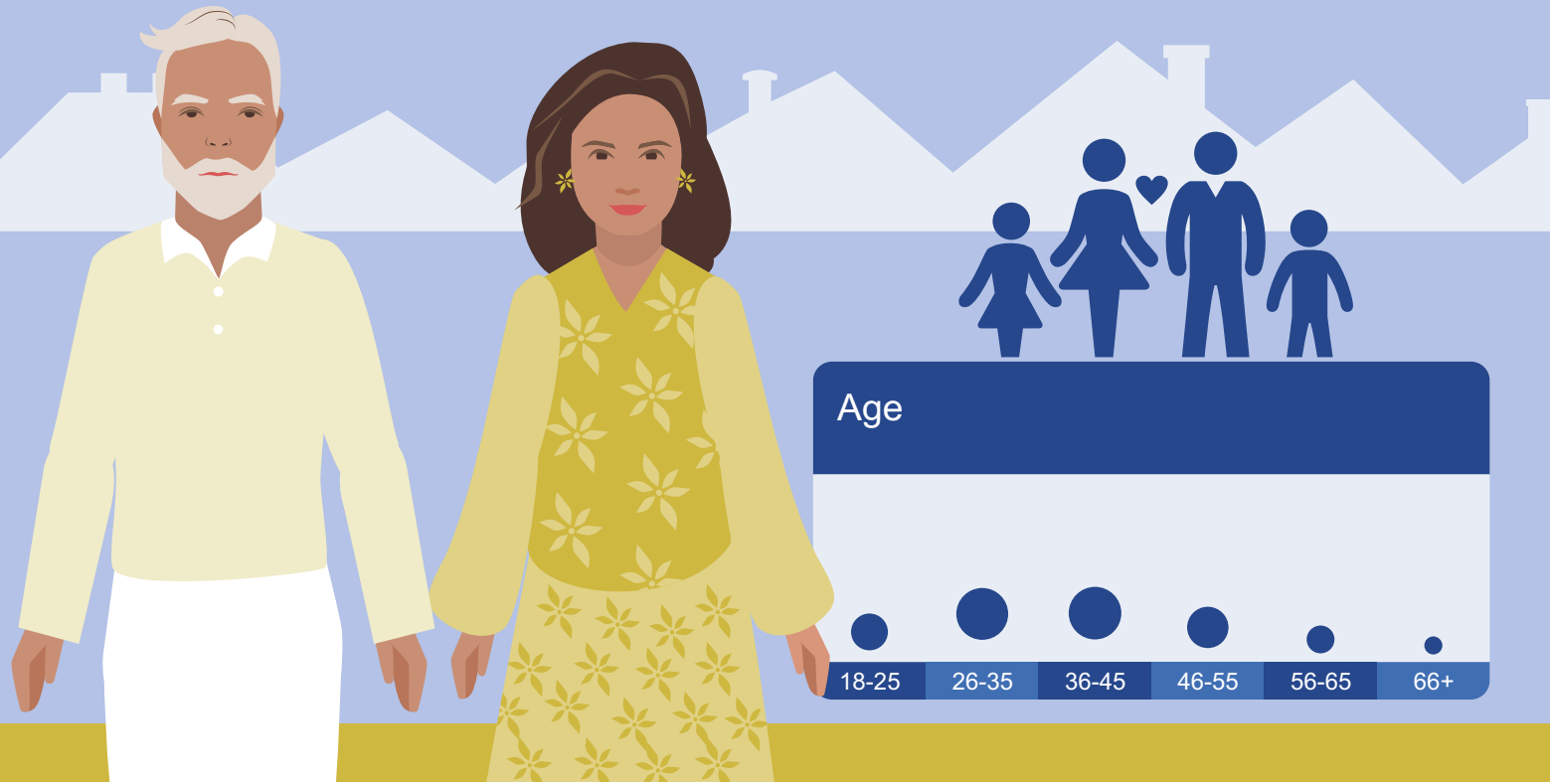


# Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



### Property

- Renting
- Mortgaged terrace
- THREE Bedrooms

### Highest Education, Work & Finances

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

### Technology & Channel Preferences

- Technology
- Digital TV
- Post

### Online Activity

- Broadband speed
- Time online
- Social media

### Lifestyle

- DIY
- Gardening
- Gym

### Holidays

- Beach
- Escorted tour
- 1-2 holidays

### Shopping & Charity

- Supermarkets
- Low online
- Medium donations

### Transport

- Bus/tram
- Walking
- Micro car