

A

Lavish Lifestyles

High-wealth residents of city and country, with generous incomes, substantial assets and the most expensive homes



Age



Property



Home owner



Mortgaged detached



FIVE+

Highest Education, Work and Finances



University degree or higher



Employed part-time



Very high household incomes

Technology and Channel Preferences



Only buy when really like



Direct Mail



Social media offer

Internet, Mobile, and Recent Holiday



News/sports websites



News apps



City breaks

Leisure Activities



Enjoy reading



Enjoy cooking

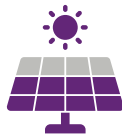


Enjoy exercising indoors

Sustainability and Energy Spend



Change to green energy supply



Consider solar panels: medium



High energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Average clothing spend



Exercise once a week

Transport and Automotive



Travelled by train in last year



Travelled by taxi in last year



Car financed using cash

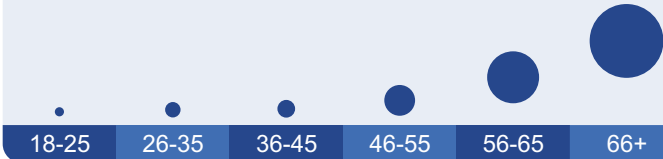
B

Pension Prosperity

Financially-set older homeowners in desirable suburbs and villages, who now have space and resources



Age



Property



Home owner



Detached



4 bedrooms

Highest Education, Work and Finances



University degree or higher



Retired



Average household incomes

Technology and Channel Preferences



Only replace when broken



Direct Mail



Newspaper insert

Internet, Mobile, and Recent Holiday



News/sports websites



Weather apps



Cruises

Leisure Activities



Enjoy reading

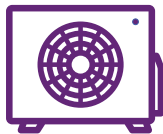


Enjoy gardening

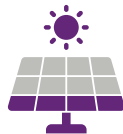


Enjoy puzzles and crosswords

Sustainability and Energy Spend



Likely to change to heat pump



Consider solar panels: low



Average energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low personal care spend



Agree/have a healthy diet

Transport and Automotive



Car financed using cash



Travelled by car In last year



Main car bought new

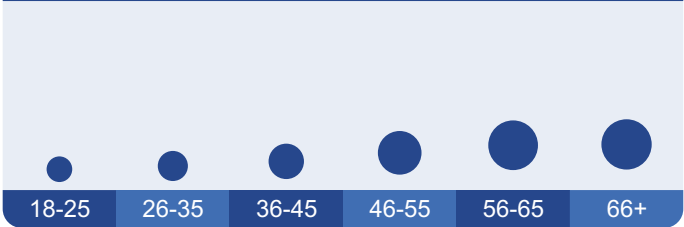
C

Country Heritage

Well-off owners of comfortable properties in rural locations with land or surrounding gardens



Age



Property



Home owner



Named building



4 bedrooms

Highest Education, Work and Finances



University degree or higher



Employed part-time



High household incomes

Technology and Channel Preferences



Only replace when broken



Direct Mail



Social media offer

Internet, Mobile, and Recent Holiday



Buying/browsing goods online



Weather apps



Cruises

Leisure Activities



Enjoy reading



Enjoy gardening

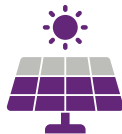


Enjoy cooking

Sustainability and Energy Spend



Change to green energy supply



Consider solar panels: medium



Average energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low personal care spend



Agree/have a healthy diet

Transport and Automotive



Car financed using cash



Travelled by car In last year



Main car bought secondhand

D

Upmarket Commuters

High-income families in quality, modern-era homes located in desirable, low-density neighbourhoods



Age



Property



Home owner



Mortgaged detached



4 bedrooms

Highest Education, Work and Finances



University degree or higher



Employed part-time



Very high household incomes

Technology and Channel Preferences



Only buy when really like



Social media offer



Direct Mail

Internet, Mobile, and Recent Holiday



Buying/browsing goods online



Photography and video apps



Beaches

Leisure Activities



Enjoy reading

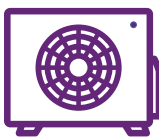


Enjoy hiking and climbing

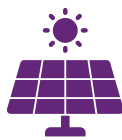


Enjoy cooking

Sustainability and Energy Spend



Likely to change to heat pump



Consider solar panels: high



Average energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Average clothing spend



