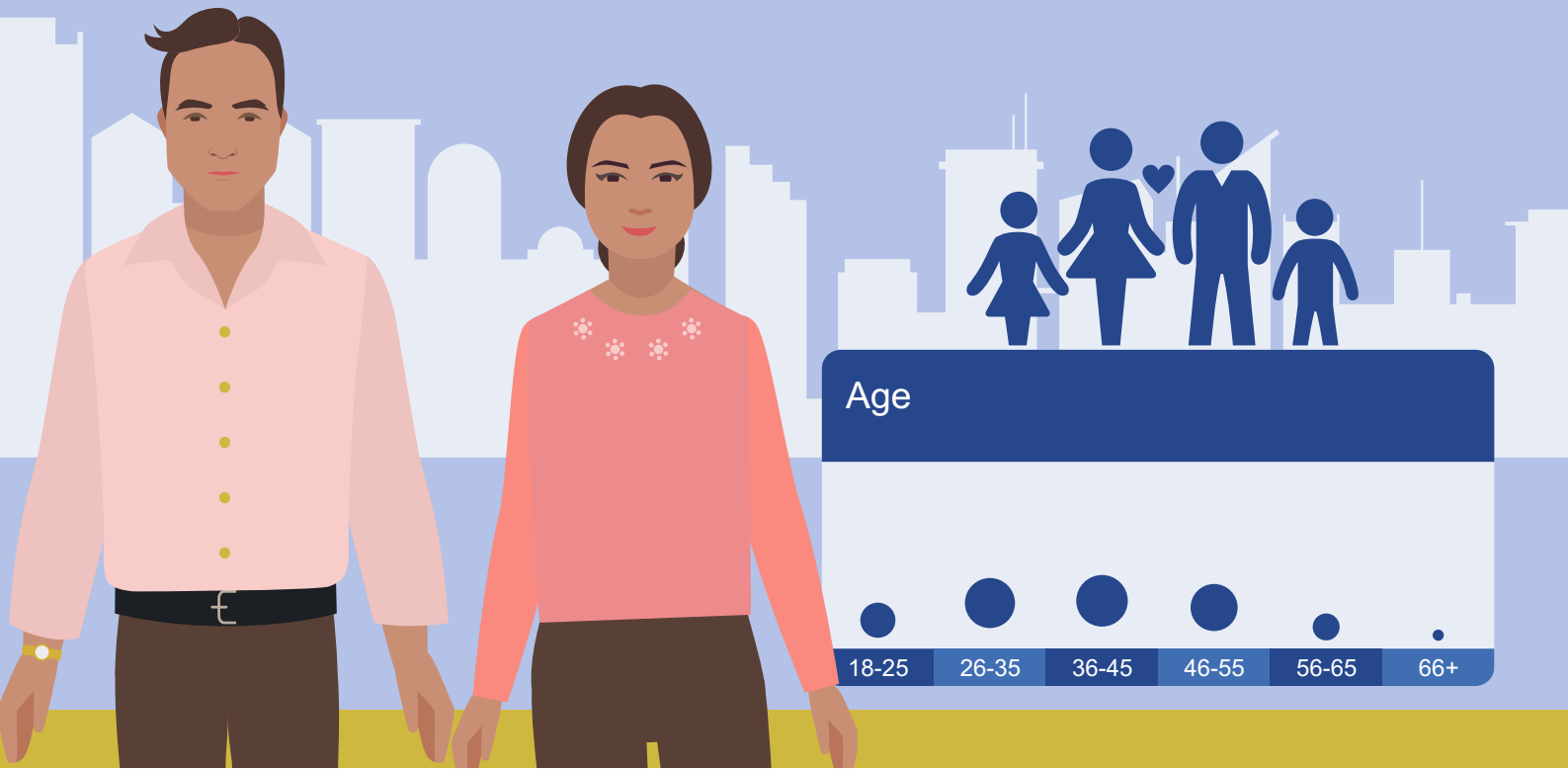


Culture & Comfort

Thriving families with good incomes in diverse suburbs



Property

- Home owner
- Mortgaged terrace
- Bedrooms: THREE

Highest Education, Work & Finances

- Vocational qualifications
- Full-time & unemployed
- High incomes

Technology & Channel Preferences

- Technology
- Digital TV
- Telephone

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Cinema
- Exhibitions
- Gym

Holidays

- Beach
- Spa
- 5+ holidays

Shopping & Charity

- Supermarkets: LIDL, WAITROSE, SAINSBURY'S
- Medium online
- High donations: DONATE

Transport

- Train
- Saloon
- Hybrid