



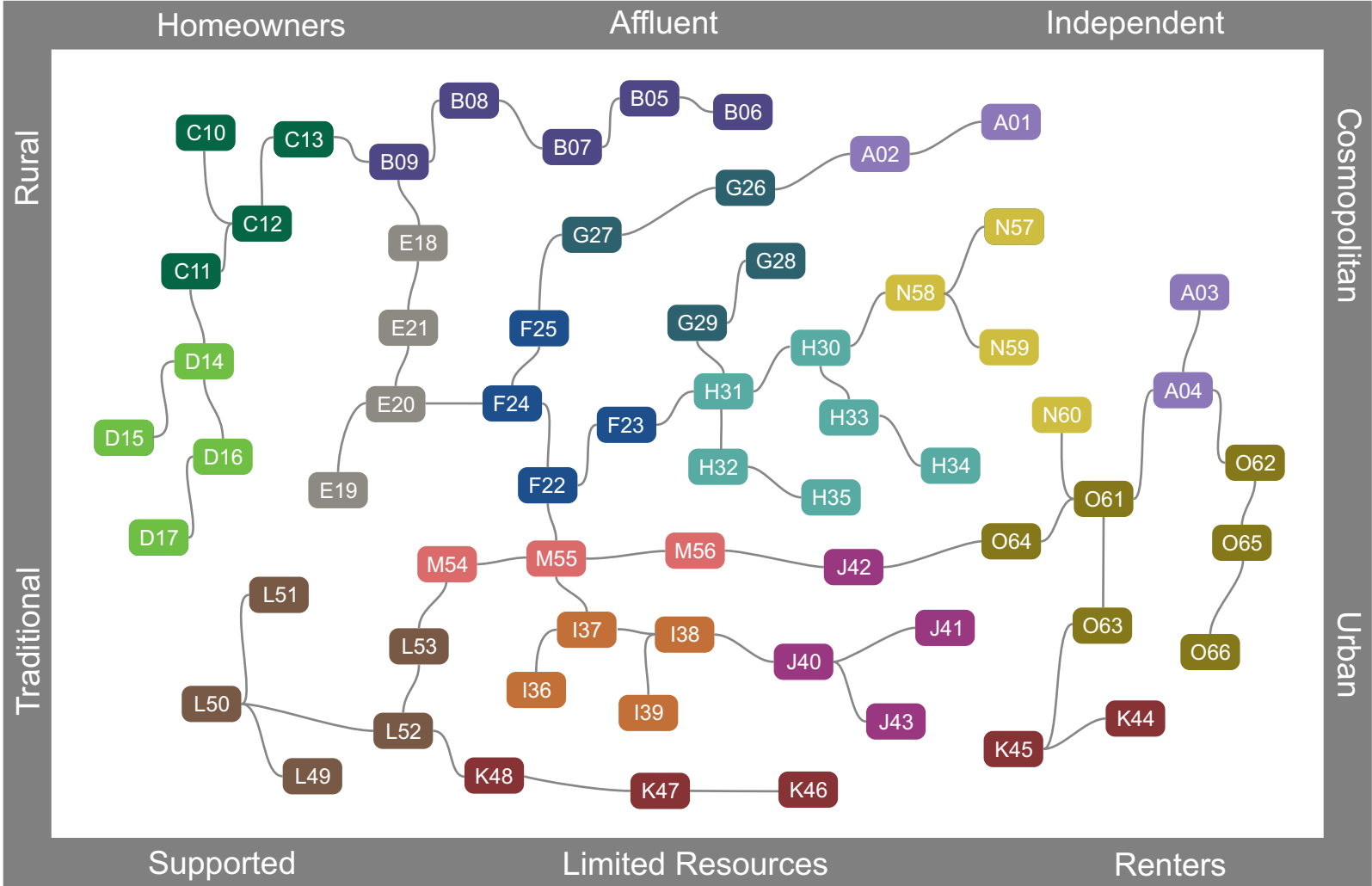
# Mosaic | UK E-Handbook

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	A02	Uptown Elite
	A03	Penthouse Chic
	A04	Metro High-Flyers
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	B06	Diamond Days
	B07	Alpha Families
	B08	Bank of Mum and Dad
	B09	Empty-Nest Adventure
<b>C</b> Country Living	C10	Wealthy Landowners
	C11	Rural Vogue
	C12	Scattered Homesteads
	C13	Village Retirement
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	D15	Local Focus
	D16	Outlying Seniors
	D17	Far-Flung Outposts
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	E19	Bungalow Haven
	E20	Classic Grandparents
	E21	Solo Retirees

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	F25	Dependable Me
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	J43	Renting Rooms

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	K45	City Diversity
	K46	High Rise Residents
	K47	Single Essentials
	K48	Mature Workers
<b>L</b> Vintage Value	L49	Flatlet Seniors
	L50	Pocket Pensions
	L51	Retirement Communities
	L52	Estate Veterans
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	M54	Down-to-Earth Owners
	M55	Back with the Folks
<b>N</b> Urban Cohesion	M56	Self Supporters
	N57	Community Elders
	N58	Culture & Comfort
	N59	Large Family Living
<b>O</b> Rental Hubs	N60	Ageing Access
	O61	Career Builders
	O62	Central Pulse
	O63	Flexible Workforce
	O64	Bus-Route Renters
	O65	Learners & Earners
	O66	Student Scene

The family tree illustrates the major demographic and lifestyle polarities between the Mosaic types, and shows how the Mosaic types relate to each other.



# A

## City Prosperity

High status city dwellers living in central locations and pursuing careers with high rewards

🏠 4.07% | 4.51% 👤



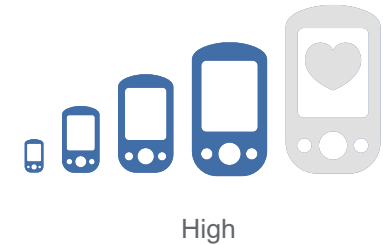
### Who We Are

<b>Age</b> <p>26–35</p> <p>139   26.8%</p>	<b>Household income</b> <p>£100k–£149,999</p> <p>420   14.2%</p>
<b>Household composition</b> <p>Homesharers + others</p> <p>206   21.5%</p>	<b>Number of children</b> <p>No children</p> <p>114   79.2%</p>
<b>Tenure</b> <p>Rented</p> <p>200   36.0%</p>	<b>Residency type</b> <p>Flat</p> <p>265   61.3%</p>

### Advert Response Channel

127	85	123
130	96	97

### Household Technology



### Key Features

- Urban areas
- High value flats
- High income
- Cosmopolitan lifestyles
- High-tech homes
- Uber passengers



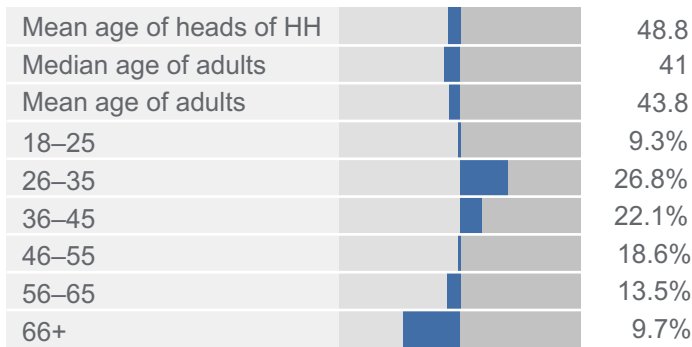
# A

## City Prosperity

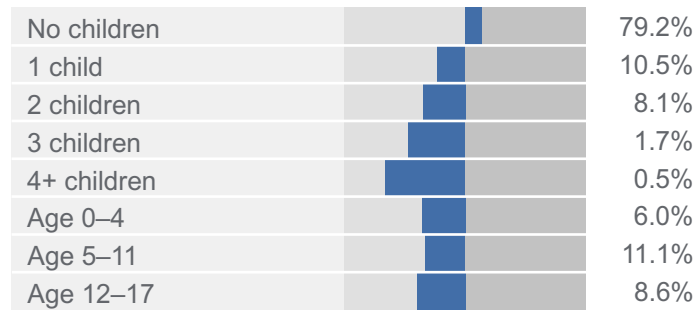
High status city dwellers living in central locations and pursuing careers with high rewards

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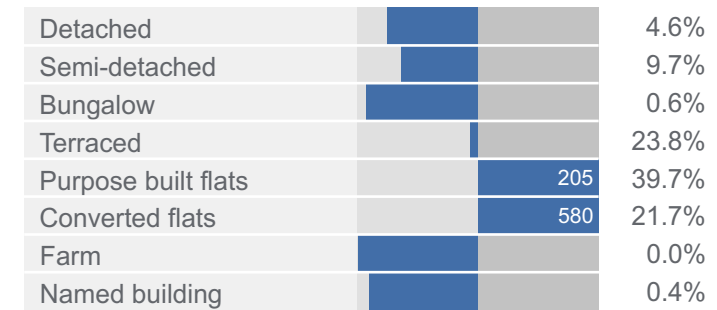
### Age



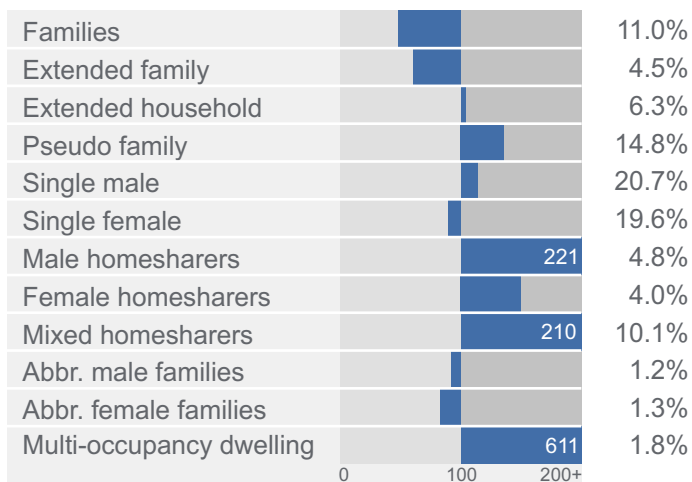
### Children<sup>1</sup>



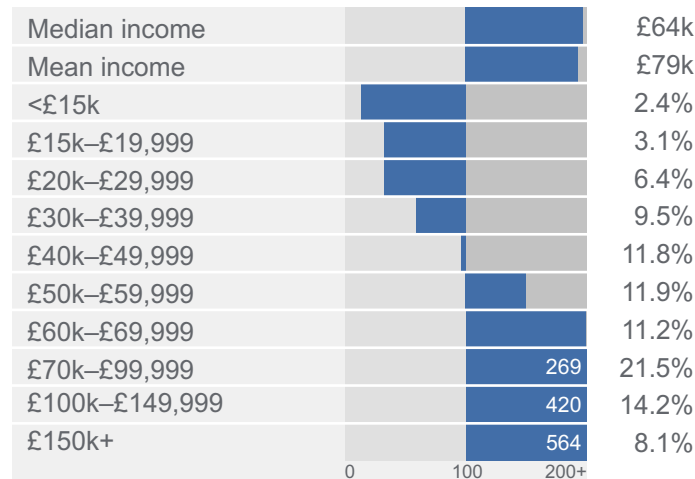
### Property<sup>2</sup>



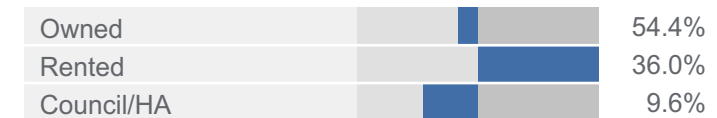
### Household composition



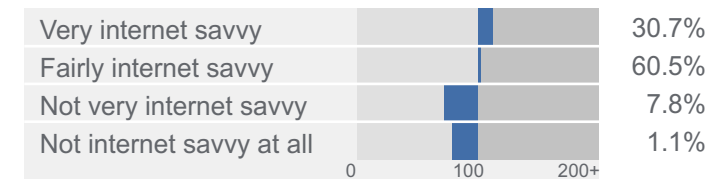
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# B

## Prestige Positions

Established families in large detached homes living upmarket lifestyles

🏠 7.39% | 8.93% 👤



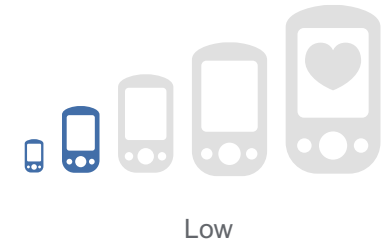
### Who We Are

<b>Age</b> <p>56–65</p> <p>161   24.6%</p>	<b>Household income</b> <p>£150k+</p> <p>645   9.3%</p>
<b>Household composition</b> <p>Family</p> <p>185   42.4%</p>	<b>Number of children</b> <p>No children</p> <p>107   74.0%</p>
<b>Tenure</b> <p>Owned</p> <p>147   94.9%</p>	<b>Residency type</b> <p>Detached</p> <p>398   73.9%</p>

### Advert Response Channel

76	111	100
84	67	87

### Household Technology



### Key Features

- Own large, detached houses
- Highly educated
- High discretionary income
- Garden or allotment
- Pay credit cards in full
- Breakdown cover



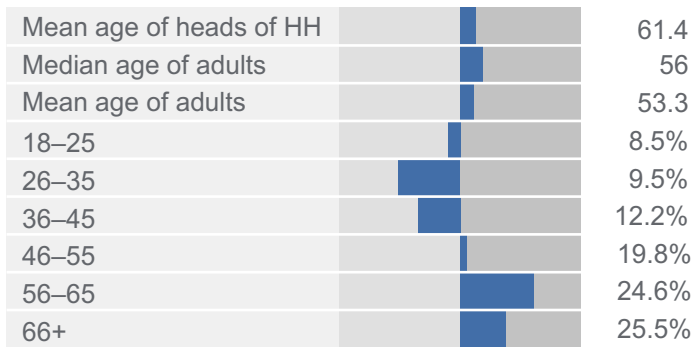
# B

## Prestige Positions

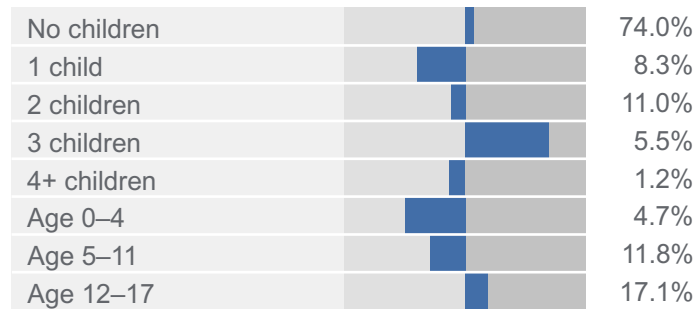
Established families in large detached homes living upmarket lifestyles

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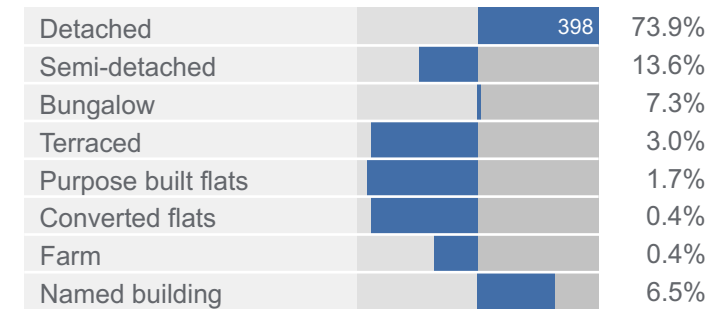
### Age



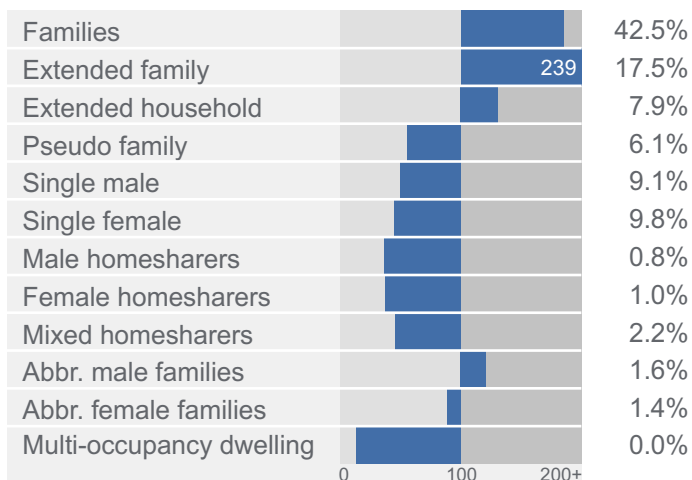
### Children<sup>1</sup>



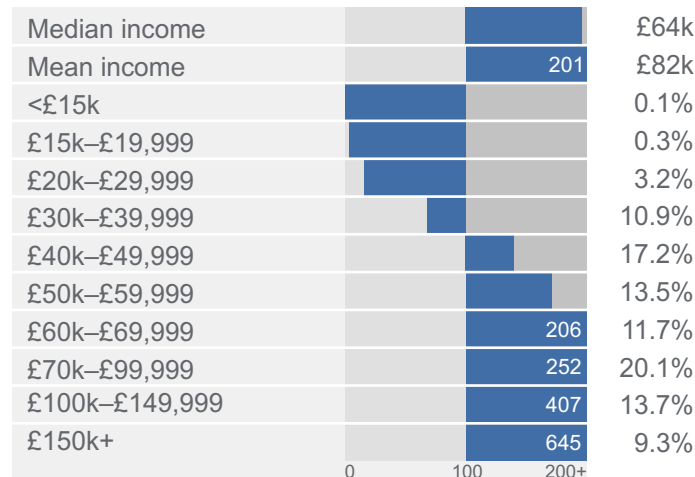
### Property<sup>2</sup>



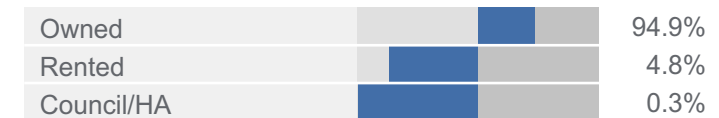
### Household composition



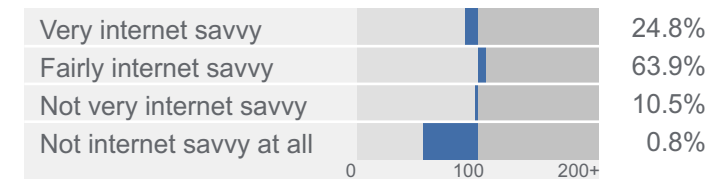
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

C

# Country Living

Well-off owners in rural locations enjoying the benefits of country life

🏠 6.64% | 6.24% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>191   35.2%</p>	<b>Household income</b> <p>£70k–£99,999</p> <p>176   14.0%</p>
<b>Household composition</b> <p>Family</p> <p>167   38.2%</p>	<b>Number of children</b> <p>No children</p> <p>111   76.7%</p>
<b>Tenure</b> <p>Owned</p> <p>131   84.5%</p>	<b>Residency type</b> <p>Detached</p> <p>350   64.9%</p>

## Advert Response Channel

92	122	99
147	95	87

## Household Technology



Very Low

## Key Features

- Rural locations
- Own old, detached houses
- Electronic money transfers
- Garden or allotment
- Oil central heating
- High environmental impact gap





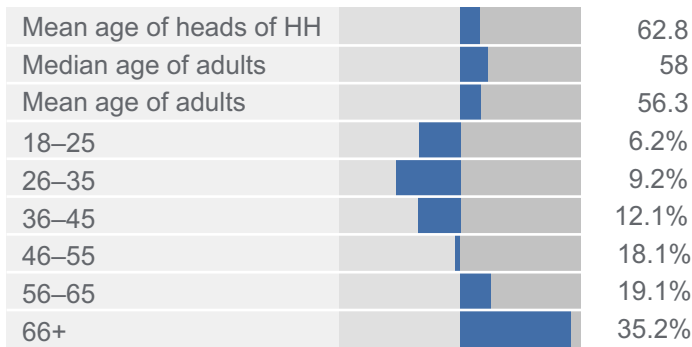
C

# Country Living

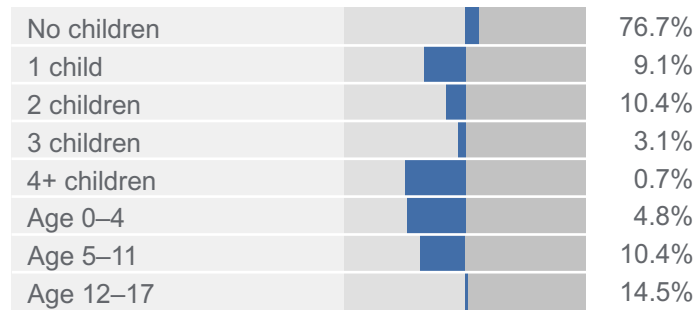
Well-off owners in rural locations enjoying the benefits of country life