Exercise once a week

Transport and Automotive



Car financed using cash



Main car bought secondhand

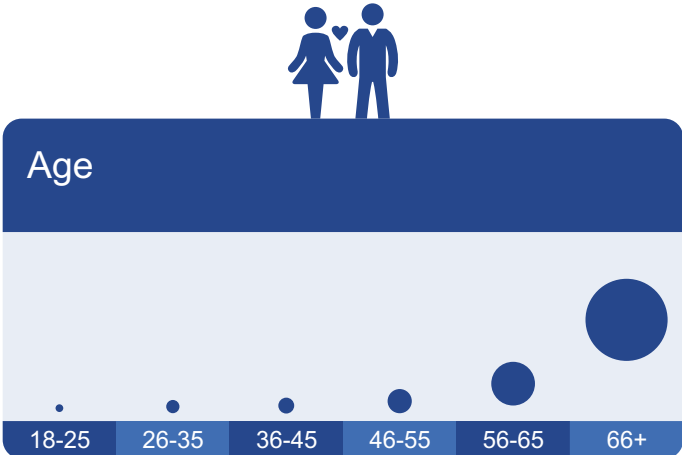


Travelled by train in last year

E

Respectable Retirement

Senior outright-owners of mid-range homes, with sufficient pension incomes to provide for their later years



Property



Home owner



Bungalow



3 bedrooms

Highest Education, Work and Finances



Few qualifications



Retired



Low household incomes

Technology and Channel Preferences



Only replace when broken



Direct Mail



Newspaper insert

Internet, Mobile, and Recent Holiday



Buying/browsing goods online



Weather apps



Cruises

Leisure Activities



Enjoy reading

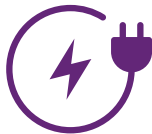


Enjoy puzzles and crosswords

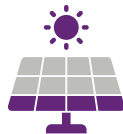


Enjoy gardening

Sustainability and Energy Spend



Change energy supplier



Consider solar panels: low



Average energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low personal care spend



Agree/have a healthy diet

Transport and Automotive



Travelled by car in last year



Main car bought new



Travelled by walking in last year

F

Mature Homekeepers

Homeowners in their later working life, who live in conventional family housing on streets offering value for money



Age

18-25

26-35

36-45

46-55

56-65

66+

Property



Home owner



Mortgaged semi-detached



3 bedrooms

Highest Education, Work and Finances



A levels



Employed part-time



Low household incomes

Technology and Channel Preferences



Only replace when broken



TV adverts



Direct Mail

Internet, Mobile, and Recent Holiday



Buying/browsing goods online



Weather apps



Beaches

Leisure Activities



Enjoy reading

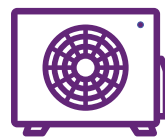


Enjoy gardening

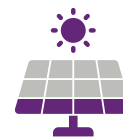


Enjoy puzzles and crosswords

Sustainability and Energy Spend



Likely to change to heat pump



Consider solar panels: low



Average energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low personal care spend



Agree/have a healthy diet

Transport and Automotive



Travelled by car in last year



Travelled by walking in last year



Main car bought secondhand

G

Suburban Childhoods

Double-income families raising their children in average-value suburban homes with mortgages



Age



Property



Home owner



Mortgaged semi-detached



3 bedrooms

Highest Education, Work and Finances



University degree or higher



Employed part-time



High household incomes

Technology and Channel Preferences



Only buy when really like



Social media offer



TV adverts

Internet, Mobile, and Recent Holiday



Social networking websites



Shopping apps



Beaches

Leisure Activities



Enjoy board games and cards



Enjoy reading

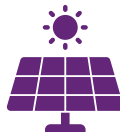


Enjoy cooking

Sustainability and Energy Spend



Likely to change to heat pump



Consider solar panels: high



Average energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low clothing spend



