

Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



Property

- Renting
- Terrace
- Bedrooms

Highest Education, Work & Finances

- Vocational qualifications
- Full-time & students
- Medium incomes

Technology & Channel Preferences

- Technology
- Internet
- Post

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Cinema
- Gym
- Music

Holidays

- City breaks
- Backpacking
- 5+ holidays

Shopping & Charity

- Supermarkets
- Medium online
- High donations

Transport

- Walking
- Bus/tram
- Micro car