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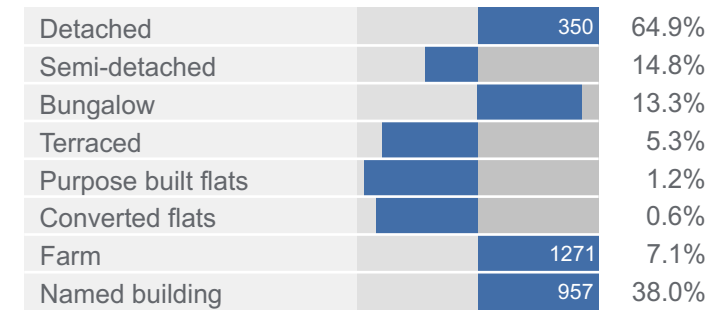
## Age



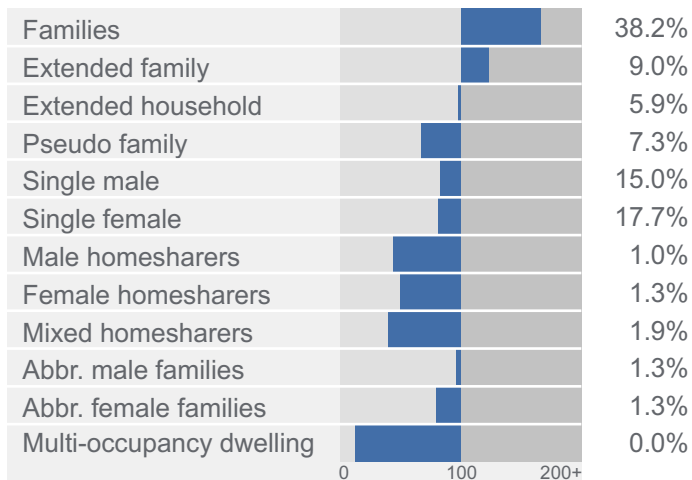
## Children<sup>1</sup>



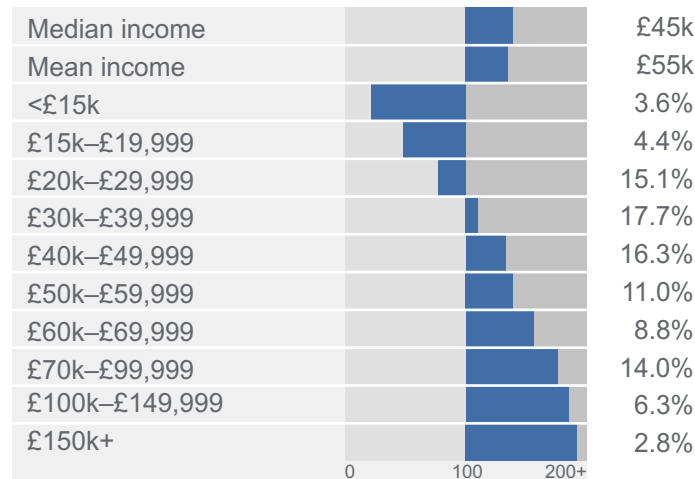
## Property<sup>2</sup>



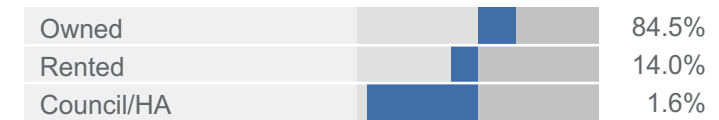
## Household composition



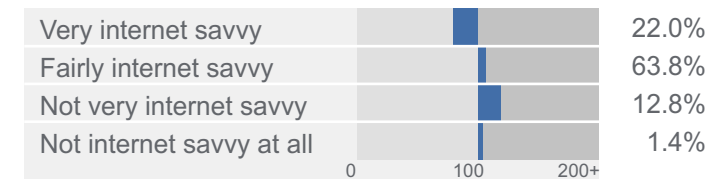
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# D

## Rural Reality

Householders living in less expensive homes in village communities

🏠 6.54% | 6.00% 👤



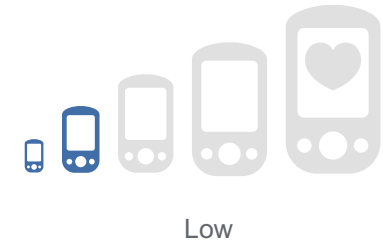
### Who We Are

<b>Age</b> <p>56–65 135   20.6%</p>	<b>Household income</b> <p>£20k–£29,999 124   24.3%</p>
<b>Household composition</b> <p>Single 103   41.0%</p>	<b>Number of children</b> <p>No children 103   70.9%</p>
<b>Tenure</b> <p>Owned 104   66.6%</p>	<b>Residency type</b> <p>Semi-detached 130   33.8%</p>

### Advert Response Channel

69	112	101
63	67	75

### Household Technology



### Key Features

- Rural areas
- Oil/solid fuel central heating
- Internet at home
- Free mobile phone apps
- Watch TV
- Comprehensive car insurance



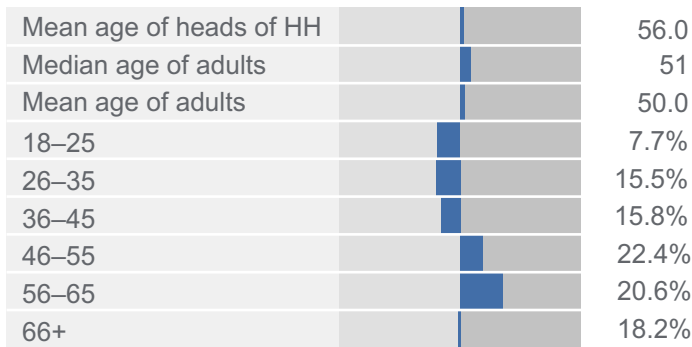
# D

## Rural Reality

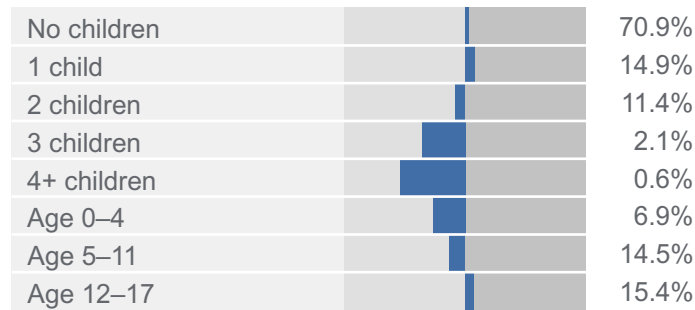
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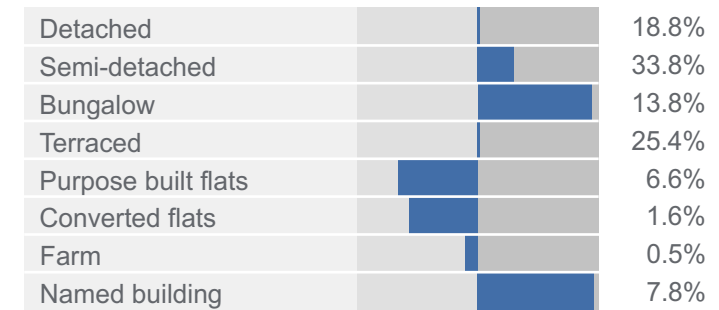
### Age



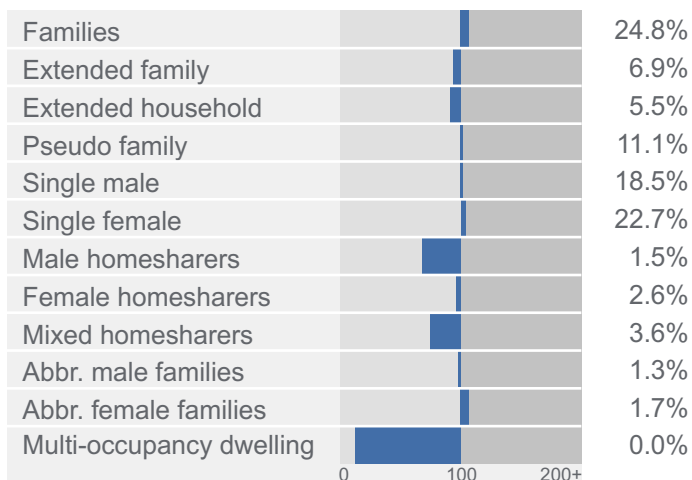
### Children<sup>1</sup>



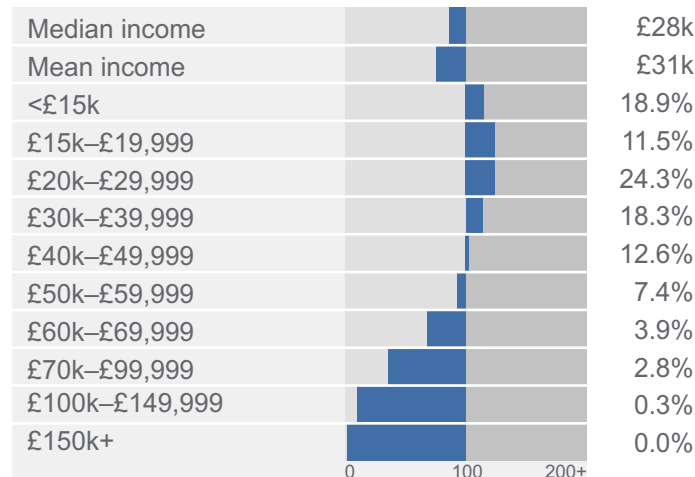
### Property<sup>2</sup>



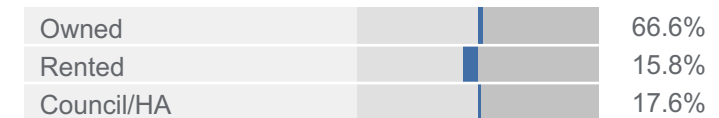
### Household composition



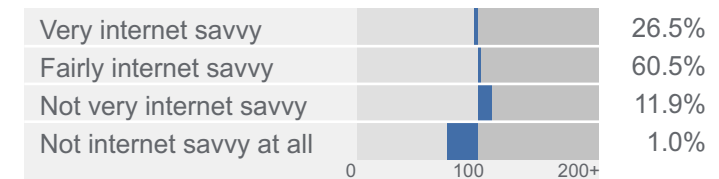
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

E

# Senior Security

Elderly people with assets who are enjoying a comfortable retirement

🏠 8.30% | 6.37% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>468   86.6%</p>	<b>Household income</b> <p>£20k-£29,999</p> <p>182   35.6%</p>
<b>Household composition</b> <p>Single</p> <p>142   56.4%</p>	<b>Number of children</b> <p>No children</p> <p>145   99.9%</p>
<b>Tenure</b> <p>Owned</p> <p>147   94.4%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>160   41.7%</p>

## Advert Response Channel

63	84	50
25	107	75

## Household Technology



## Key Features

- Retired singles and couples
- Pre-war generation
- Established in community
- Low internet use
- Have wills
- Solar panels



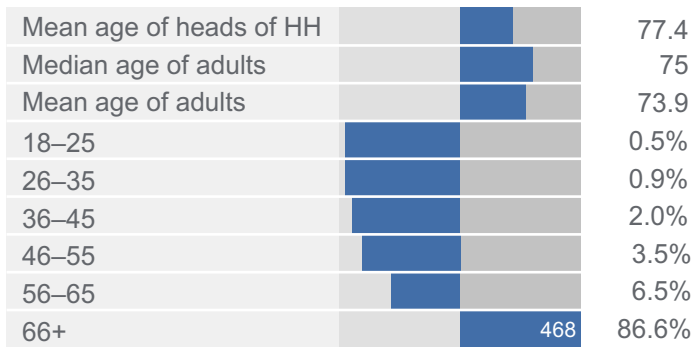
E

# Senior Security

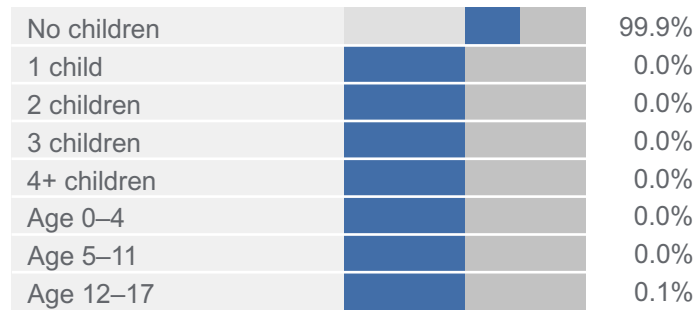
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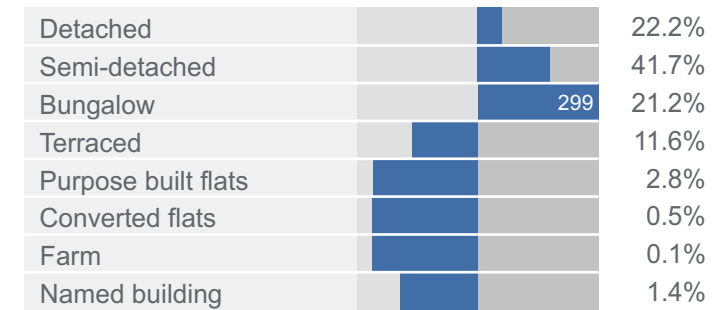
## Age



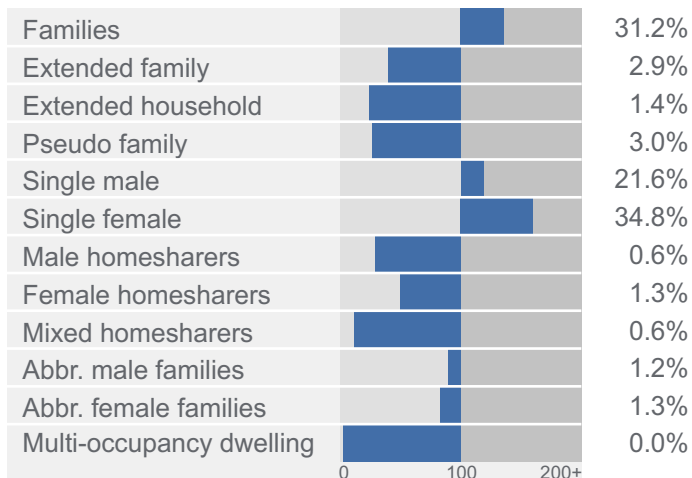
## Children<sup>1</sup>



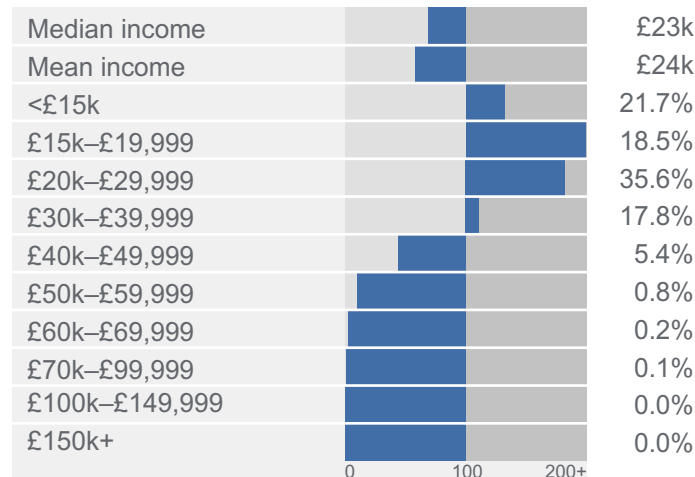
## Property<sup>2</sup>



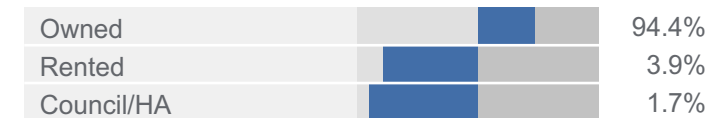
## Household composition



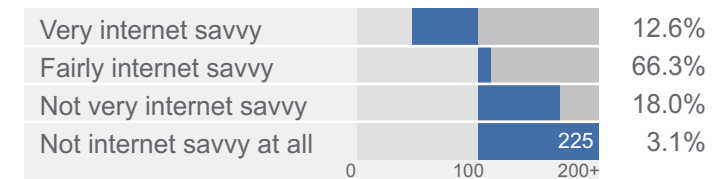
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# F Suburban Stability

Mature suburban owners living settled lives in mid-range housing

🏠 6.52% | 8.22% 👤



### Key Features

- Older families, no children
- Own mid-value semis
- 3 bedrooms
- Established in community
- News and media sites
- Solar panels



### Who We Are

<b>Age</b> <p>56–65</p> <p>233   35.5%</p>	<b>Household income</b> <p>£30k–£39,999</p> <p>147   23.6%</p>
<b>Household composition</b> <p>Family + other adults</p> <p>248   39.9%</p>	<b>Number of children</b> <p>No children</p> <p>132   91.2%</p>
<b>Tenure</b> <p>Owned</p> <p>143   92.3%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>196   51.0%</p>



### Advert Response Channel

100	108	112
34	80	102

### Household Technology

Medium



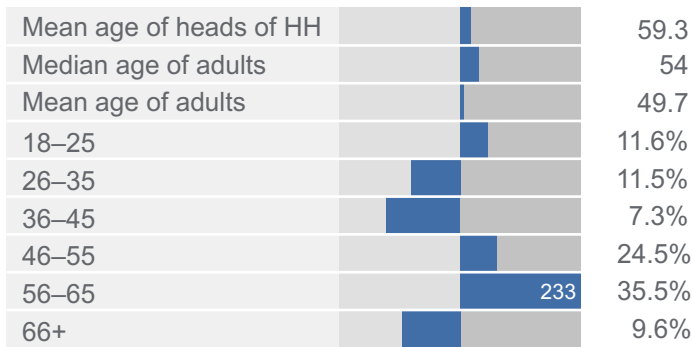
F

# Suburban Stability

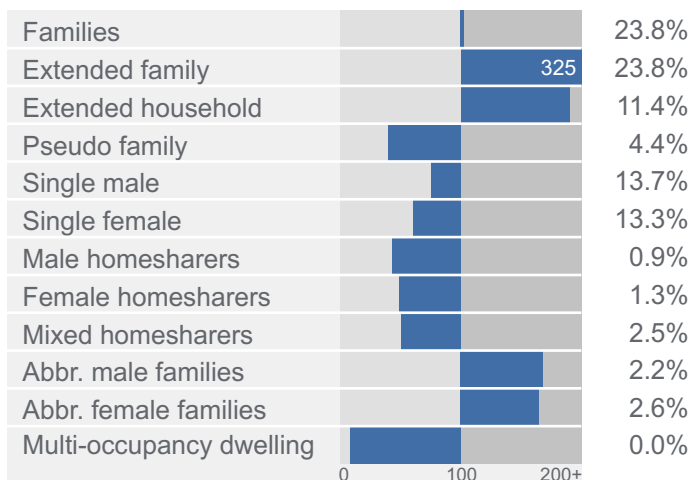
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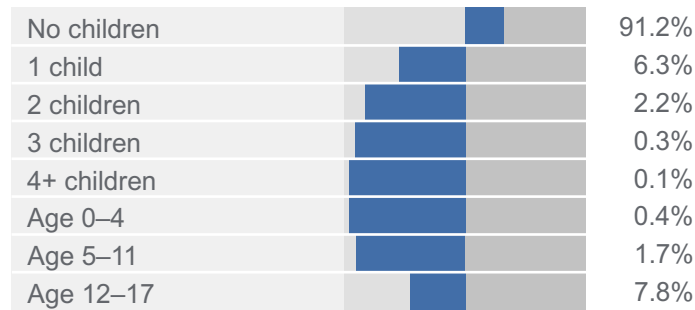
## Age