Track health daily on mobile

Transport and Automotive



Main car bought secondhand



Travelled by car in last year



Travelled by walking in last year

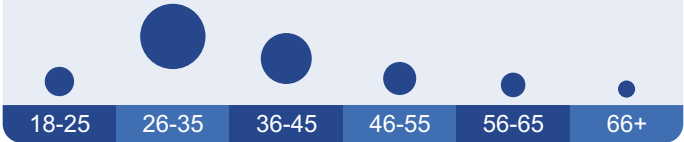
H

New Beginnings

Young households with good salaries who have bought recently built homes, often on the outskirts of communities



Age



Property



Home owner



Mortgaged semi-detached



3 bedrooms

Highest Education, Work and Finances



University degree or higher



Employed part-time



High household incomes

Technology and Channel Preferences



Buy after being out a while



Social media offer



Mobile adverts

Internet, Mobile, and Recent Holiday



Social networking websites



Music apps



City breaks

Leisure Activities



Enjoy board games and cards

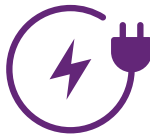


Enjoy exercising indoors

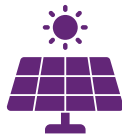


Enjoy hiking and climbing

Sustainability and Energy Spend



Change energy supplier



Consider solar panels: high



Average energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low clothing spend



Exercise once a week

Transport and Automotive



Main car bought secondhand



Travelled by car in last year



Travelled by walking in last year

Family Endeavours

Families with young or adult children, who have low budgets and typically rent from social landlords



Age



Property



Council / HA renter



Terraced



3 bedrooms

Highest Education, Work and Finances



Few qualifications



Not actively looking for work



Low household incomes

Technology and Channel Preferences



Only replace when broken



Social media offer



TV adverts

Internet, Mobile, and Recent Holiday



Playing games



Social media apps



Beaches

Leisure Activities



Enjoy online entertainment

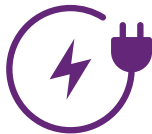


Enjoy reading

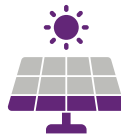


Enjoy board games and cards

Sustainability and Energy Spend



Change energy supplier



Consider solar panels: low



Average energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low clothing spend



