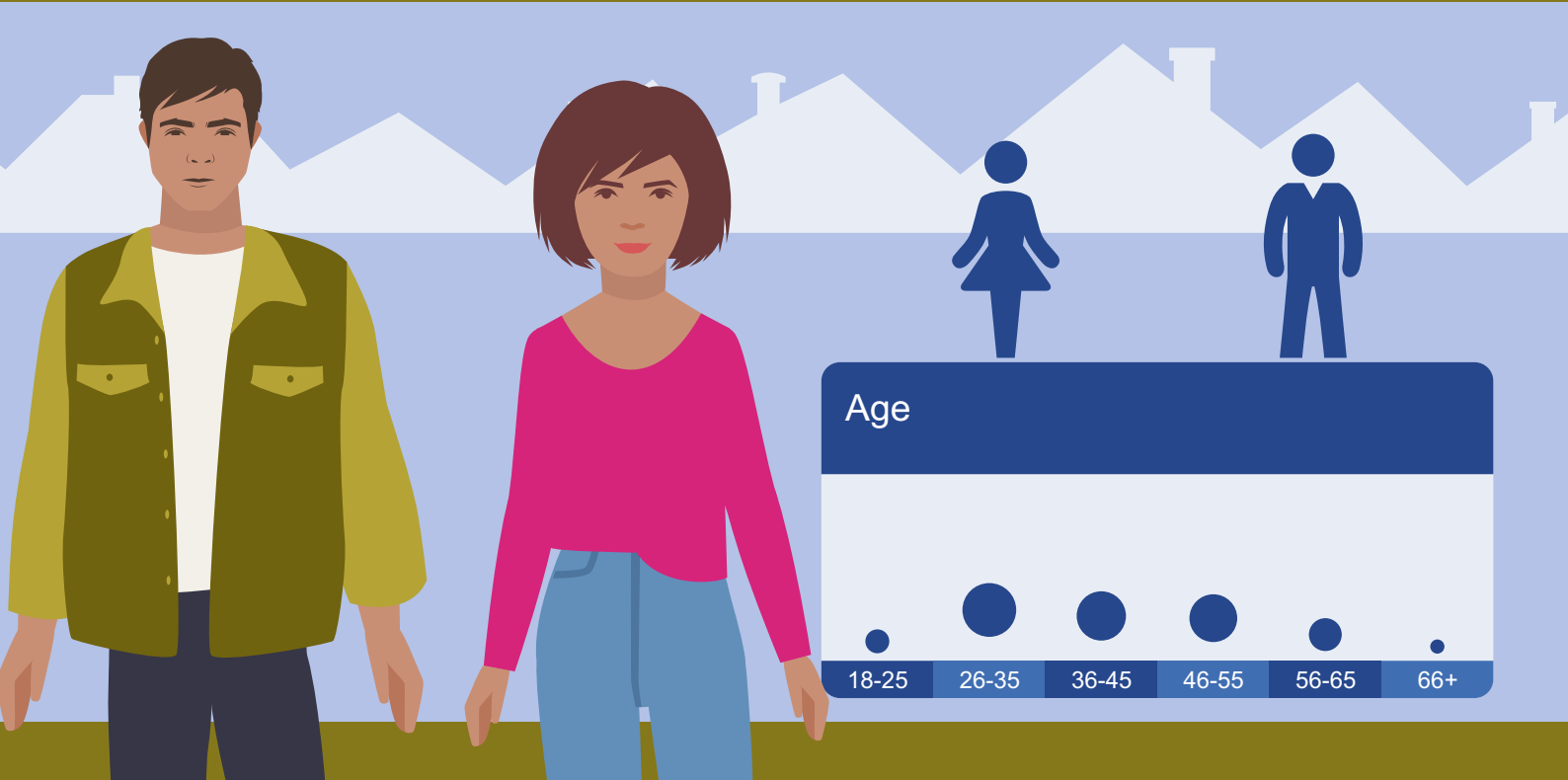


Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



Property

- FOR RENT (Renting)
- Flat
- ONE (Bedrooms)

Highest Education, Work & Finances

- GCSEs
- Full-time
- Low incomes

Technology & Channel Preferences

- Technology
- Post
- Email

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Cinema
- Video games
- Music

Holidays

- Lakes & mountains
- Backpacking
- 5+ holidays

Shopping & Charity

- ICELAND OCADO TESCO (Supermarkets)
- Medium online
- DONATE (Low donations)

Transport

- Bus
- Walking
- Hatchback