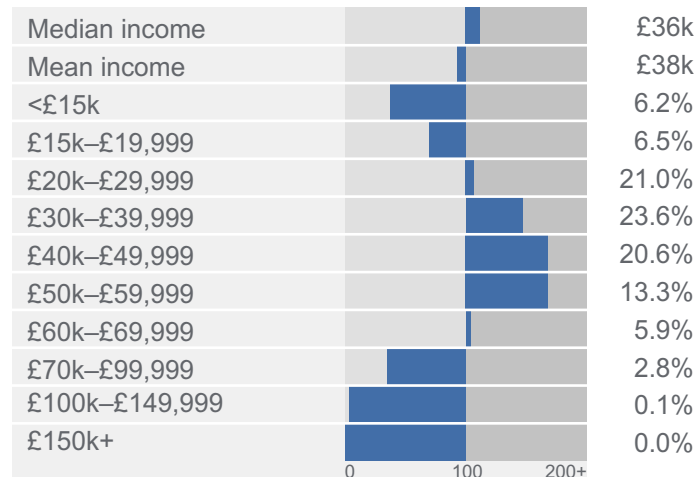
## Household composition



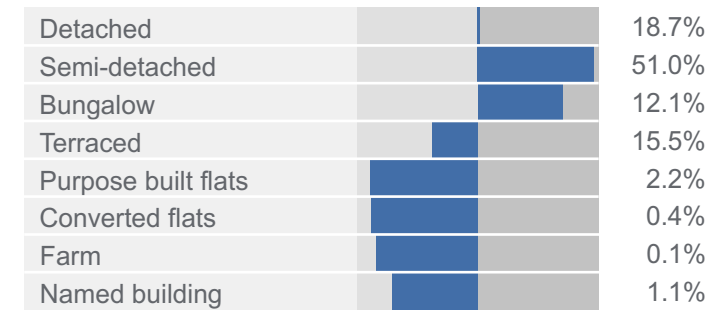
## Children<sup>1</sup>



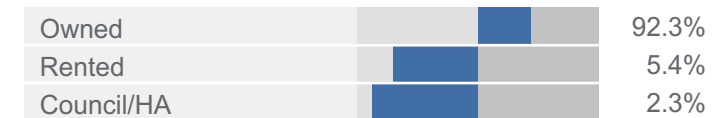
## Household income



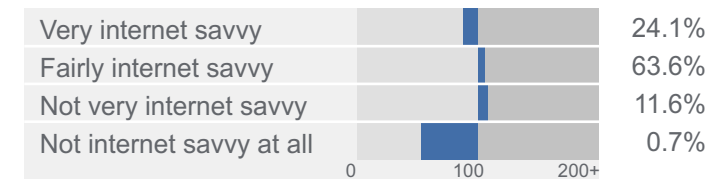
## Property<sup>2</sup>



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

G

# Domestic Success

Thriving families who are busy bringing up children and following careers

🏠 7.32% | 8.20% 👤



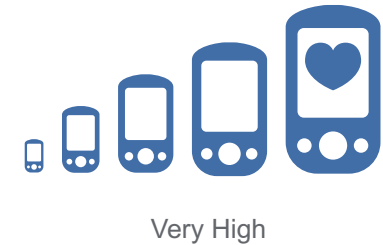
## Who We Are

<b>Age</b> <p>36–45</p> <p>194   36.1%</p>	<b>Household income</b> <p>£70k–£99,999</p> <p>411   32.8%</p>
<b>Household composition</b> <p>Family</p> <p>193   44.2%</p>	<b>Number of children</b> <p>2</p> <p>291   36.2%</p>
<b>Tenure</b> <p>Owned</p> <p>137   88.1%</p>	<b>Residency type</b> <p>Detached</p> <p>203   37.6%</p>

## Advert Response Channel

84	96	120
123	119	130

## Household Technology



## Key Features

- Families with children
- Mid to high household income
- Monthly discretionary income under £1000
- Very high mortgage debt
- Internet via smartphone
- Online shoppers





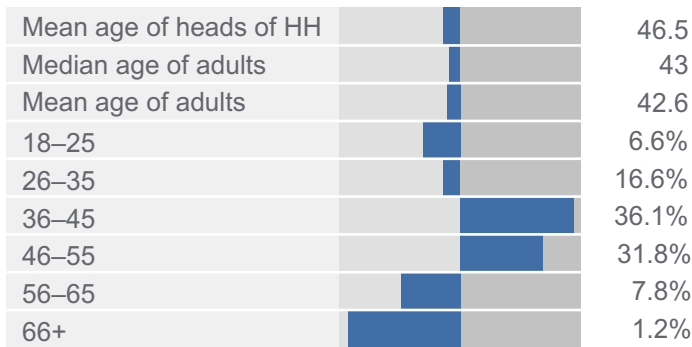
G

# Domestic Success

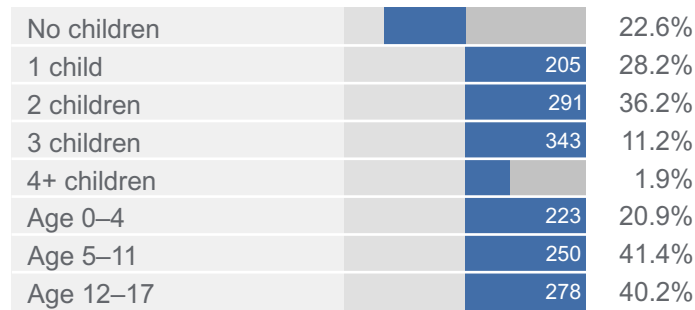
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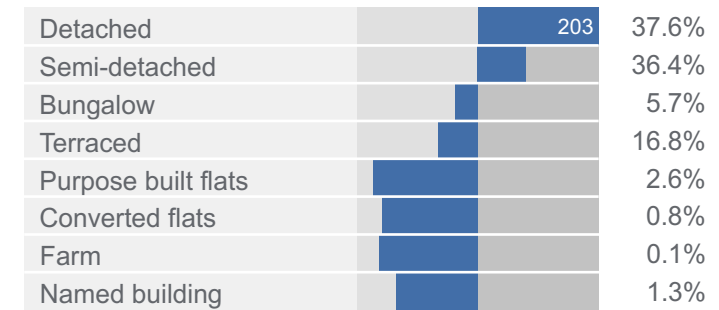
## Age



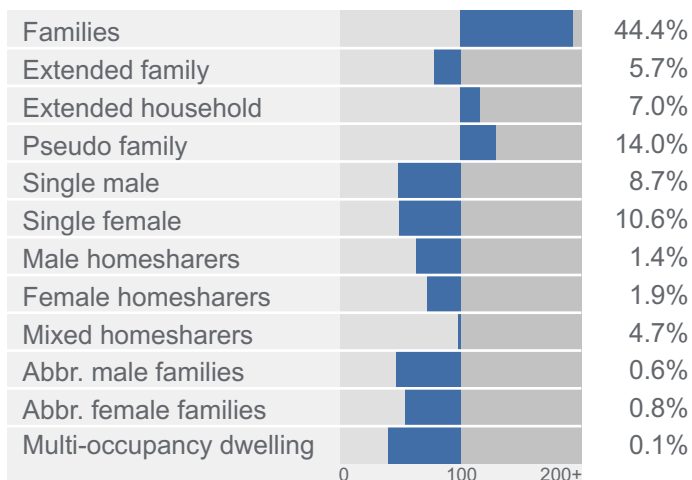
## Children<sup>1</sup>



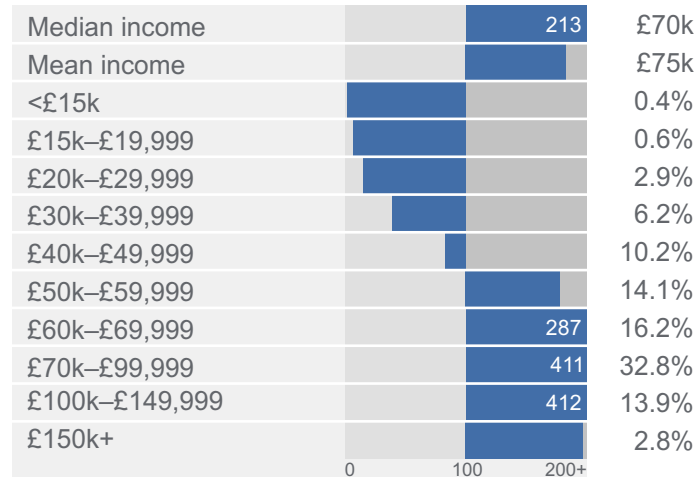
## Property<sup>2</sup>



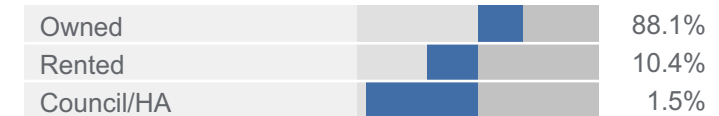
## Household composition



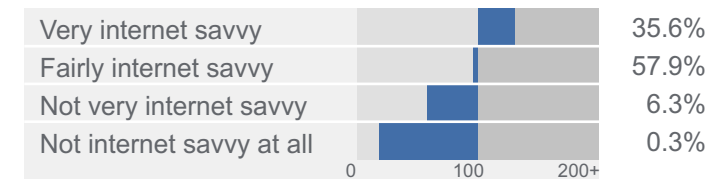
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

H

# Aspiring Homemakers

Younger households settling down in housing priced within their means

🏠 9.39% | 9.38% 👤



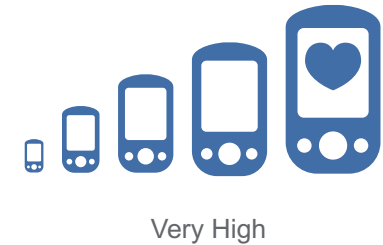
## Who We Are

<b>Age</b> <p>26–35</p> <p>191   36.9%</p>	<b>Household income</b> <p>£40k–£49,999</p> <p>192   23.5%</p>
<b>Household composition</b> <p>Pseudo family</p> <p>209   22.6%</p>	<b>Number of children</b> <p>1</p> <p>267   36.8%</p>
<b>Tenure</b> <p>Owned</p> <p>121   77.7%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>157   40.8%</p>

## Advert Response Channel

87	97	81
122	79	99

## Household Technology



## Key Features

- Families with young children
- 3 bedrooms
- High outstanding mortgages
- Internet via smartphone
- Texts and photos on smartphone
- Order from takeaways



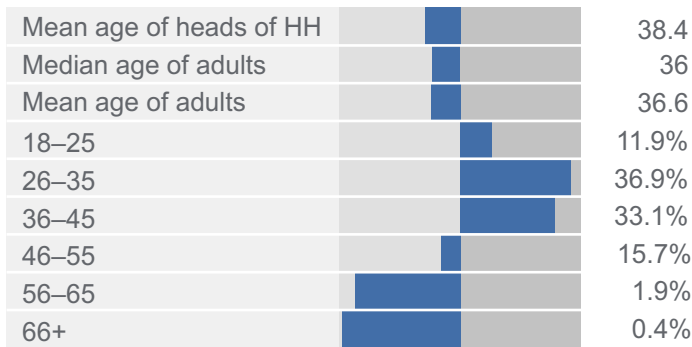
# H

## Aspiring Homemakers

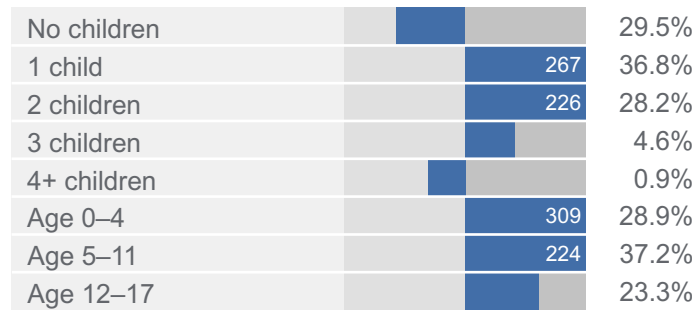
Younger households settling down in housing priced within their means

🏠 9.39% | 9.38% 👤

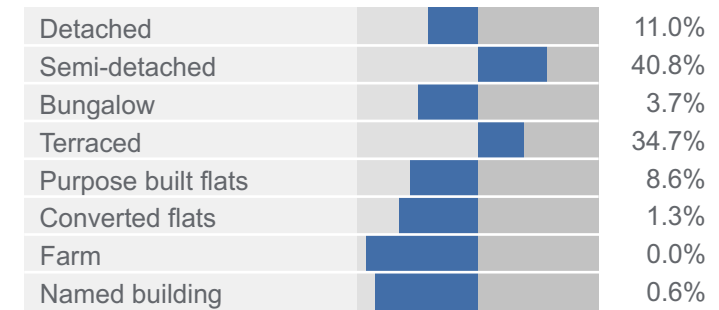
### Age



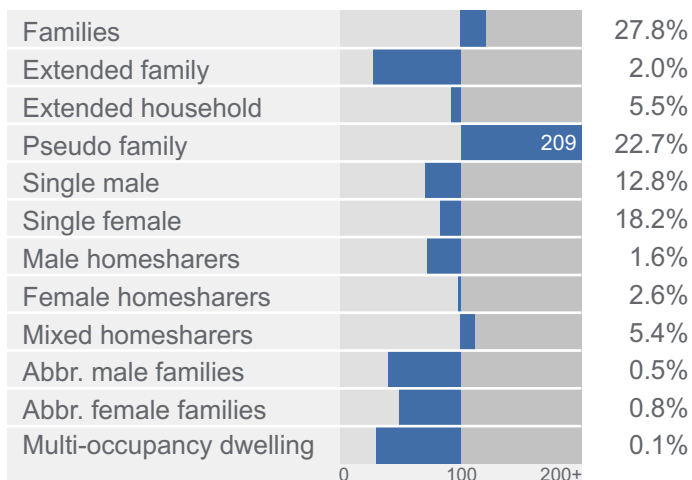
### Children<sup>1</sup>



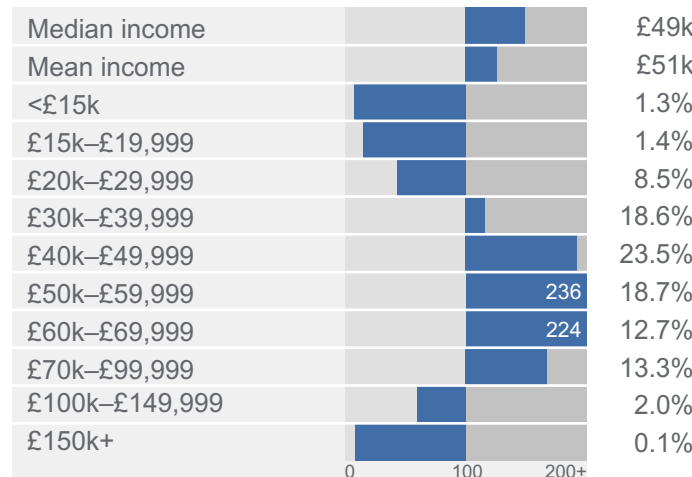
### Property<sup>2</sup>



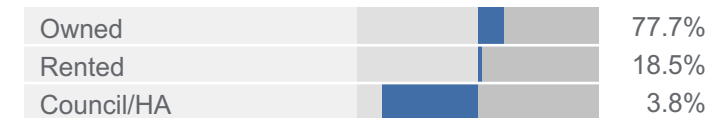
### Household composition



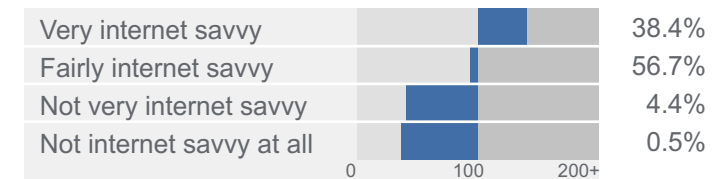
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# Family Basics

Families with limited resources who budget to make ends meet

🏠 7.91% | 9.51% 👤



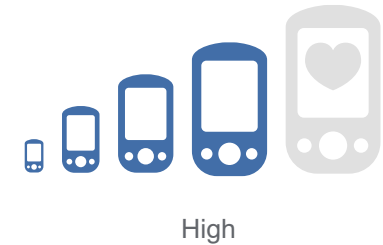
## Who We Are

<b>Age</b> <p>36–45</p> <p>160   29.9%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>160   31.3%</p>
<b>Household composition</b> <p>Family + other adults</p> <p>151   24.3%</p>	<b>Number of children</b> <p>2</p> <p>253   31.5%</p>
<b>Tenure</b> <p>Council/HA</p> <p>292   51.5%</p>	<b>Residency type</b> <p>Terraced</p> <p>198   49.9%</p>

## Advert Response Channel

112	103	96
60	115	97

## Household Technology



## Key Features

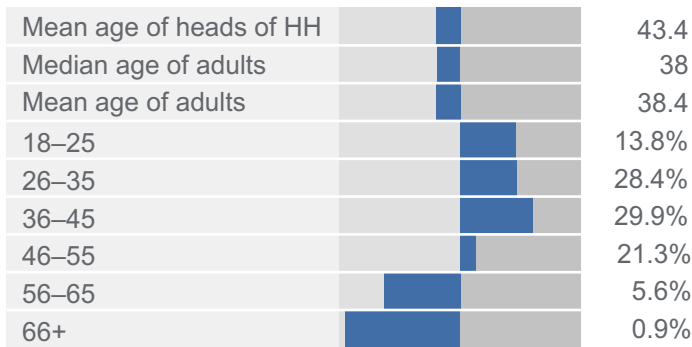
- Families with children
- Council/HA tenants
- Low discretionary income
- Low affluence
- Internet via smartphone
- Games consoles



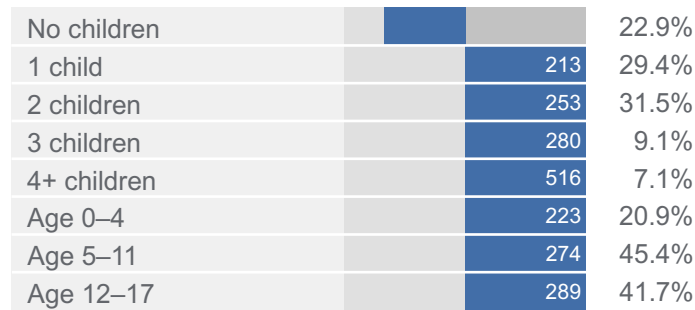
# Family Basics

Families with limited resources who budget to make ends meet

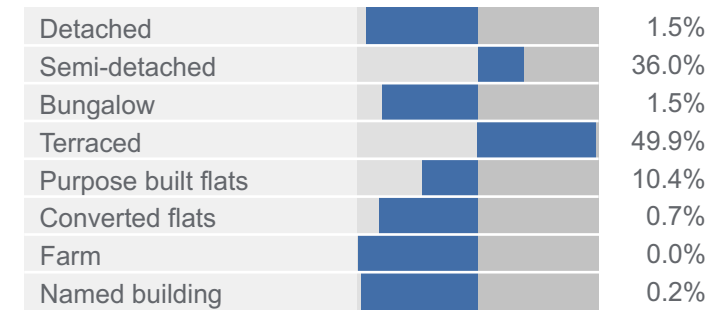
## Age



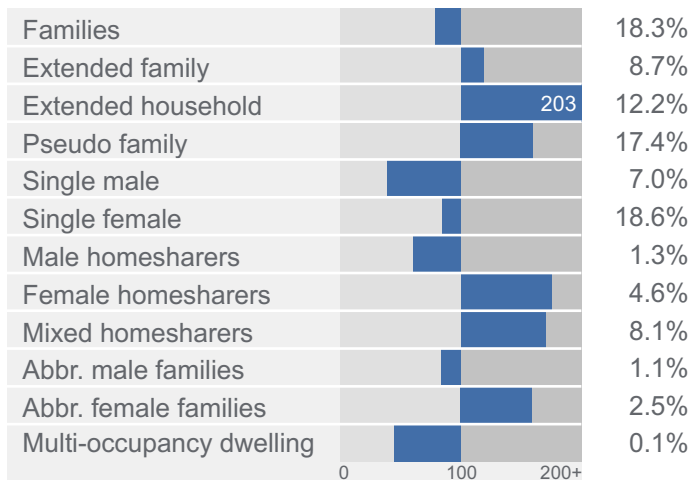
## Children<sup>1</sup>



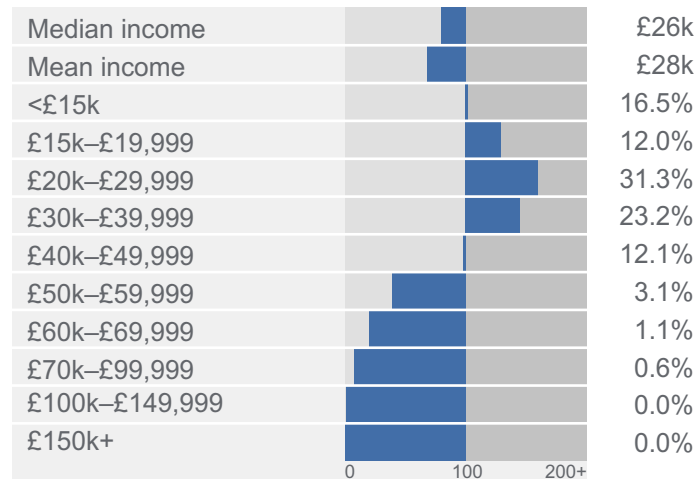
## Property<sup>2</sup>



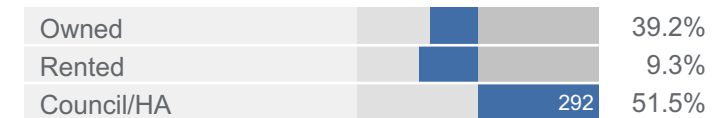
## Household composition



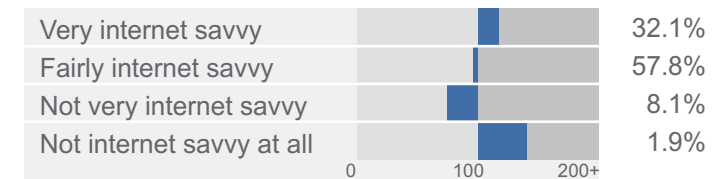
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