Wearable devices for healthy lifestyle

Transport and Automotive



Travelled by car In last year



Travelled by walking in last year

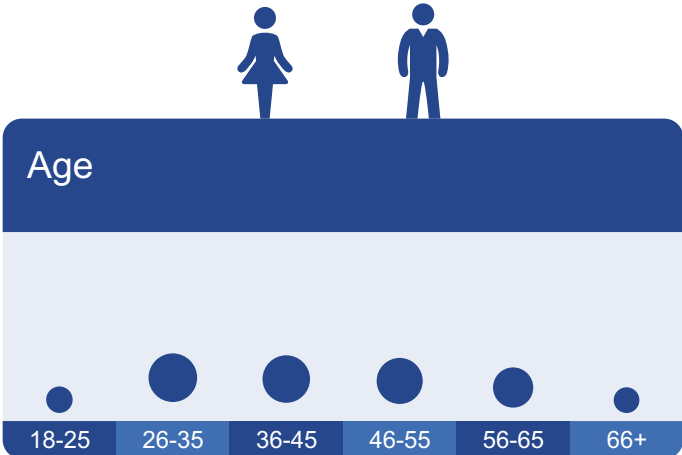


Main car bought secondhand

J

Single Spaces

Working individuals usually living alone in one or two bed apartments



Property

Private renter

Converted flat

1 bedroom

Highest Education, Work and Finances

Vocational qualifications

Not actively looking for work

Low household incomes

Technology and Channel Preferences

Only replace when broken

Social media offer

TV adverts

Internet, Mobile, and Recent Holiday

Online banking

Social media apps

City breaks

Leisure Activities

Enjoy online entertainment

Enjoy reading

Enjoy cooking

Sustainability and Energy Spend

Change energy supplier

Consider solar panels: low

Low energy spend

Shopping and Lifestyle Behaviour

Top 3 supermarkets

Low personal care spend

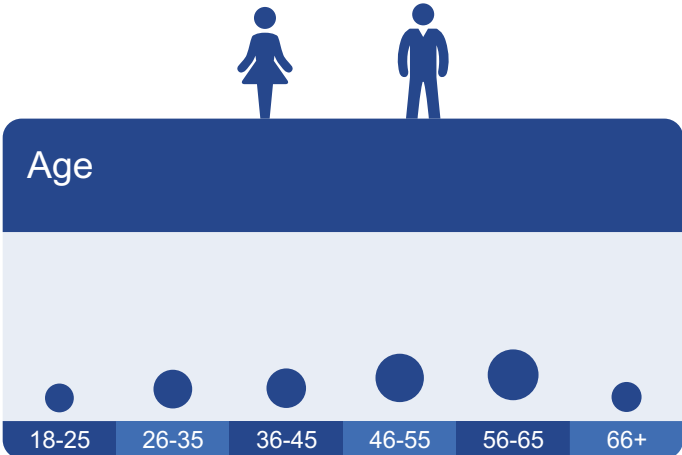
Track health daily on mobile

Transport and Automotive

Travelled by bus in last year

Travelled by walking in last year

Travelled by taxi in last year



Property

Council / HA renter

Purpose-built flat

1 bedroom

Highest Education, Work and Finances

Few qualifications

Unemployed

Very low household incomes

Technology and Channel Preferences

Only replace when broken

TV adverts

Social media offer

Internet, Mobile, and Recent Holiday

Playing games

Social media apps

Beaches

Leisure Activities

Enjoy online entertainment

Enjoy reading

Enjoy puzzles and crosswords

Sustainability and Energy Spend

Change energy supplier

Consider solar panels: low

Low energy spend

Shopping and Lifestyle Behaviour

Top 3 supermarkets

Low personal care spend

Track health daily on mobile

Transport and Automotive

Travelled by bus in last year

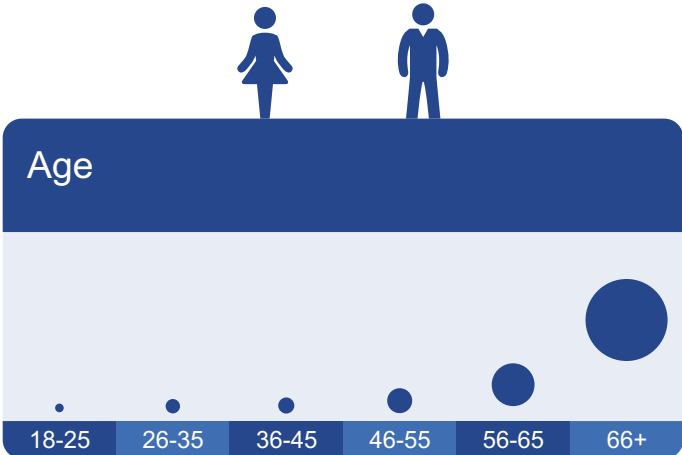
Travelled by walking in last year

Travelled by car in last year

L

Elderly Essentials

Pensioners with low retirement incomes living in modest-sized homes



Property

Council / HA renter

Purpose-built flat

1 bedroom

Highest Education, Work and Finances

Few qualifications

Retired

Very low household incomes

Technology and Channel Preferences

Only replace when broken

Direct Mail

Newspaper insert

Internet, Mobile, and Recent Holiday

Online banking

Weather apps

Coach tours

Leisure Activities

Enjoy reading

Enjoy puzzles and crosswords

Enjoy knitting and sewing

Sustainability and Energy Spend

Change energy supplier

Consider solar panels: low

Low energy spend

Shopping and Lifestyle Behaviour

Top 3 supermarkets

Low personal care spend

Agree/have a healthy diet

Transport and Automotive

Travelled by bus in last year

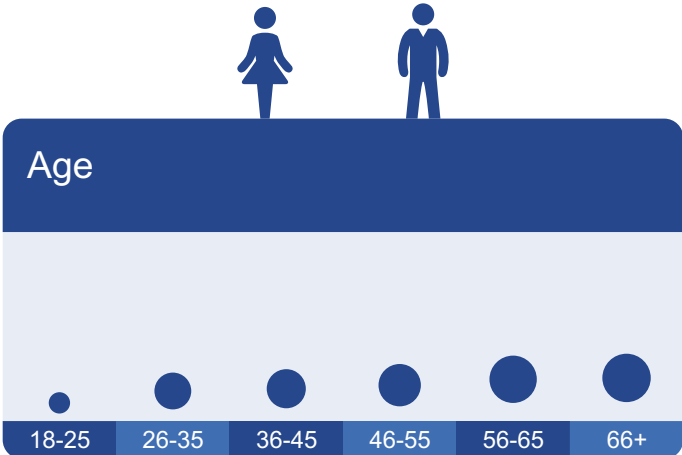
Travelled by car in last year

Travelled by walking in last year

M

Modest Meadows

Rural residents in low-cost houses situated in country locations further from transport links



