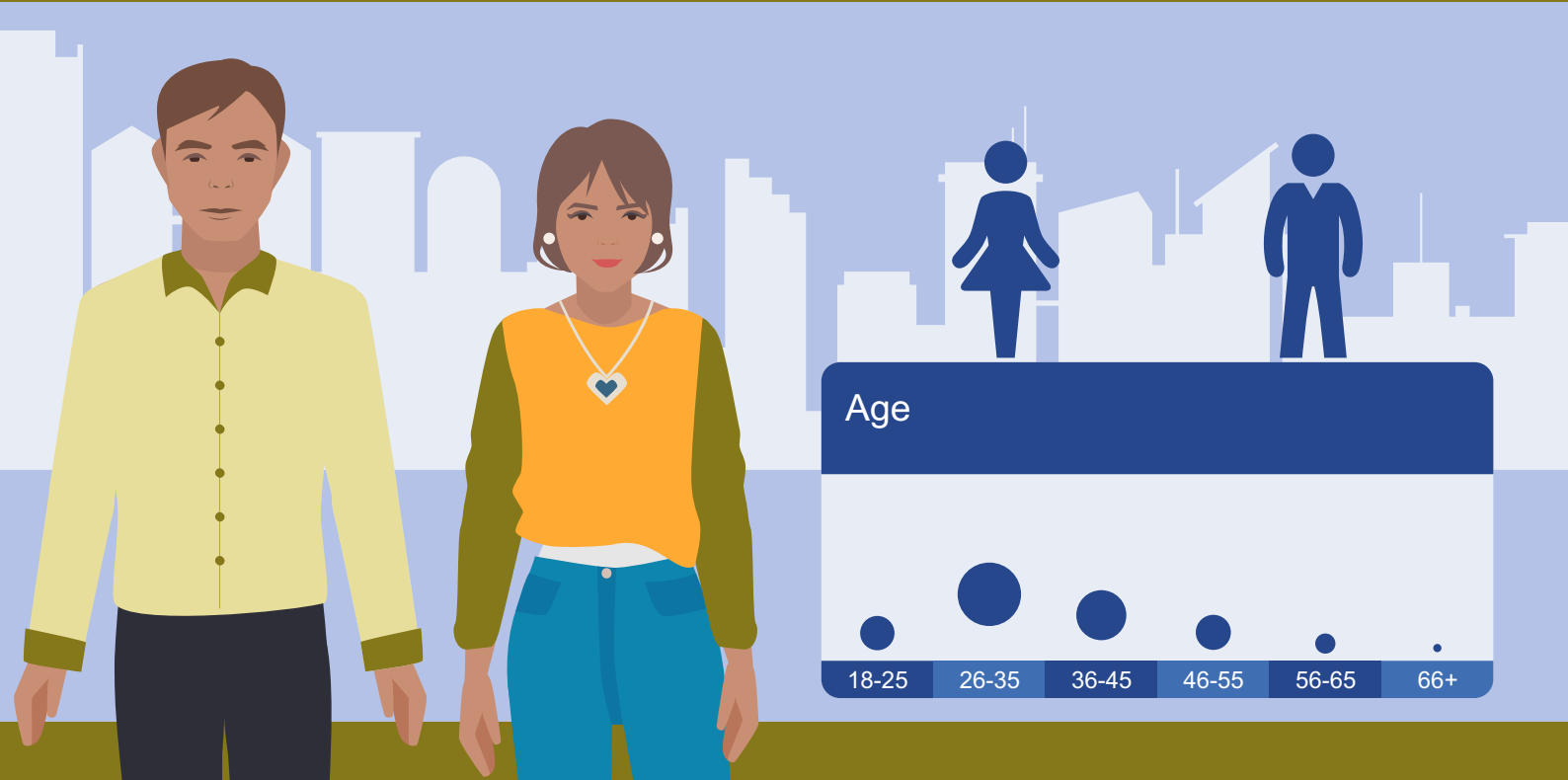


Flexible Workforce

Successful young renters ready to move to follow worthwhile incomes from service sector jobs



Property

- Renting
- Flat
- ONE Bedrooms

Highest Education, Work & Finances

- Degree & higher
- Full-time
- High incomes

Technology & Channel Preferences

- Technology
- Digital TV
- Telephone

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Cinema
- Gym
- Music

Holidays

- Coach tour
- Holiday centre
- 3-4 holidays

Shopping & Charity

- Supermarkets (LIDL, ASDA, SAINSBURY'S)
- High online
- Medium donations

Transport

- Bus
- Walking
- Micro car