J

# Transient Renters

Single people renting low cost homes for the short term

🏠 5.22% | 4.89% 👤



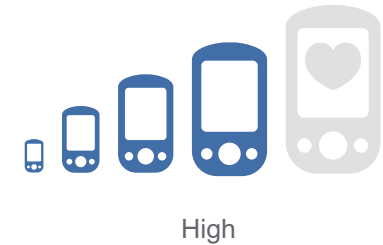
## Who We Are

<b>Age</b> <p>26–35</p> <p>194   37.4%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>185   36.2%</p>
<b>Household composition</b> <p>Single</p> <p>128   50.9%</p>	<b>Number of children</b> <p>1</p> <p>181   25.0%</p>
<b>Tenure</b> <p>Rented</p> <p>310   55.6%</p>	<b>Residency type</b> <p>Terraced</p> <p>212   53.4%</p>

## Advert Response Channel

143	79	96
166	131	120

## Household Technology



## Key Features

- Young singles and homesharers
- Millennials
- Rent low value terraces
- Internet via smartphone
- High social networking
- Don't use landlines



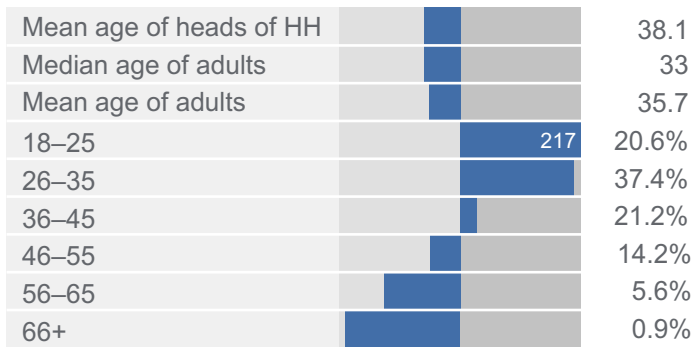
J

# Transient Renters

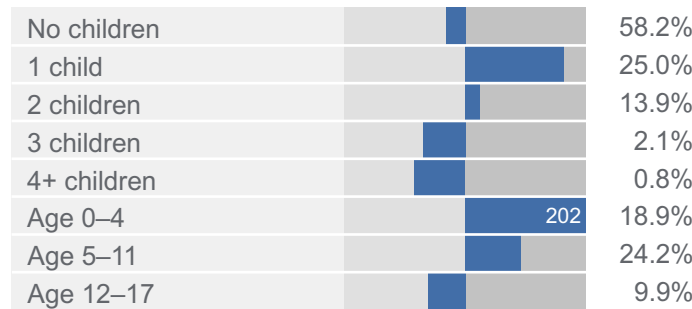
Single people renting low cost homes for the short term

🏠 5.22% | 4.89% 👤

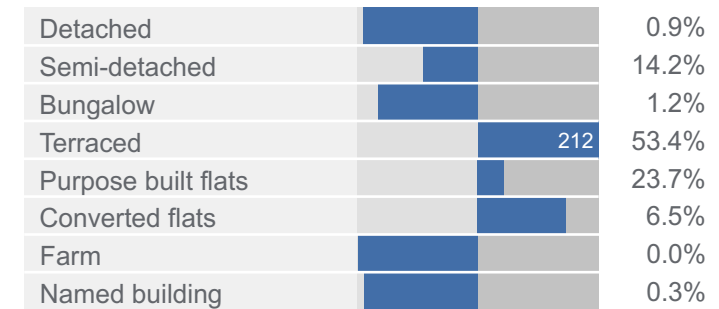
## Age



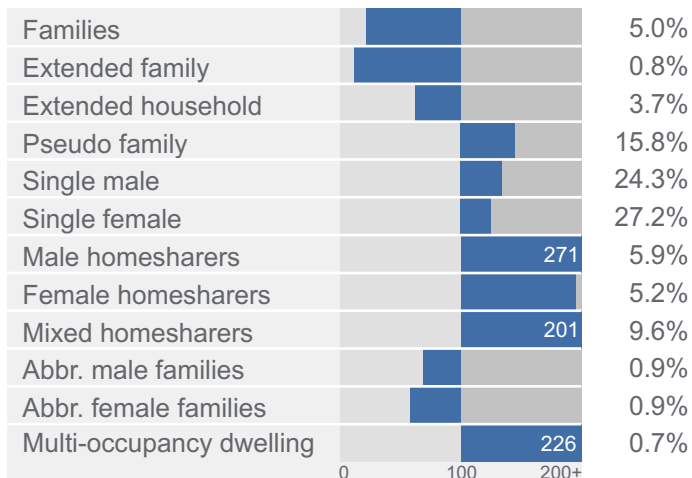
## Children<sup>1</sup>



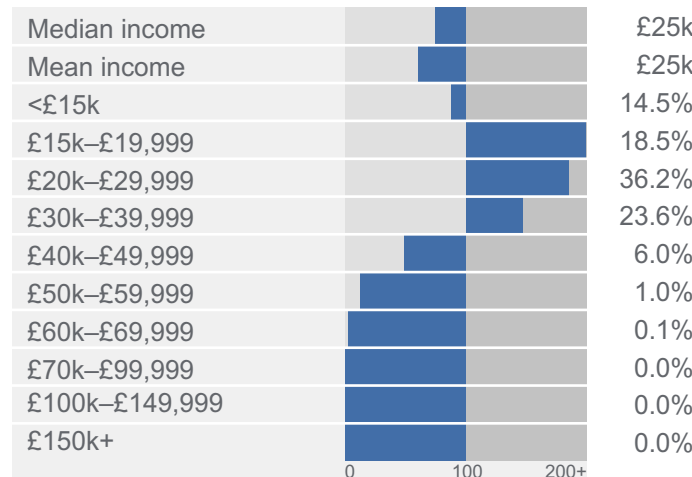
## Property<sup>2</sup>



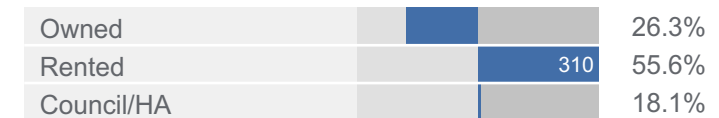
## Household composition



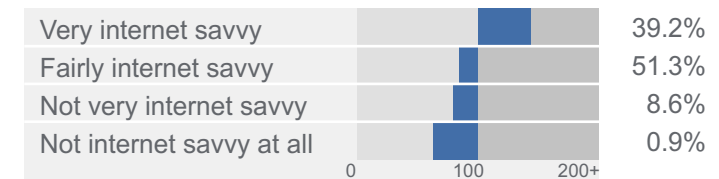
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

K

K44

K45

K47

K48

K

# Municipal Tenants

Urban residents renting high density housing from social landlords

🏠 6.74% | 5.97% 👤



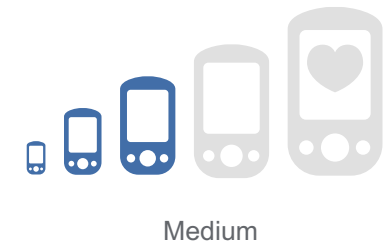
## Who We Are

<b>Age</b> 56–65 146   22.3%	<b>Household income</b> <£15k 311   51.1%
<b>Household composition</b> Single 138   54.7%	<b>Number of children</b> No children 122   84.2%
<b>Tenure</b> Council/HA 434   76.7%	<b>Residency type</b> Flat 301   69.7%

## Advert Response Channel

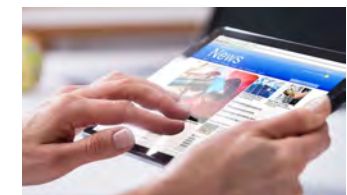
149	97	84
194	136	101

## Household Technology



## Key Features

- Council/HA flats
- Densely populated
- No qualifications
- Low discretionary income
- Low environmental impact gap
- Fuel poverty





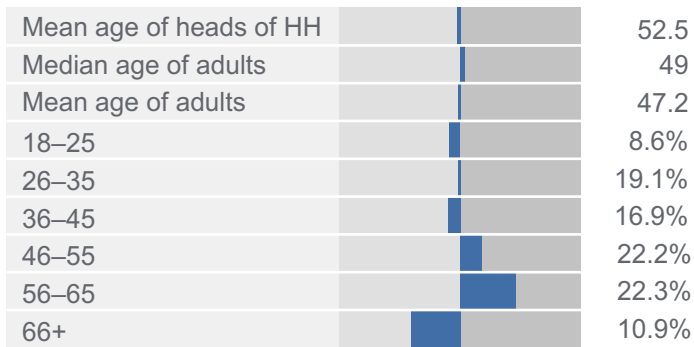
# K

## Municipal Tenants

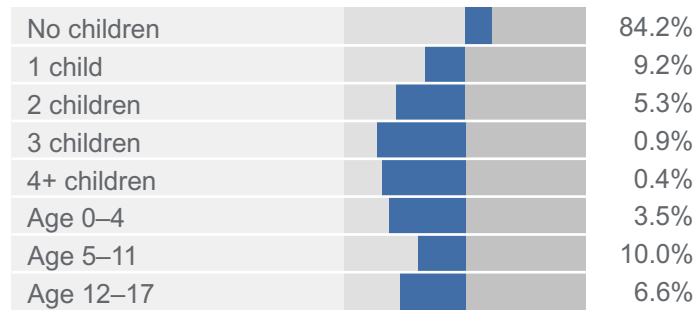
Urban residents renting high density housing from social landlords

🏠 6.74% | 5.97% 👤

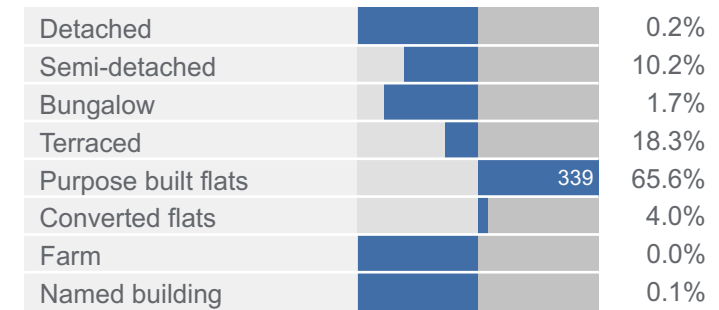
### Age



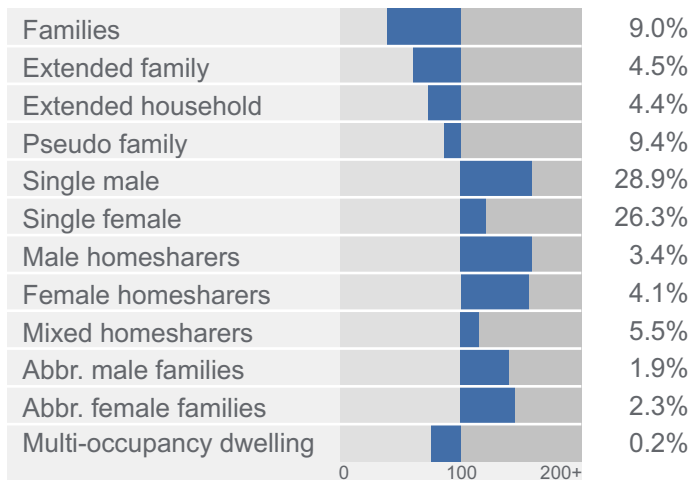
### Children<sup>1</sup>



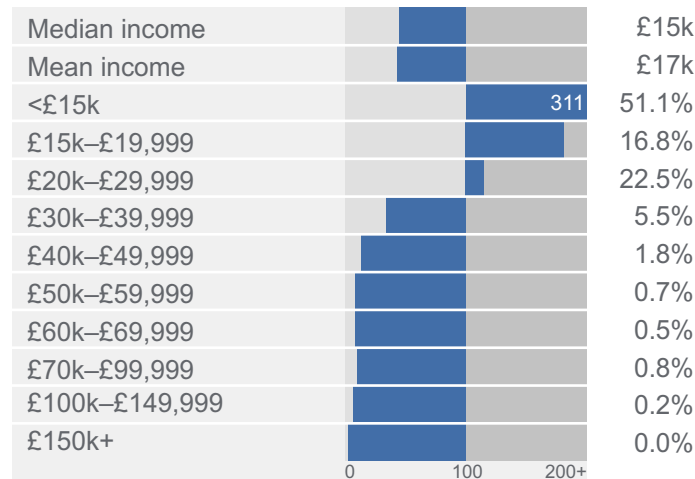
### Property<sup>2</sup>



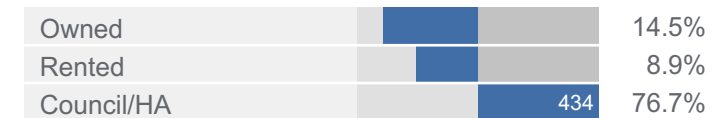
### Household composition



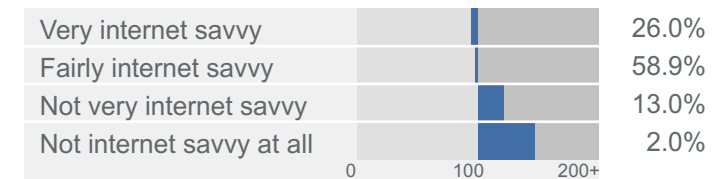
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# L Vintage Value

Elderly people with limited pension income, mostly living alone

🏠 6.46% | 4.17% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>408   75.4%</p>	<b>Household income</b> <p>&lt;£15k</p> <p>466   76.7%</p>
<b>Household composition</b> <p>Single</p> <p>190   75.4%</p>	<b>Number of children</b> <p>No children</p> <p>144   99.8%</p>
<b>Tenure</b> <p>Council/HA</p> <p>318   56.2%</p>	<b>Residency type</b> <p>Flat</p> <p>204   47.2%</p>

## Advert Response Channel

76	89	77
51	59	97

## Household Technology



## Key Features

- Retired singles
- Council/HA tenants
- No qualifications
- Low discretionary income
- Very low-tech households
- Fuel and water poverty

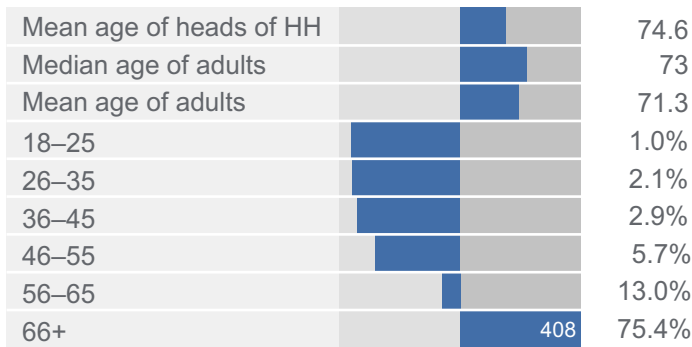


# L Vintage Value

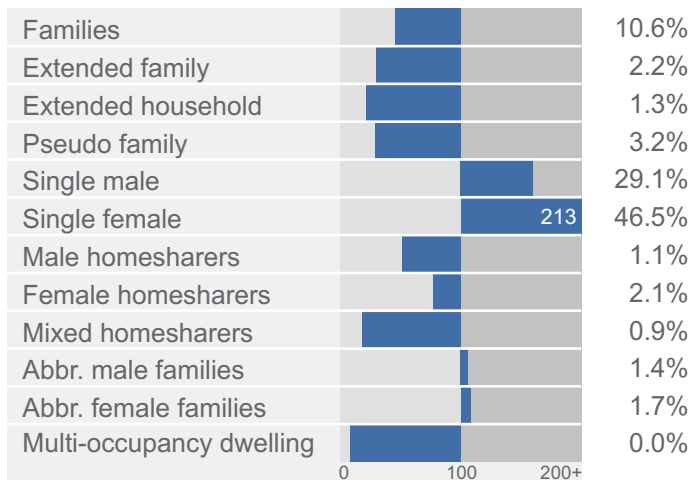
Elderly people with limited pension income, mostly living alone

Home 6.46% | 4.17% Profile

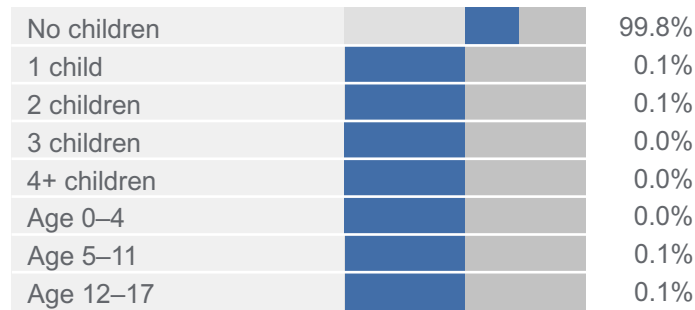
## Age



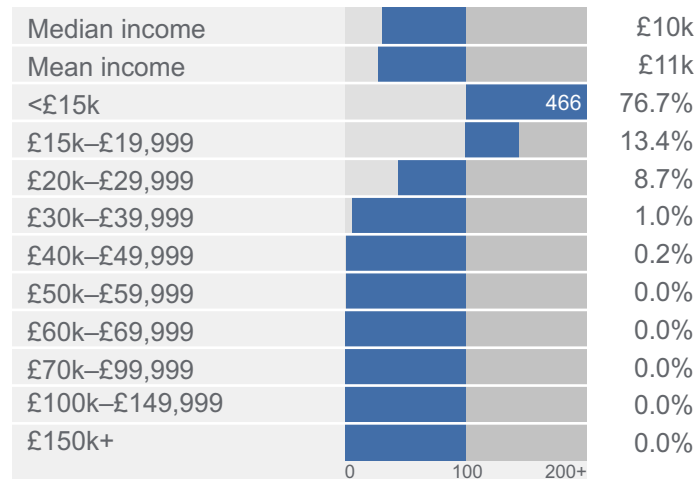
## Household composition



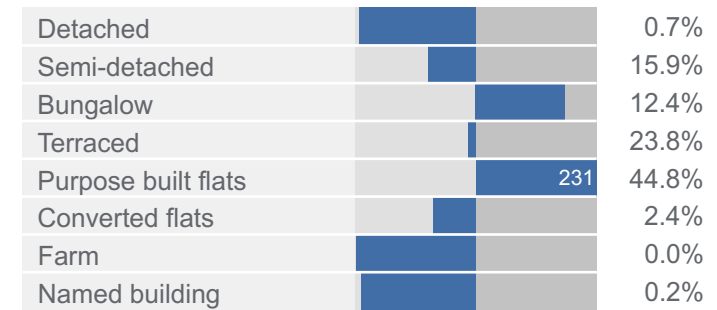
## Children<sup>1</sup>



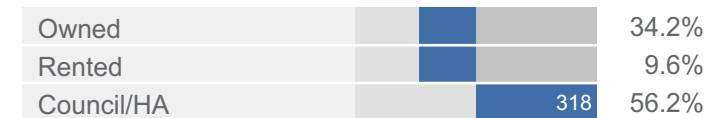
## Household income



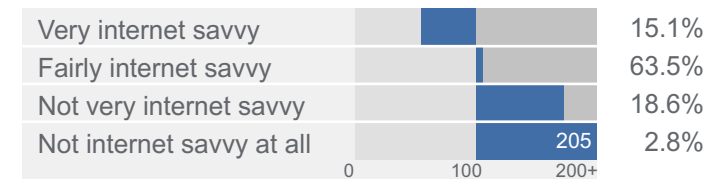
## Property<sup>2</sup>



## Tenure



## Internet savviness



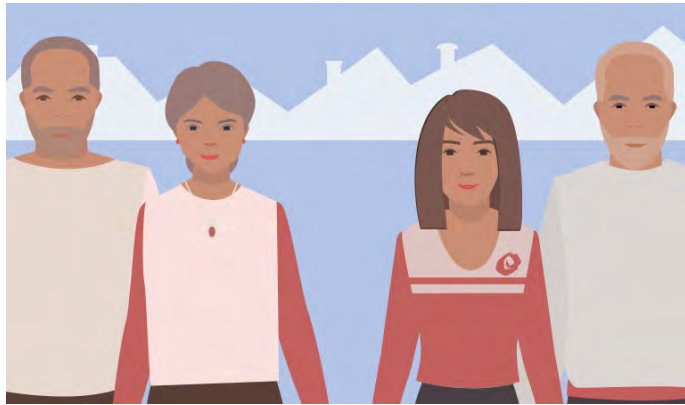
1. Includes variables from the Number of children and Age of children topics.  
 2. Includes variables from the Residency type and Property type topics.