Property

Home owner

Named building

THREE
3 bedrooms

Highest Education, Work and Finances

Few qualifications

Retired

Low household incomes

Technology and Channel Preferences

Only replace when broken

Social media offer

Direct Mail

Internet, Mobile, and Recent Holiday

Buying/browsing goods online

Weather apps

Camping trips

Leisure Activities

Enjoy reading

Enjoy gardening

Enjoy arts and crafts

Sustainability and Energy Spend

Change energy supplier

Consider solar panels: low

Low energy spend

Shopping and Lifestyle Behaviour

TESCO
ALDI
MORRISONS
Top 3 supermarkets

Low personal care spend

Agree/have a healthy diet

Transport and Automotive

USED CARS
Main car bought secondhand

Travelled by car
In last year

Travelled by walking
in last year

N

Value-seeking Families

Young couples and families with pre-school or school-age children, looking for affordability in small homes



Age



Property



Home owner



Mortgaged terraced



3 bedrooms

Highest Education, Work and Finances



A levels



Employed part-time



Average household incomes

Technology and Channel Preferences



Buy after being out a while



Social media offer



Mobile adverts

Internet, Mobile, and Recent Holiday



Social networking websites



Social media apps



City breaks

Leisure Activities



Enjoy online entertainment

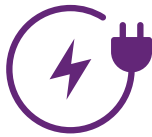


Enjoy reading

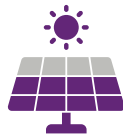


Enjoy board games and cards

Sustainability and Energy Spend



Change energy supplier



Consider solar panels: medium



Average energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low clothing spend



Track health daily on mobile

Transport and Automotive



Main car bought secondhand



Travelled by walking in last year

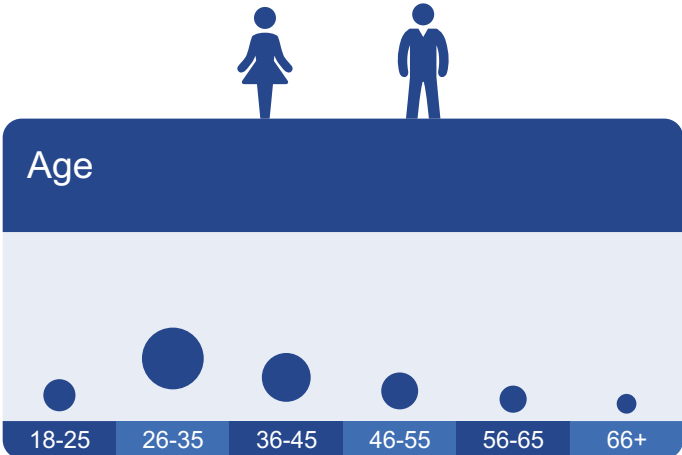


Travelled by car in last year

O

High-flying Metropolitans

Career-focused young households rewarded with good salaries, living in desirable city apartments



Property

Private renter

Purpose-built flat

TWO
2 bedrooms

Highest Education, Work and Finances

University degree or higher

Students

High household incomes

Technology and Channel Preferences

Buy after being out a while

Social media offer

Mobile adverts

Internet, Mobile, and Recent Holiday

Buying/browsing services online

Social media apps

City breaks

Leisure Activities

Enjoy reading

Enjoy online entertainment

Enjoy cooking

Sustainability and Energy Spend

Change energy supplier

Consider solar panels: low

Low energy spend

Shopping and Lifestyle Behaviour

Top 3 supermarkets

Average clothing spend

Exercise once a week

Transport and Automotive

Travelled by bus in last year

Travelled by train in last year

Travelled by taxi in last year

P

Successful City Families

Families with comfortable incomes living in good quality urban houses within big city suburbs