M

# Modest Traditions

Mature homeowners of value homes enjoying stable lifestyles

🏠 4.99% | 5.42% 👤



## Who We Are

<b>Age</b> <p>56–65</p> <p>227   34.6%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>197   38.5%</p>
<b>Household composition</b> <p>Family + other adults</p> <p>165   26.7%</p>	<b>Number of children</b> <p>No children</p> <p>142   98.3%</p>
<b>Tenure</b> <p>Owned</p> <p>133   85.3%</p>	<b>Residency type</b> <p>Terraced</p> <p>198   50.0%</p>

## Advert Response Channel

74	94	102
101	76	110

## Household Technology



## Key Features

- Homeowners
- No children
- Established in community
- Low discretionary income
- Watch TV
- Solar panels



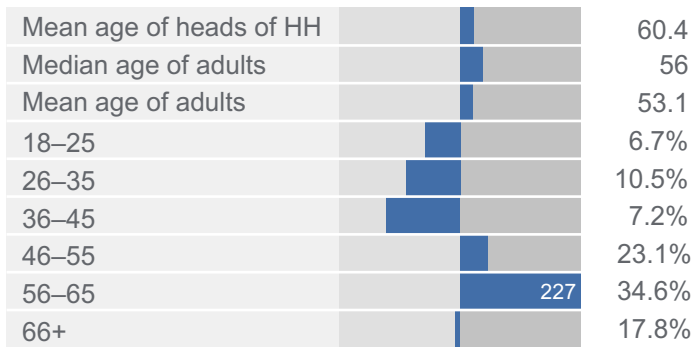
# M

## Modest Traditions

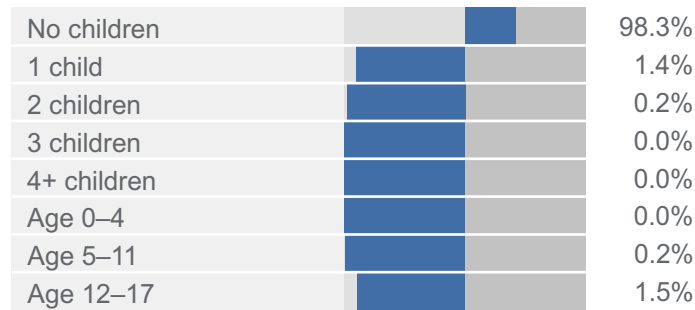
Mature homeowners of value homes enjoying stable lifestyles

🏠 4.99% | 5.42% 👤

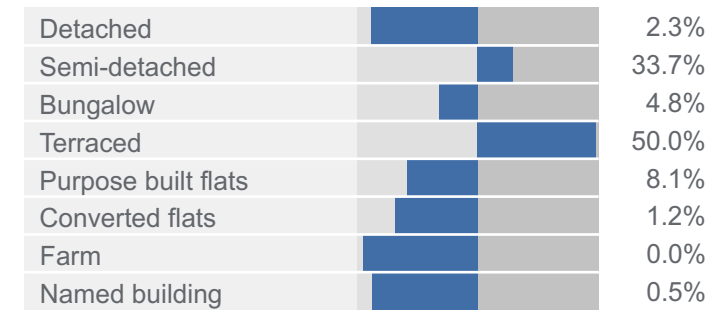
### Age



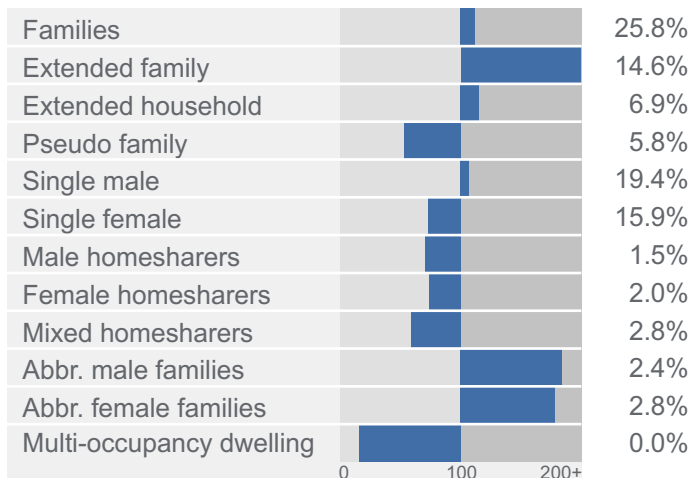
### Children<sup>1</sup>



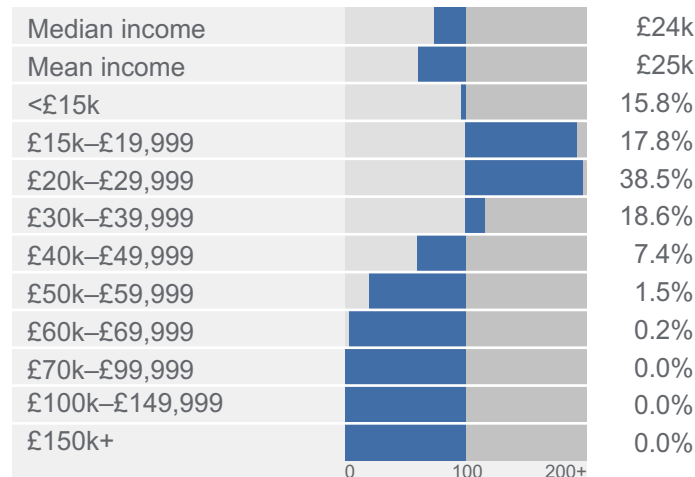
### Property<sup>2</sup>



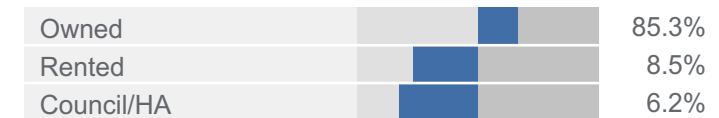
### Household composition



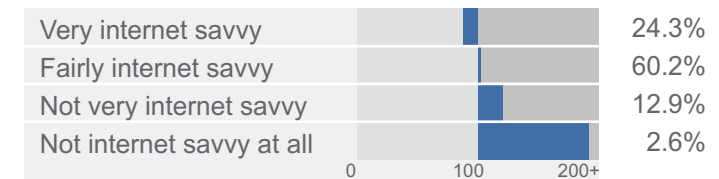
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

N

# Urban Cohesion

Residents of settled urban communities with a strong sense of identity

🏠 4.76% | 5.70% 👤



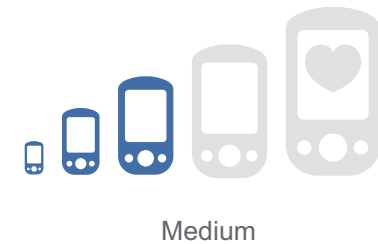
## Who We Are

<b>Age</b> <p>36–45</p> <p>106   19.8%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>127   24.9%</p>
<b>Household composition</b> <p>Homesharers + others</p> <p>184   19.3%</p>	<b>Number of children</b> <p>No children</p> <p>103   71.4%</p>
<b>Tenure</b> <p>Owned</p> <p>104   67.0%</p>	<b>Residency type</b> <p>Terraced</p> <p>207   52.1%</p>

## Advert Response Channel

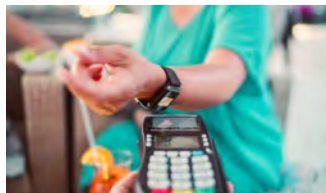
161	105	118
111	152	93

## Household Technology



## Key Features

- Homesharers in terraces
- Uber passengers
- Free mobile phone apps
- Read news and shop online
- Visual arts and design sites
- Watch TV



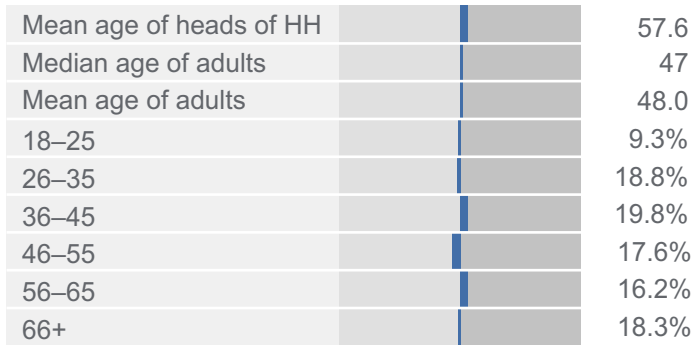
# N

## Urban Cohesion

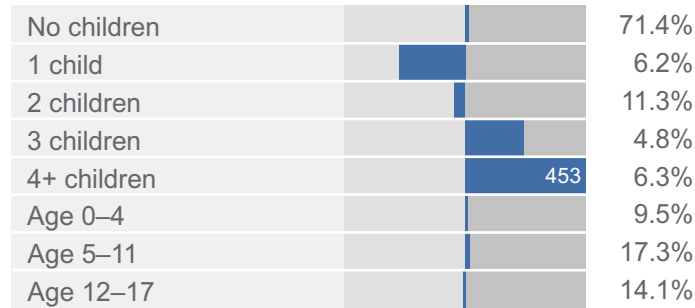
Residents of settled urban communities with a strong sense of identity

🏠 4.76% | 5.70% 👤

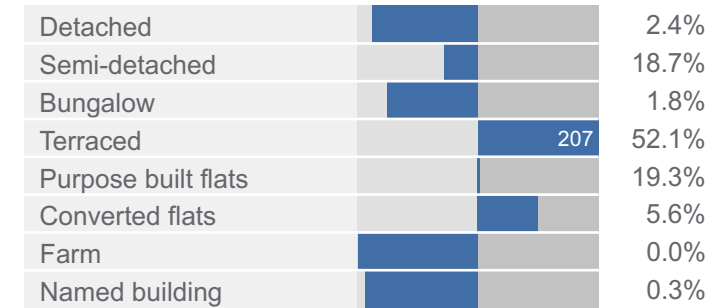
### Age



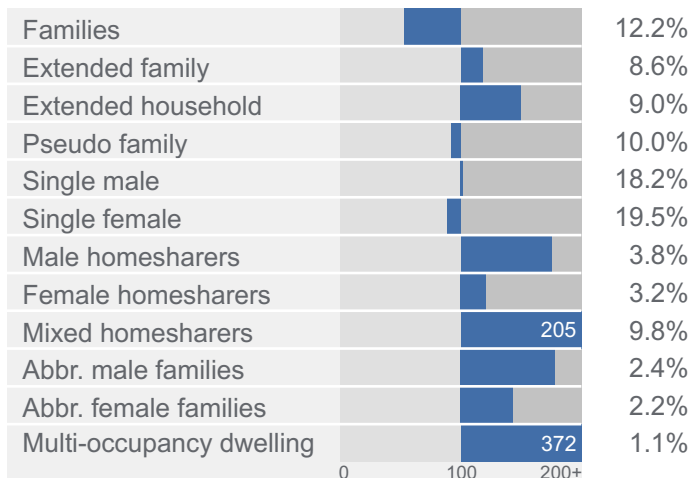
### Children<sup>1</sup>



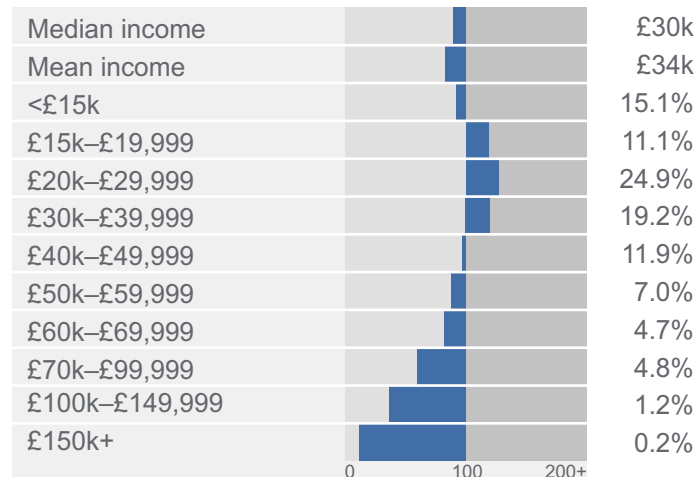
### Property<sup>2</sup>



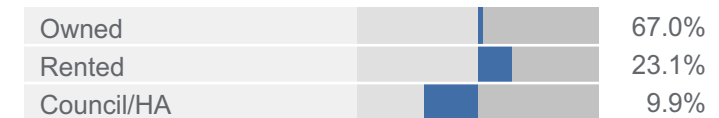
### Household composition



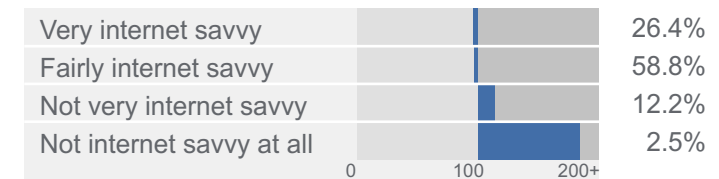
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

0

# Rental Hubs

Educated young people privately renting in urban neighbourhoods

🏠 7.75% | 6.51% 👤



## Who We Are

<b>Age</b> <p>26–35</p> <p>202   39.0%</p>	<b>Household income</b> <p>£30k–£39,999</p> <p>155   24.8%</p>
<b>Household composition</b> <p>Single</p> <p>142   56.2%</p>	<b>Number of children</b> <p>No children</p> <p>126   87.4%</p>
<b>Tenure</b> <p>Rented</p> <p>333   59.9%</p>	<b>Residency type</b> <p>Flat</p> <p>354   81.9%</p>

## Advert Response Channel

103	109	151
145	113	126

## Household Technology



Very High

## Key Features

- Young singles and homesharers
- Rent flats
- Very high internet use
- Internet via smartphone
- Watch videos online
- Don't use landlines





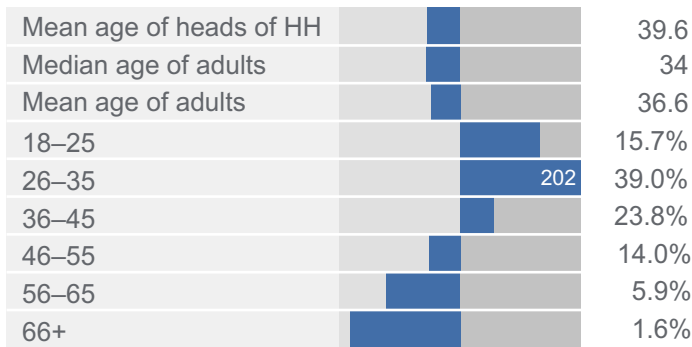


# Rental Hubs

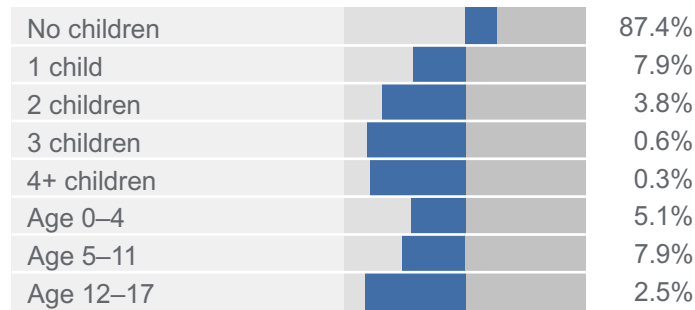
Educated young people privately renting in urban neighbourhoods

🏠 7.75% | 6.51% 👤

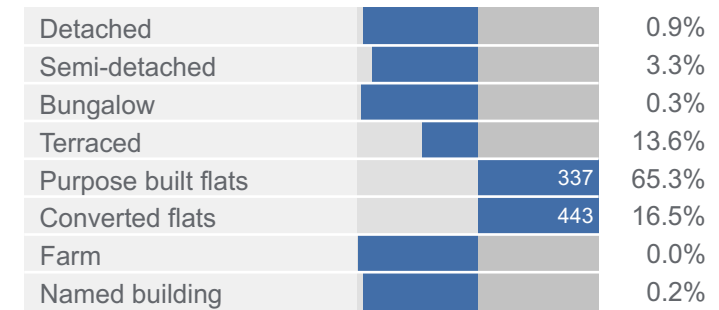
## Age



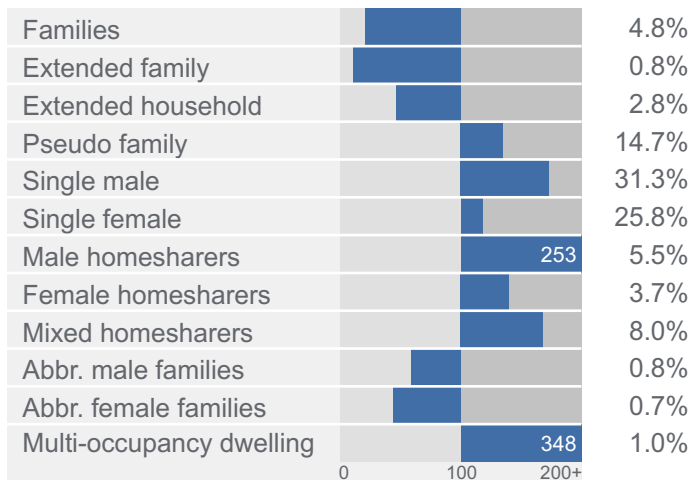
## Children<sup>1</sup>



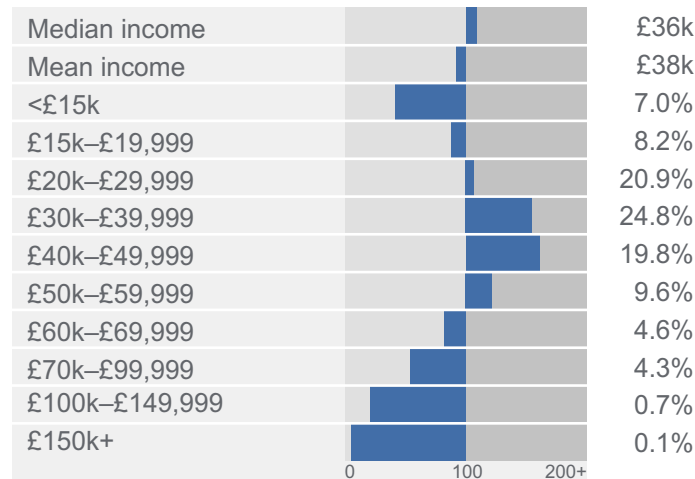
## Property<sup>2</sup>



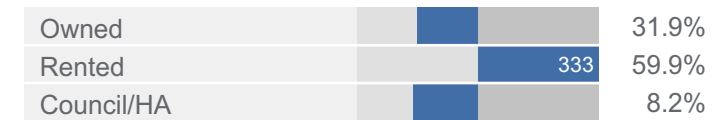
## Household composition



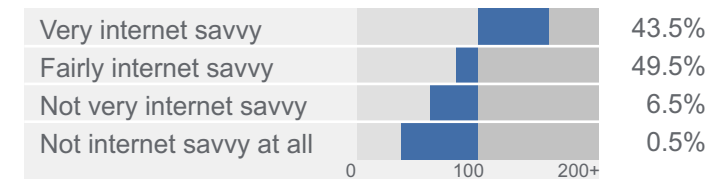
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# A01

## World-Class Wealth

Global high flyers and moneyed families living luxurious lifestyles in London's most exclusive boroughs

🏠 0.53% | 0.62% 👤



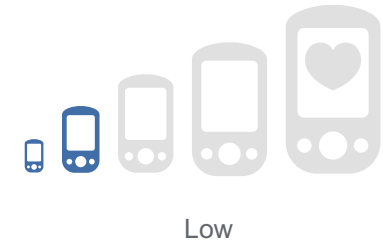
### Who We Are

<b>Age</b> <p>46–55</p> <p>126   23.8%</p>	<b>Household income</b> <p>£150k+</p> <p>1871   26.9%</p>
<b>Household composition</b> <p>Family + other adults</p> <p>125   20.2%</p>	<b>Number of children</b> <p>2</p> <p>133   16.6%</p>
<b>Tenure</b> <p>Owned</p> <p>124   79.8%</p>	<b>Residency type</b> <p>Terraced</p> <p>165   41.7%</p>

### Advert Response Channel

300	51	64
53	193	28

### Household Technology



### Key Features

- Expensive properties
- 5+ bedrooms
- High income
- University graduates
- Company director
- Uber passengers



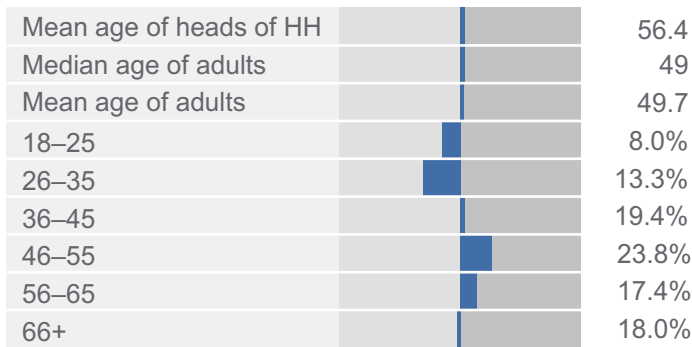
# A01

## World-Class Wealth

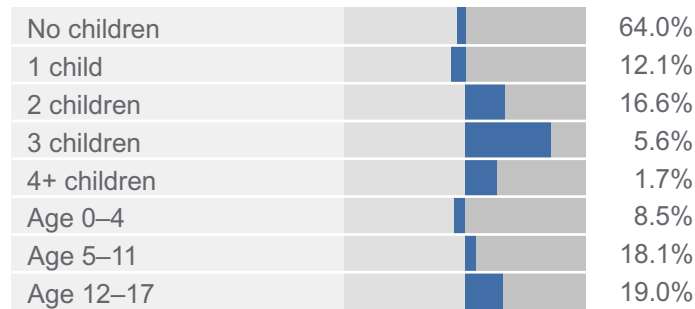
Global high flyers and moneyed families living luxurious lifestyles in London's most exclusive boroughs