Age



Property



Home owner



Mortgaged terraced



3 bedrooms

Highest Education, Work and Finances



University degree or higher



Employed part-time



High household incomes

Technology and Channel Preferences



Only buy when really like



Social media offer



Direct Mail

Internet, Mobile, and Recent Holiday



News/sports websites



Photography and video apps



Beaches

Leisure Activities



Enjoy reading

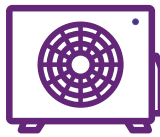


Enjoy cooking

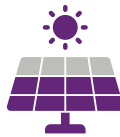


Enjoy exercising indoors

Sustainability and Energy Spend



Likely to change to heat pump



Consider solar panels: medium



Average energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low personal care spend



Exercise once a week

Transport and Automotive



Travelled by train in last year



Travelled by walking in last year



Travelled by taxi in last year

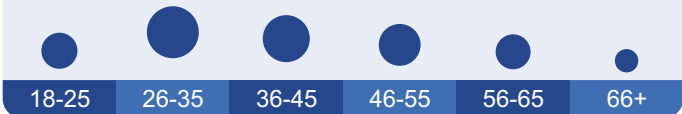
Q

Side-by-side Economy

Households with limited disposable income, who own or rent old-style, high-density terraces from private landlords



Age



Property



Private renter



Terraced



2 bedrooms

Highest Education, Work and Finances



Vocational qualifications



Not actively looking for work



Low household incomes

Technology and Channel Preferences



Only replace when broken



Social media offer



TV adverts

Internet, Mobile, and Recent Holiday



Social networking websites



Social media apps



City breaks

Leisure Activities



Enjoy online entertainment

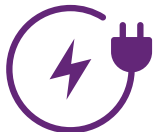


Enjoy reading

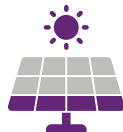


Enjoy cooking

Sustainability and Energy Spend



Change energy supplier



Consider solar panels: low



Average energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low personal care spend



Track health daily on mobile

Transport and Automotive



Travelled by taxi in last year



Travelled by bus in last year

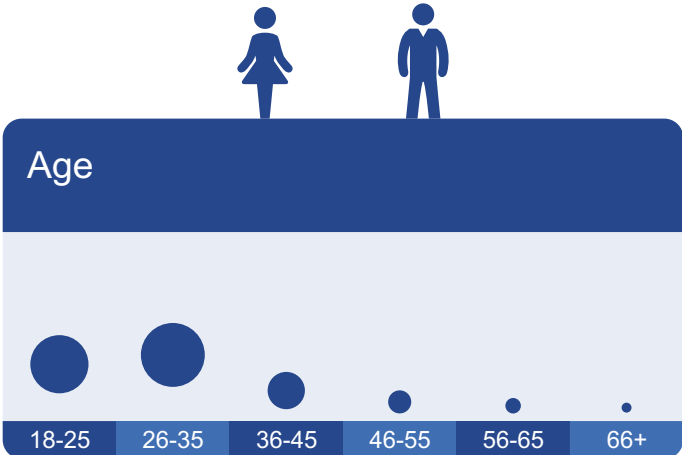


Travelled by walking in last year

R

Youthful Independence

Young earners and students enjoying independent living in compact, privately rented city accommodation



Property



Private renter



Purpose-built flat



1 bedroom

Highest Education, Work and Finances



A levels



Students



Low household incomes

Technology and Channel Preferences

Latest tech

Looking to buy new tech



Social media offer



Mobile adverts

Internet, Mobile, and Recent Holiday



Buying/browsing services online



Social media apps



City breaks

Leisure Activities



Enjoy online entertainment

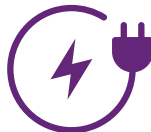


Enjoy exercising indoors



Enjoy cooking

Sustainability and Energy Spend



Change energy supplier



Consider solar panels: low



Low energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low clothing spend



Track health daily on mobile

Transport and Automotive



Travelled by taxi in last year



Travelled by bus in last year



Travelled by train in last year