🏠 0.53% | 0.62% 👤

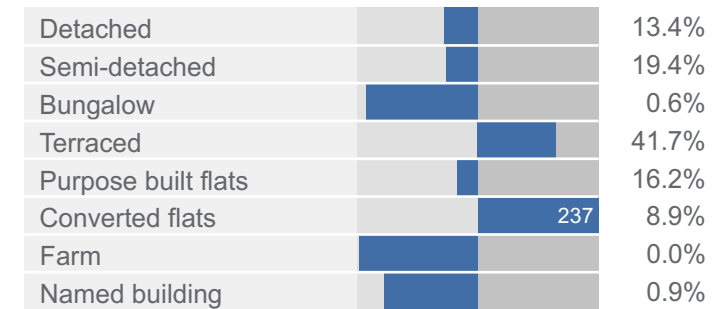
### Age



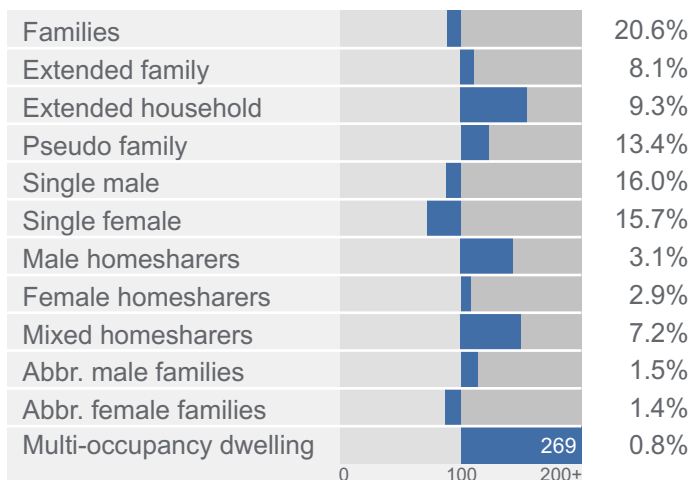
### Children<sup>1</sup>



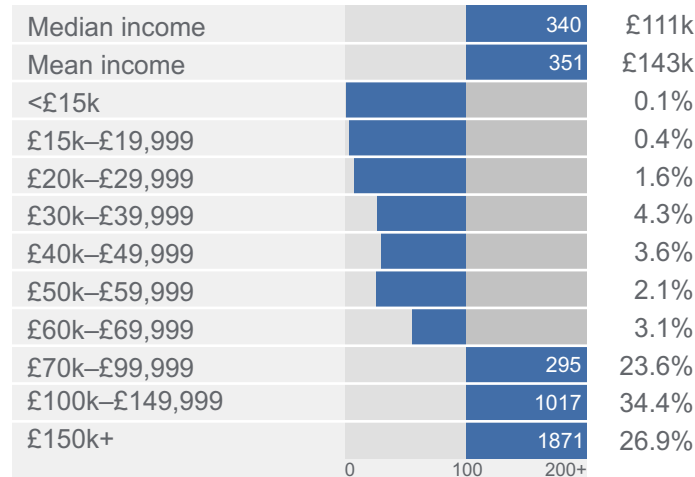
### Property<sup>2</sup>



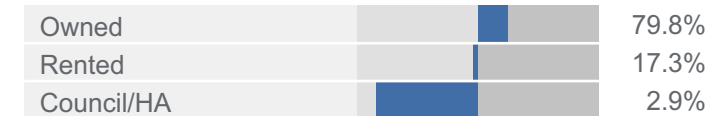
### Household composition



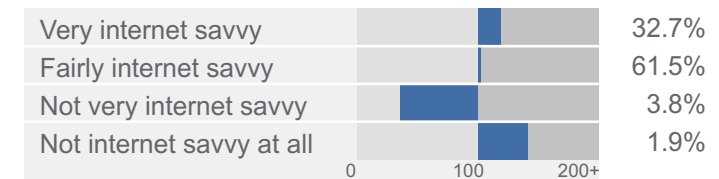
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# A02 Uptown Elite

High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort

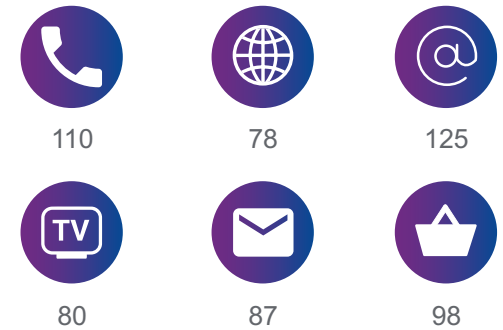
🏠 1.35% | 1.60% 👤



## Who We Are

<b>Age</b> <p>56–65</p> <p>136   20.7%</p>	<b>Household income</b> <p>£70k–£99,999</p> <p>250   19.9%</p>
<b>Household composition</b> <p>Homesharers + others</p> <p>162   16.9%</p>	<b>Number of children</b> <p>No children</p> <p>102   70.8%</p>
<b>Tenure</b> <p>Owned</p> <p>115   73.7%</p>	<b>Residency type</b> <p>Terraced</p> <p>176   44.4%</p>

## Advert Response Channel



## Household Technology



## Key Features

- Expensive properties
- High income
- Quality news
- Waitrose
- Uber passengers
- Performing arts sites

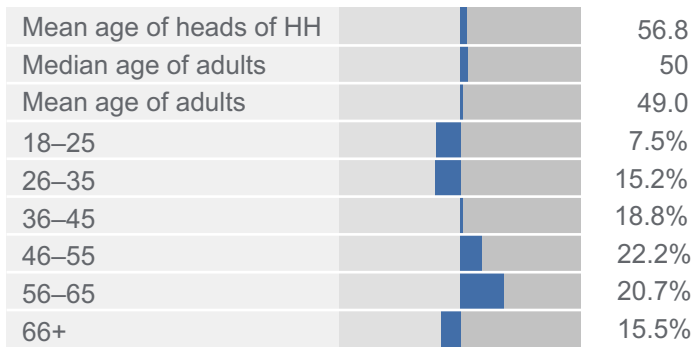


# A02 Uptown Elite

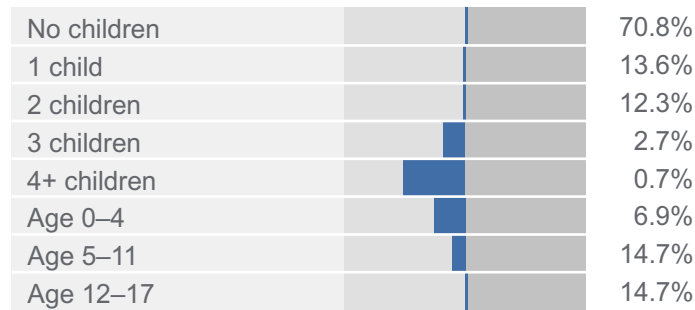
High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort

🏠 1.35% | 1.60% 👤

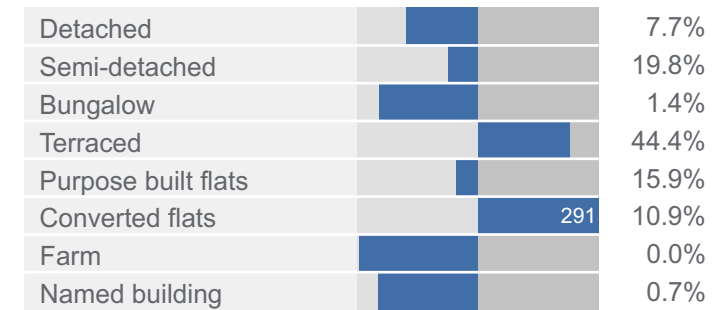
## Age



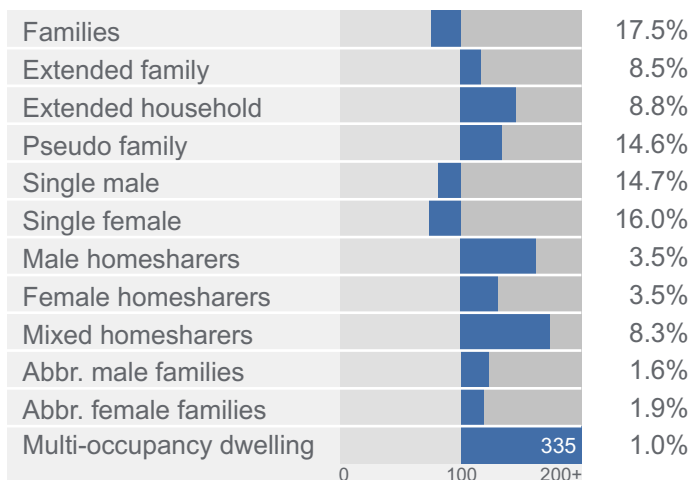
## Children<sup>1</sup>



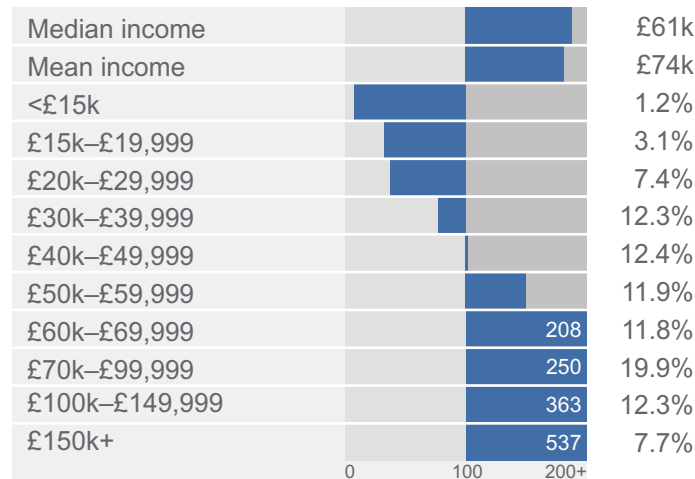
## Property<sup>2</sup>



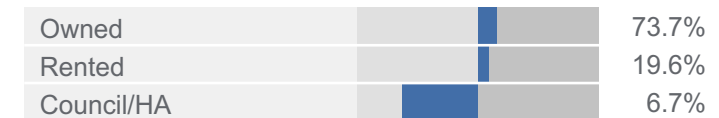
## Household composition



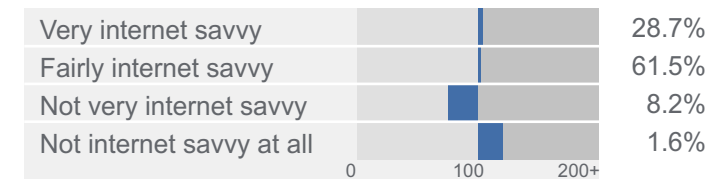
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# A03 Penthouse Chic

City professionals renting premium-priced flats in prestige central locations

🏠 0.60% | 0.54% 👤



## Who We Are

<b>Age</b> <p>26–35</p> <p>179   34.7%</p>	<b>Household income</b> <p>£70k–£99,999</p> <p>372   29.7%</p>
<b>Household composition</b> <p>Single</p> <p>139   55.3%</p>	<b>Number of children</b> <p>No children</p> <p>131   90.4%</p>
<b>Tenure</b> <p>Rented</p> <p>309   55.6%</p>	<b>Residency type</b> <p>Flat</p> <p>415   96.1%</p>

## Advert Response Channel

40	90	312
46	195	271

## Household Technology



Very High

## Key Features

- Urban areas
- Expensive rented flats
- University degrees
- High discretionary income
- Online shoppers
- Foreign language TV



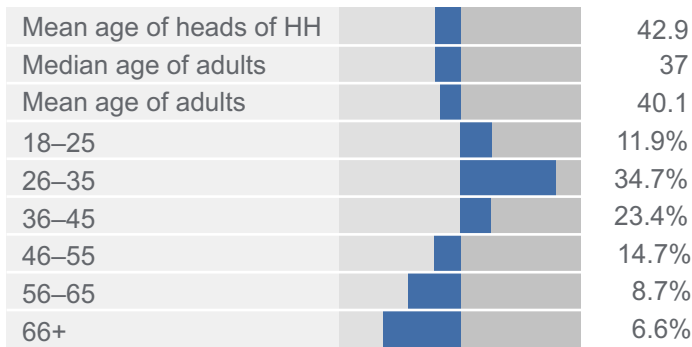
# A03

## Penthouse Chic

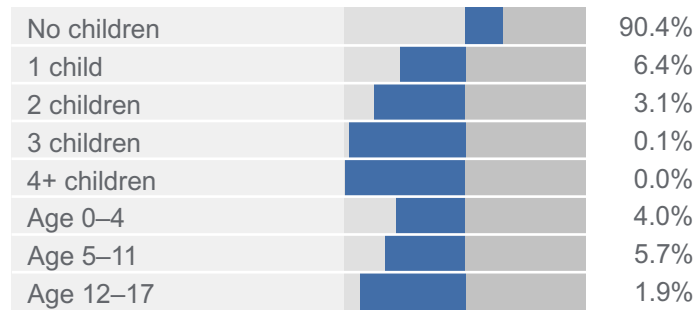
City professionals renting premium-priced flats in prestige central locations

🏠 0.60% | 0.54% 👤

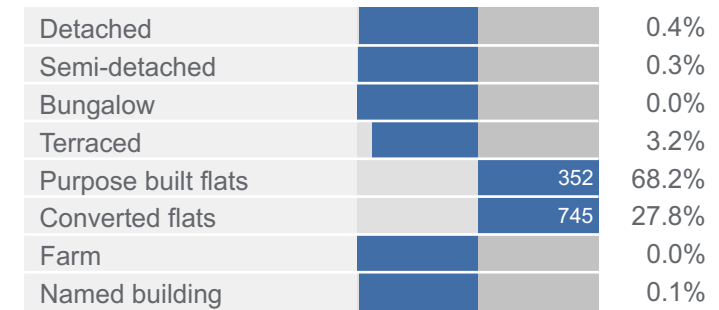
### Age



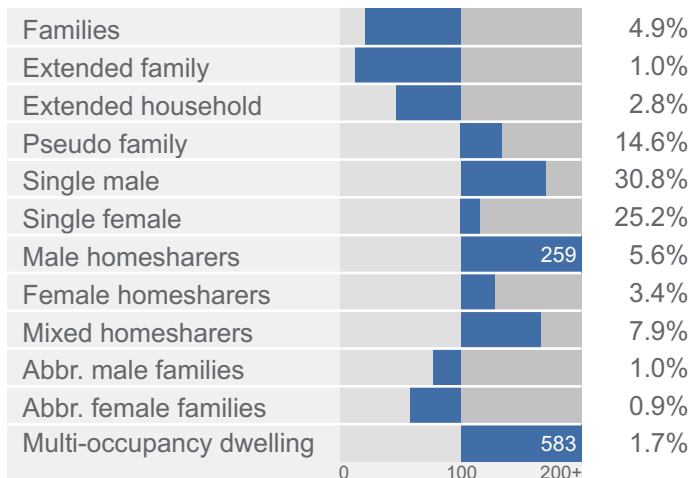
### Children<sup>1</sup>



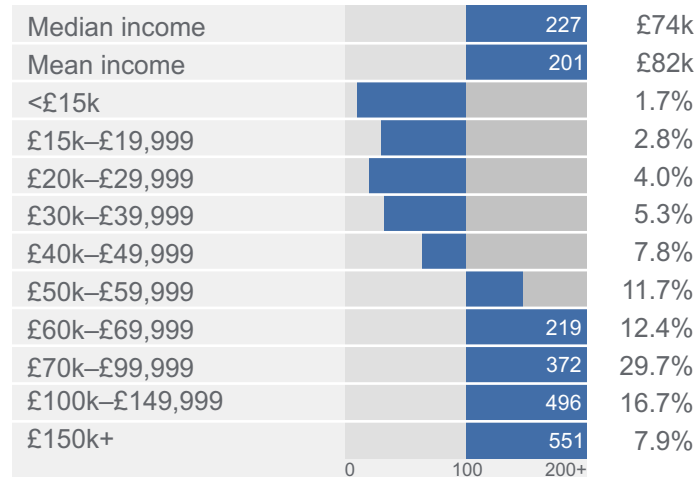
### Property<sup>2</sup>



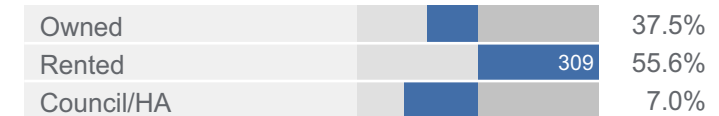
### Household composition



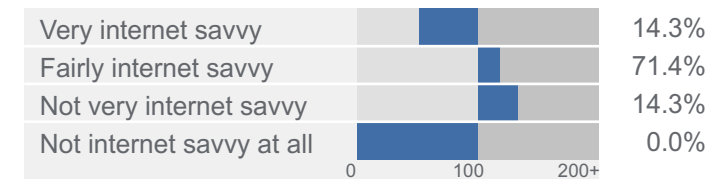
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# A04

## Metro High-Flyers

Career-minded 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities

🏠 1.59% | 1.75% 👤



### Who We Are

<b>Age</b> <p>26–35</p> <p>205   39.7%</p>	<b>Household income</b> <p>£70k–£99,999</p> <p>238   18.9%</p>
<b>Household composition</b> <p>Homesharers + others</p> <p>271   28.4%</p>	<b>Number of children</b> <p>No children</p> <p>126   87.1%</p>
<b>Tenure</b> <p>Rented</p> <p>272   48.8%</p>	<b>Residency type</b> <p>Flat</p> <p>388   89.8%</p>

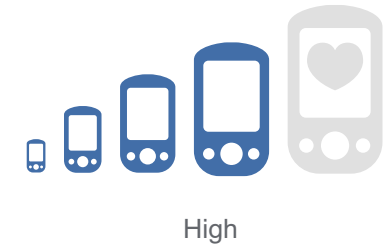
### Advert Response Channel

95	104	103
235	46	86

### Key Features

- Singles
- Small, rented flats
- Career-focussed
- High income
- Cosmopolitan lifestyles
- Uber passengers

### Household Technology





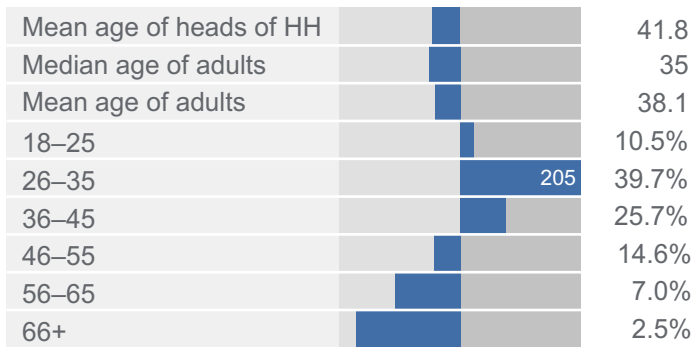
# A04

## Metro High-Flyers

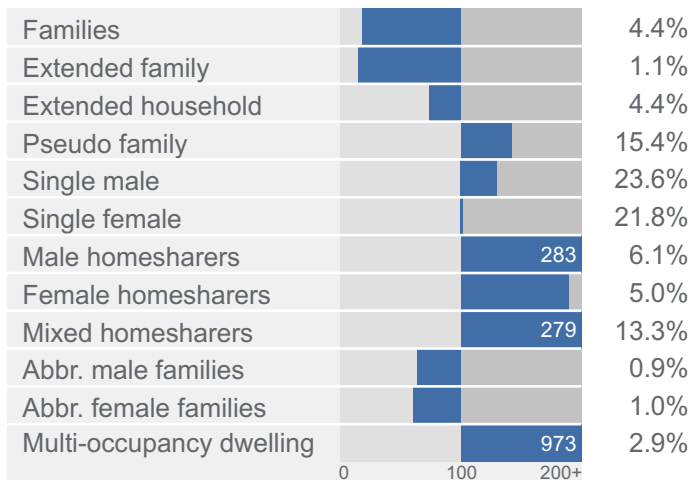
Career-minded 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities

🏠 1.59% | 1.75% 👤

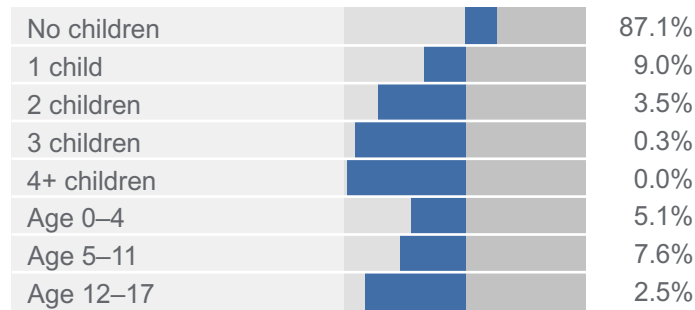
### Age



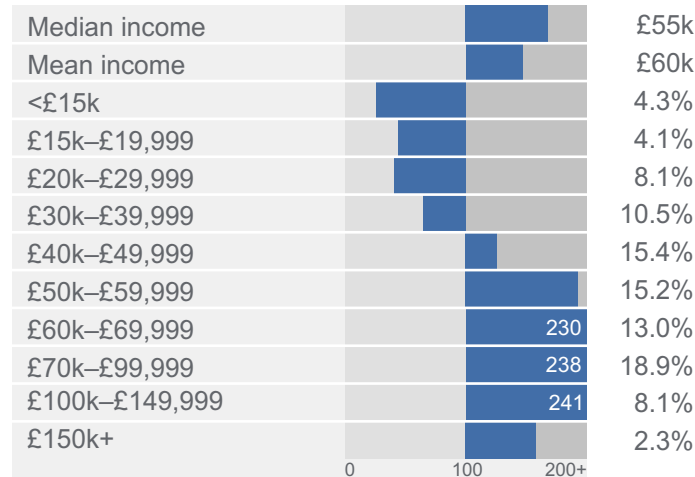
### Household composition



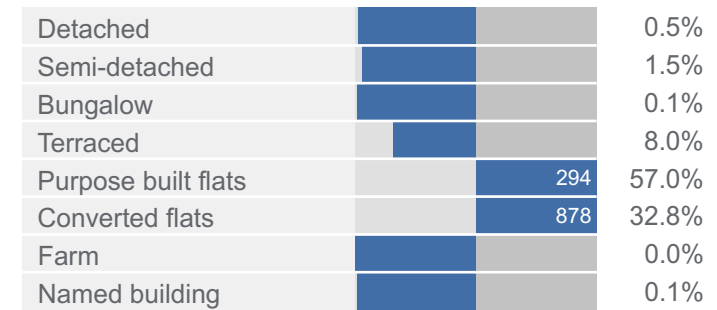
### Children<sup>1</sup>



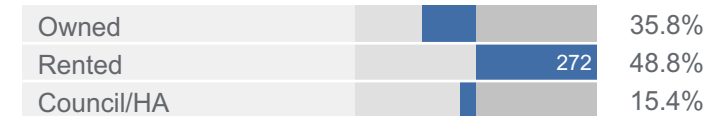
### Household income



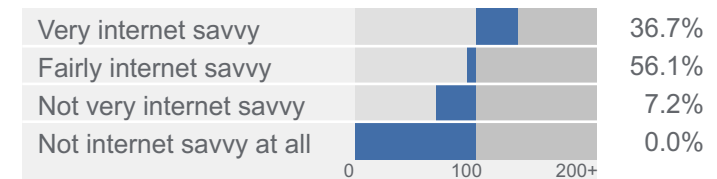
### Property<sup>2</sup>



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# B05 Premium Fortunes

Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves

🏠 1.05% | 1.37% 👤



## Who We Are

<b>Age</b> <p>56–65</p> <p>165   25.1%</p>	<b>Household income</b> <p>£150k+</p> <p>2137   30.7%</p>
<b>Household composition</b> <p>Family + other adults</p> <p>215   34.6%</p>	<b>Number of children</b> <p>3</p> <p>271   8.8%</p>
<b>Tenure</b> <p>Owned</p> <p>143   91.8%</p>	<b>Residency type</b> <p>Detached</p> <p>438   81.2%</p>

## Advert Response Channel



## Household Technology



Very High

## Key Features

- Company directors
- Expensive detached houses
- 5+ bedrooms
- Highly educated
- High discretionary income
- myWaitrose

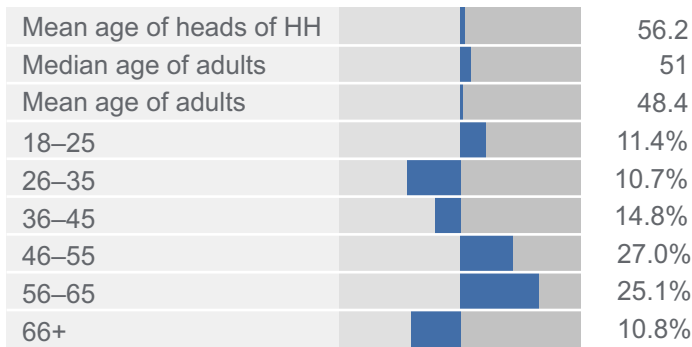


# B05 Premium Fortunes

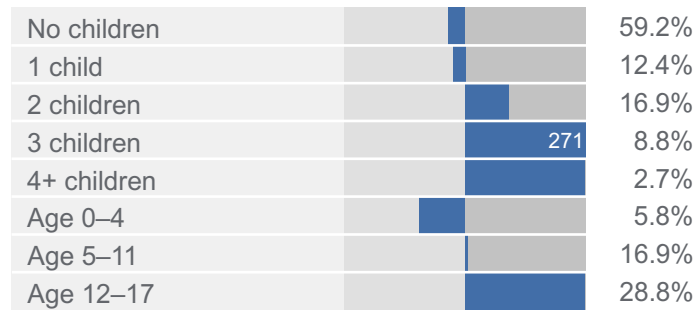
Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves

🏠 1.05% | 1.37% 👤

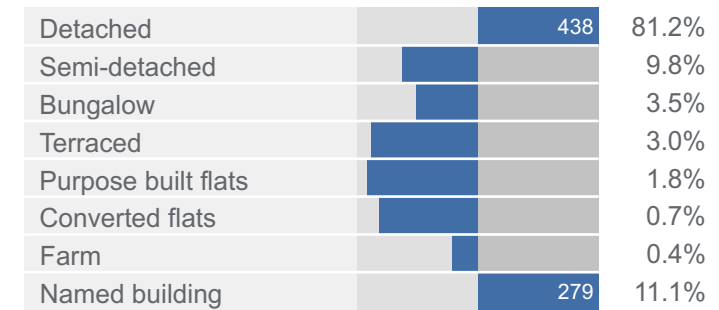
## Age



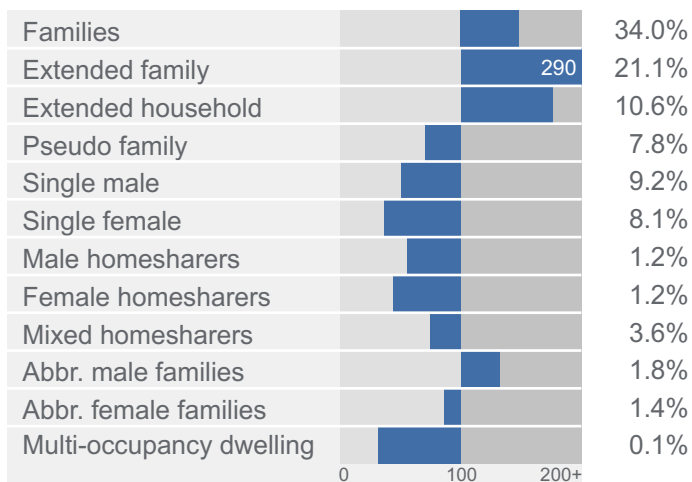
## Children<sup>1</sup>



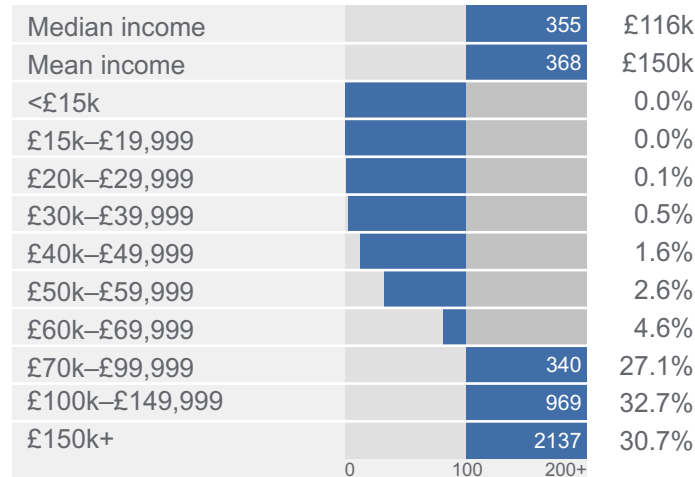
## Property<sup>2</sup>



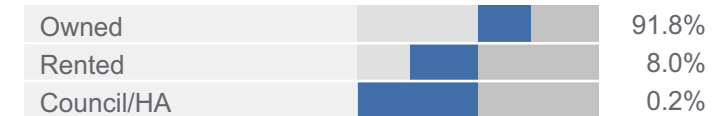
## Household composition



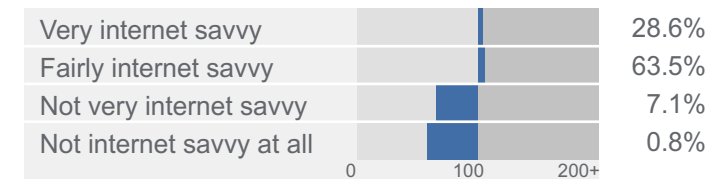
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions

🏠 1.30% | 1.17% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>416   76.9%</p>	<b>Household income</b> <p>£70k–£99,999</p> <p>274   21.8%</p>
<b>Household composition</b> <p>Family</p> <p>175   40.0%</p>	<b>Number of children</b> <p>No children</p> <p>144   99.8%</p>
<b>Tenure</b> <p>Owned</p> <p>150   96.7%</p>	<b>Residency type</b> <p>Detached</p> <p>409   76.0%</p>

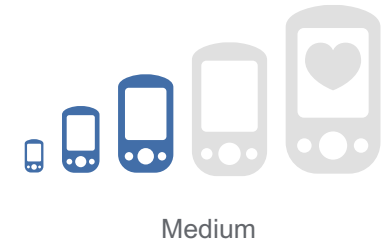
## Advert Response Channel

106	157	246
55	27	118

## Key Features

- Retired
- Expensive detached houses
- Highly educated
- Quality news
- myWaitrose
- Lowest social media users

## Household Technology

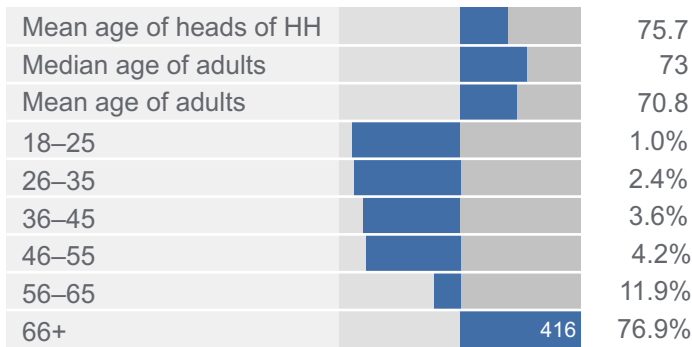


# B06 Diamond Days

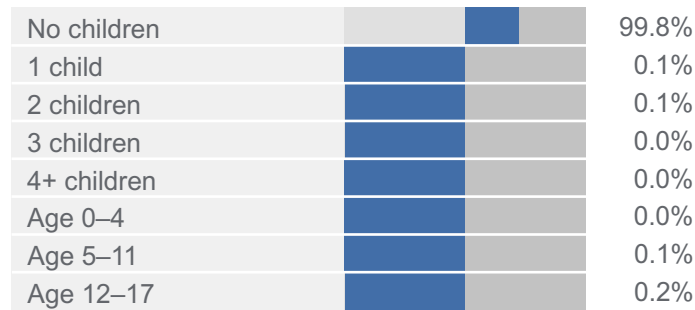
Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions

🏠 1.30% | 1.17% 👤

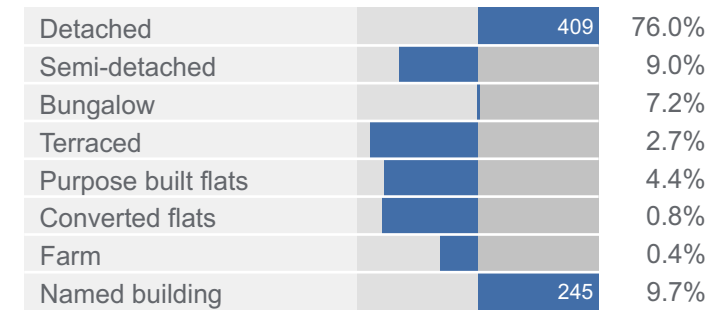
## Age



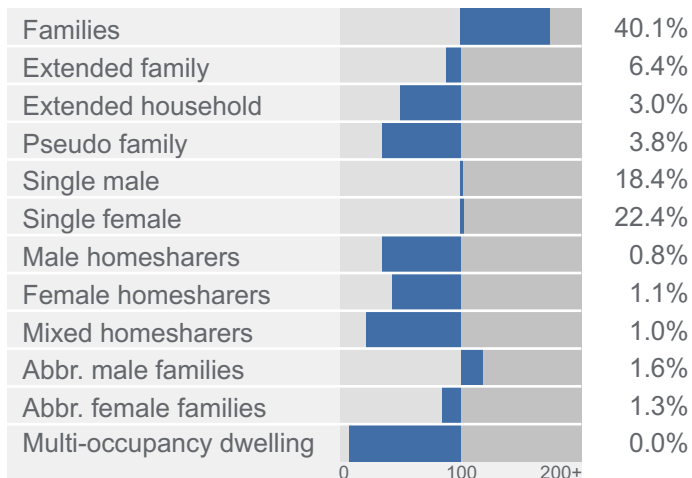
## Children<sup>1</sup>



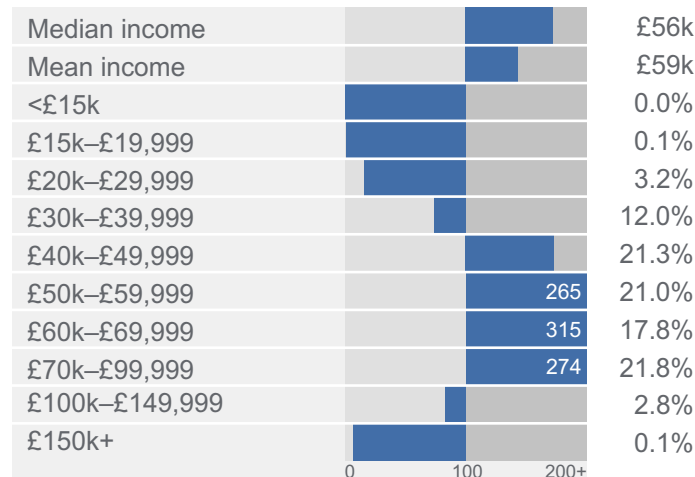
## Property<sup>2</sup>



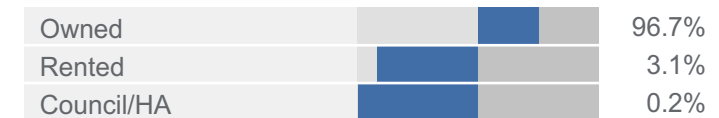
## Household composition



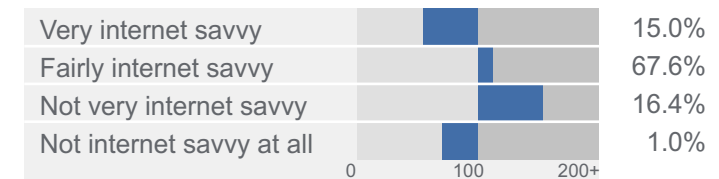
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development

🏠 1.67% | 1.93% 👤



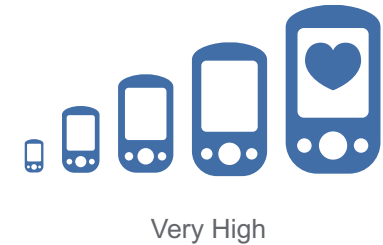
## Who We Are

<b>Age</b> <p>46–55</p> <p>210   39.6%</p>	<b>Household income</b> <p>£100k–£149,999</p> <p>1004   33.9%</p>
<b>Household composition</b> <p>Family</p> <p>211   48.3%</p>	<b>Number of children</b> <p>2</p> <p>295   36.7%</p>
<b>Tenure</b> <p>Owned</p> <p>143   91.8%</p>	<b>Residency type</b> <p>Detached</p> <p>416   77.1%</p>

## Advert Response Channel

64	62	94
119	152	90

## Household Technology



## Key Features

- Families with 2+ children
- Large, detached houses
- High value properties
- University degrees
- High income, large mortgage
- Electronic money transfers

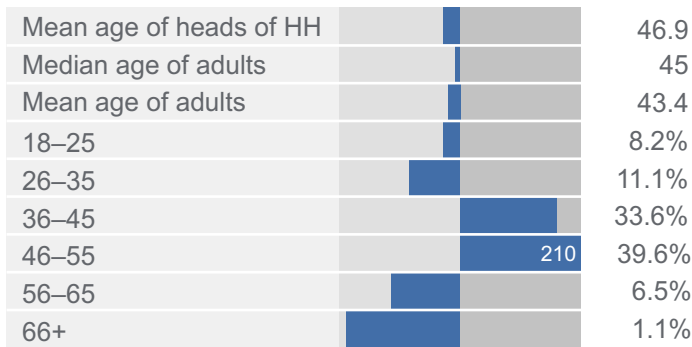


# B07 Alpha Families

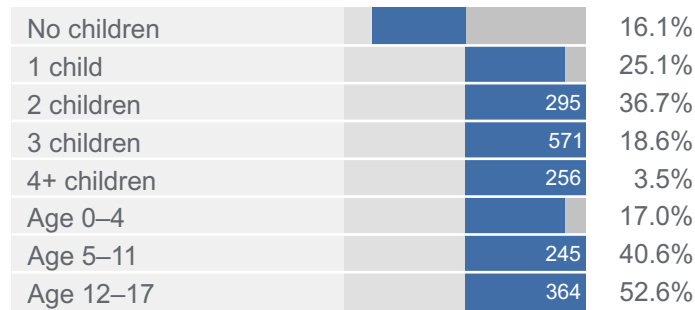
High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development

🏠 1.67% | 1.93% 👤

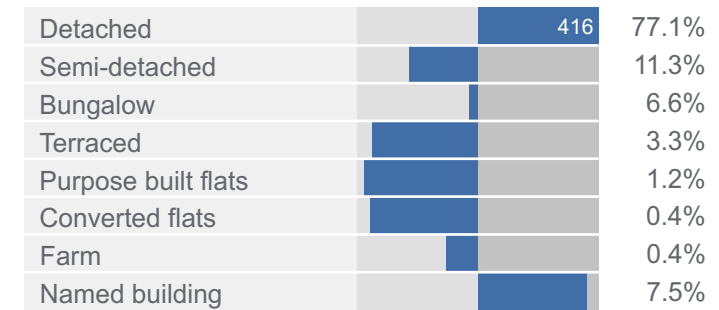
## Age



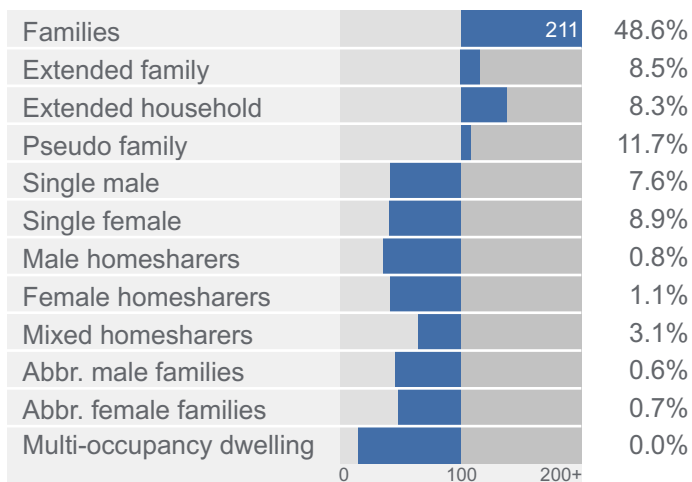
## Children<sup>1</sup>



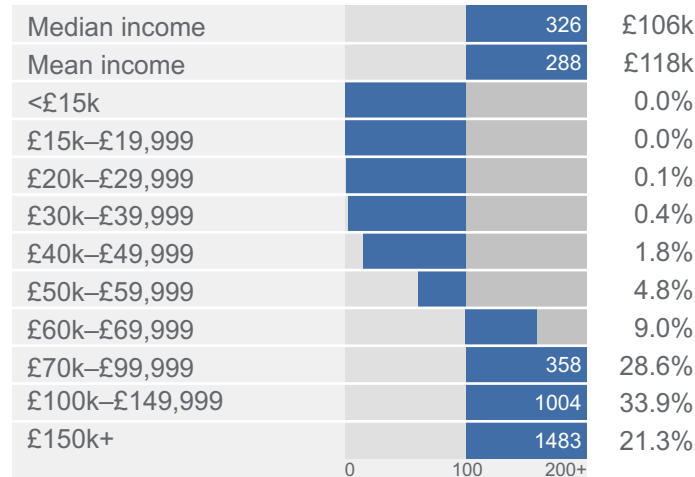
## Property<sup>2</sup>



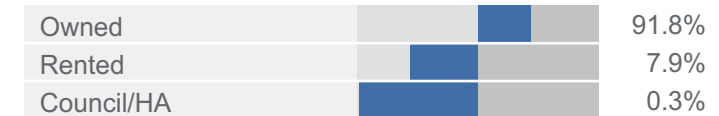
## Household composition



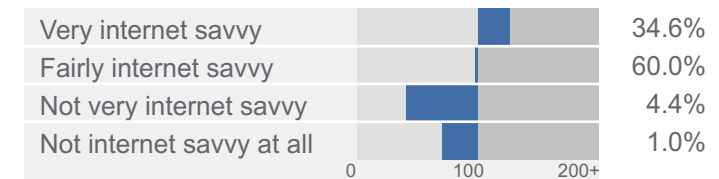
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# B08 Bank of Mum and Dad

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support

🏠 1.36% | 2.47% 👤



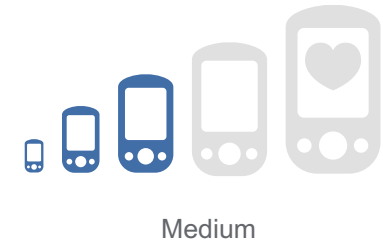
## Who We Are

<b>Age</b> <p>56–65</p> <p>227   34.5%</p>	<b>Household income</b> <p>£70k–£99,999</p> <p>332   26.5%</p>
<b>Household composition</b> <p>Family + other adults</p> <p>510   82.3%</p>	<b>Number of children</b> <p>No children</p> <p>137   94.7%</p>
<b>Tenure</b> <p>Owned</p> <p>149   95.9%</p>	<b>Residency type</b> <p>Detached</p> <p>373   69.1%</p>

## Advert Response Channel

121	111	88
10	78	93

## Household Technology



## Key Features

- Settled families
- Adult children at home
- Own large, detached houses
- Company directors
- High discretionary income
- Electronic money transfers



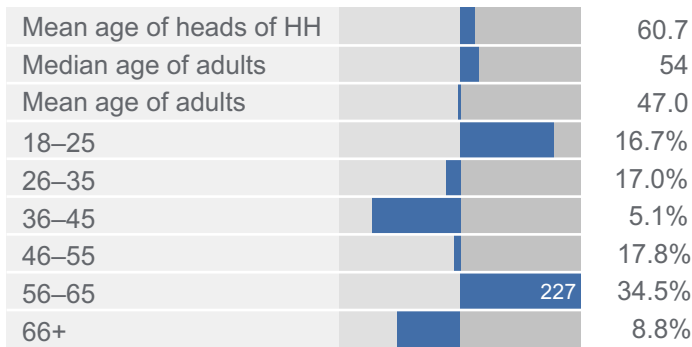


# B08 Bank of Mum and Dad

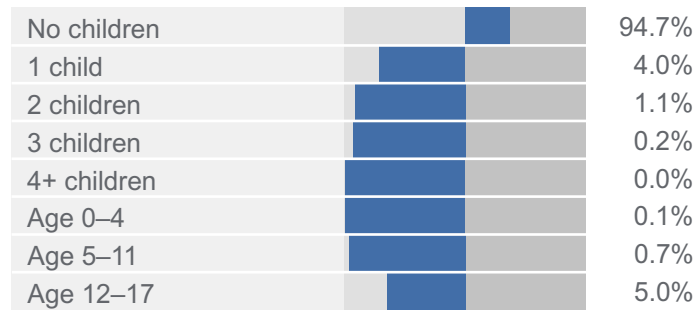
Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support

🏠 1.36% | 2.47% 👤

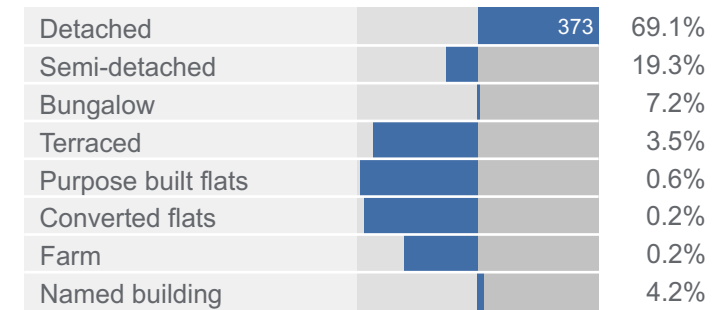
## Age



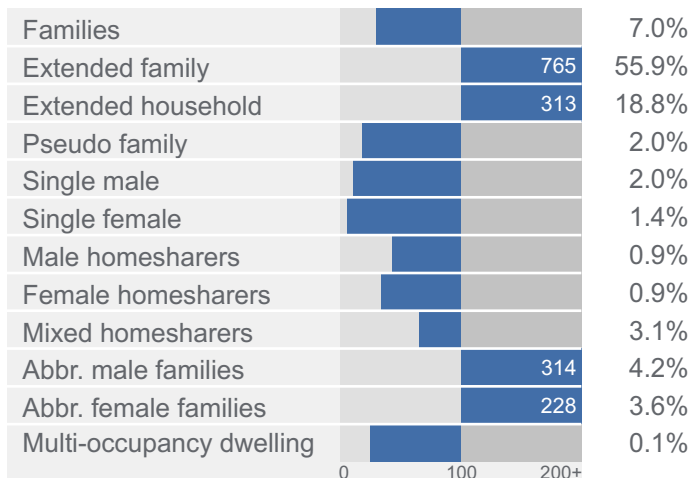
## Children<sup>1</sup>



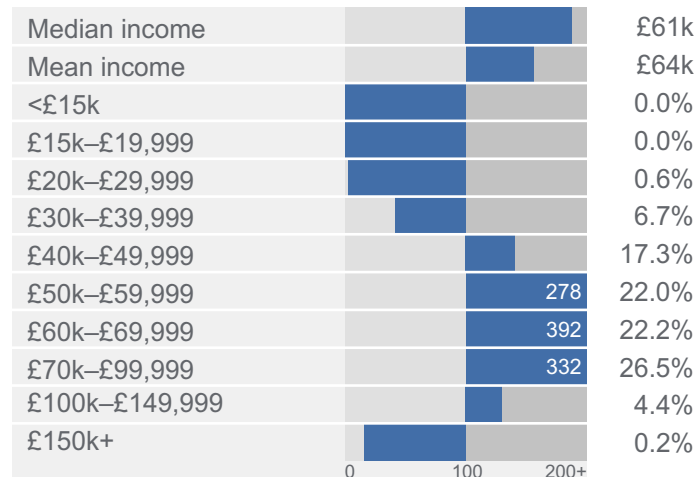
## Property<sup>2</sup>



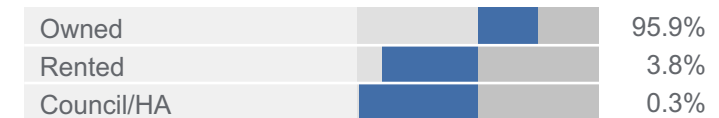
## Household composition



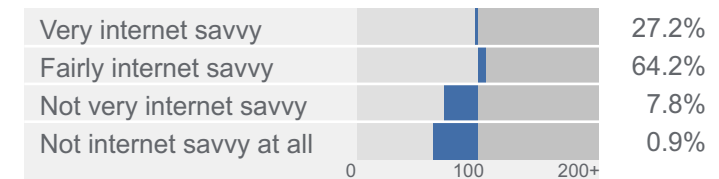
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status

🏠 2.01% | 2.00% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>268   49.6%</p>	<b>Household income</b> <p>£40k–£49,999</p> <p>288   35.4%</p>
<b>Household composition</b> <p>Family</p> <p>294   67.3%</p>	<b>Number of children</b> <p>No children</p> <p>144   99.4%</p>
<b>Tenure</b> <p>Owned</p> <p>151   97.3%</p>	<b>Residency type</b> <p>Detached</p> <p>374   69.3%</p>

## Advert Response Channel

56	130	79
101	44	71

## Household Technology



Very Low

## Key Features

- Married couples, no children
- Baby boomers
- Large, detached houses
- Highly educated
- High discretionary income
- Premium bonds

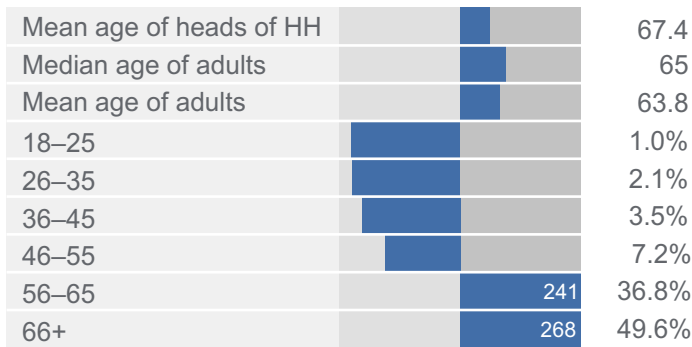


# B09 Empty-Nest Adventure

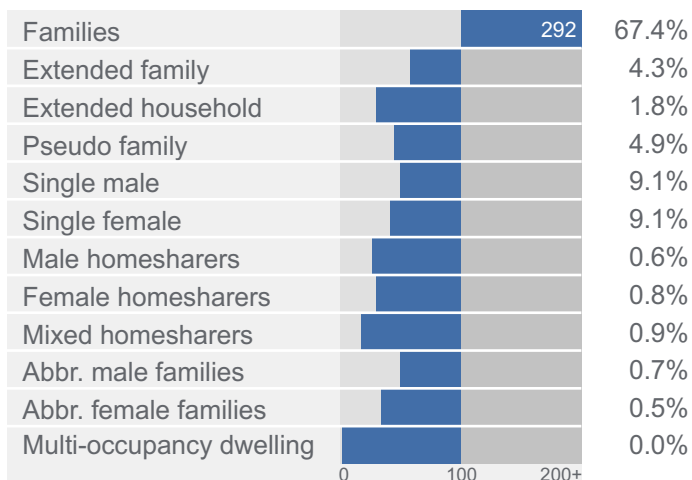
Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status

🏠 2.01% | 2.00% 👤

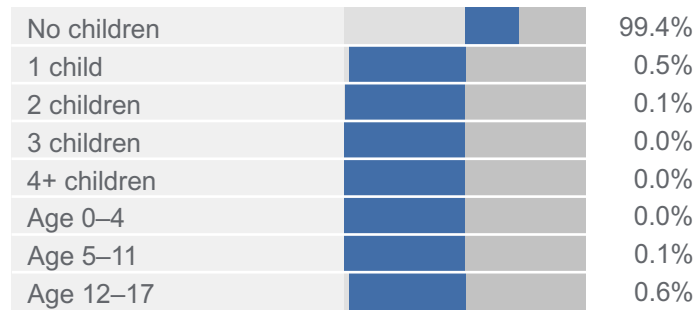
## Age



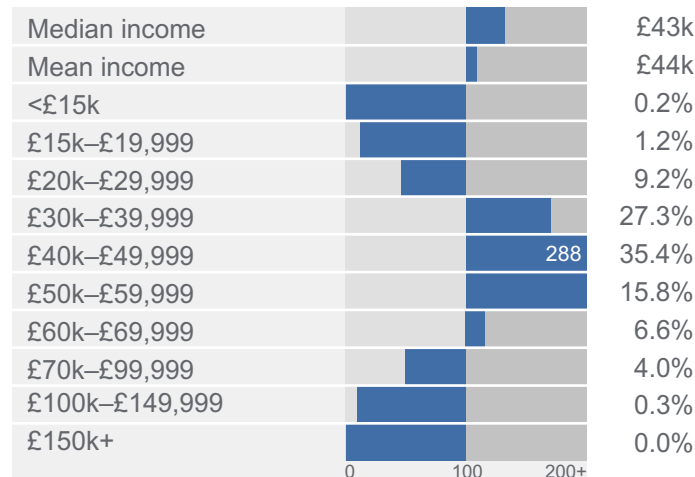
## Household composition



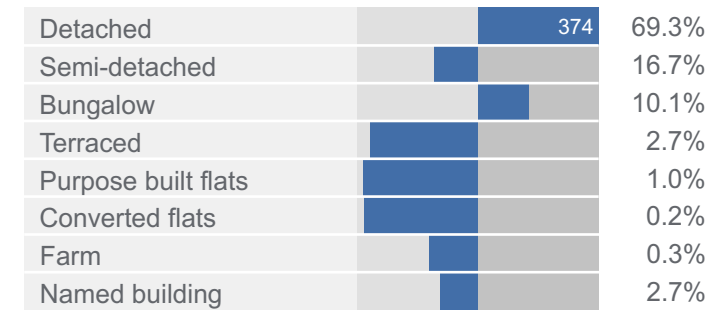
## Children<sup>1</sup>



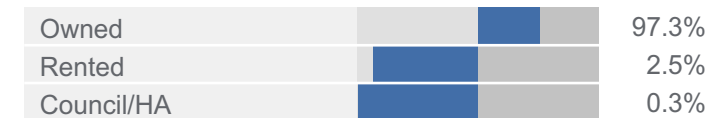
## Household income



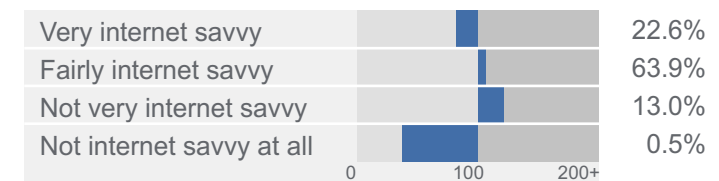
## Property<sup>2</sup>



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners

🏠 1.53% | 1.60% 👤



## Who We Are

<b>Age</b> <p>56–65</p> <p>193   29.4%</p>	<b>Household income</b> <p>£70k–£99,999</p> <p>371   29.6%</p>
<b>Household composition</b> <p>Family</p> <p>173   39.7%</p>	<b>Number of children</b> <p>No children</p> <p>115   79.8%</p>
<b>Tenure</b> <p>Owned</p> <p>137   88.5%</p>	<b>Residency type</b> <p>Detached</p> <p>434   80.6%</p>

## Advert Response Channel

108	91	95
180	58	39

## Key Features

- Large, detached houses
- University degrees
- High discretionary income
- Horse or pony
- Oil central heating
- Electronic money transfers

## Household Technology



Very High

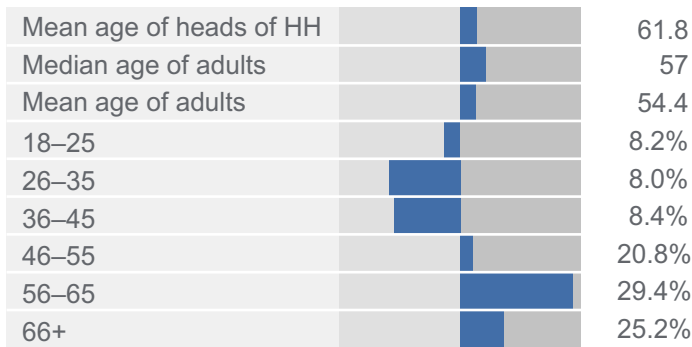


# C10 Wealthy Landowners

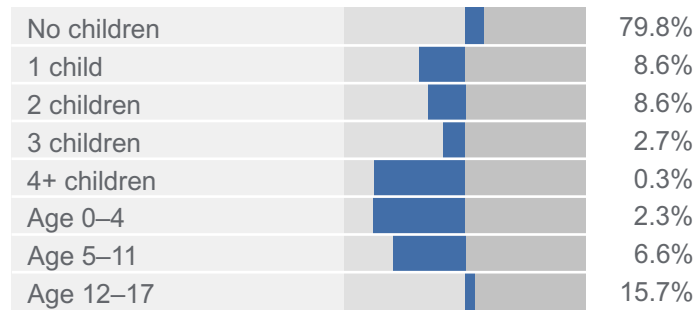
Prosperous owners of country houses including affluent families, successful farmers and second-home owners

🏠 1.53% | 1.60% 👤

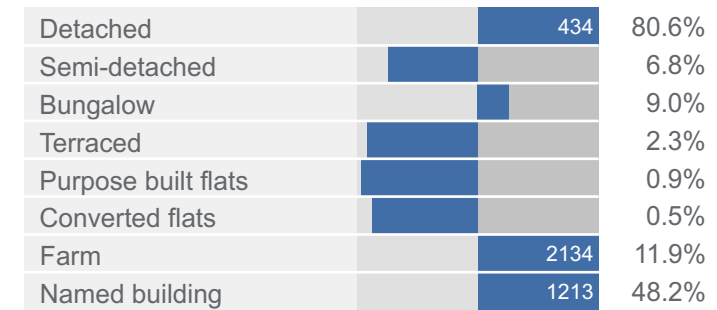
## Age



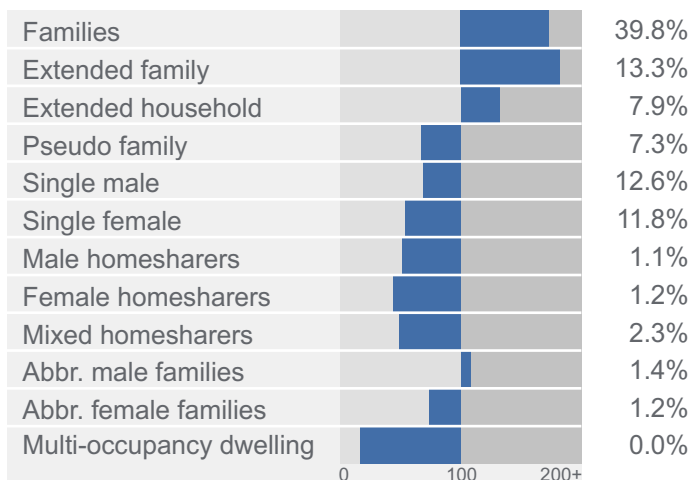
## Children<sup>1</sup>



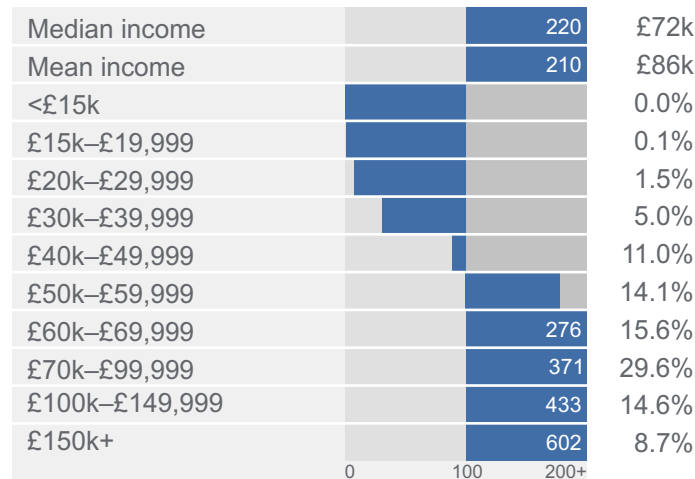
## Property<sup>2</sup>



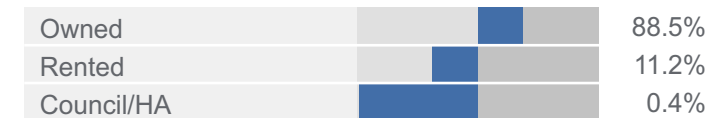
## Household composition



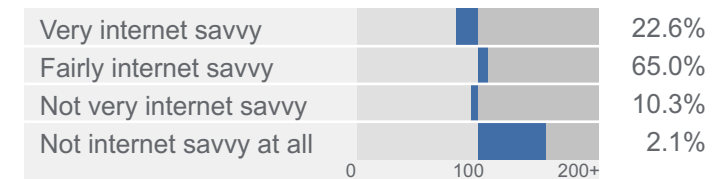
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work

🏠 1.62% | 1.70% 👤



## Who We Are

<b>Age</b> <p>46–55</p> <p>172   32.4%</p>	<b>Household income</b> <p>£70k–£99,999</p> <p>309   24.7%</p>
<b>Household composition</b> <p>Family</p> <p>168   38.5%</p>	<b>Number of children</b> <p>2</p> <p>257   32.0%</p>
<b>Tenure</b> <p>Owned</p> <p>120   77.5%</p>	<b>Residency type</b> <p>Detached</p> <p>315   58.4%</p>

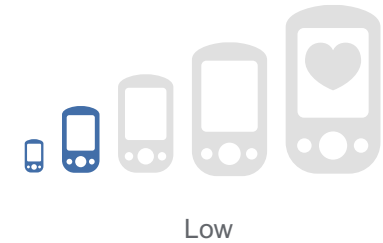
## Advert Response Channel

57	109	128
7	74	126

## Key Features

- Rural areas
- Families with school-age children
- Large, detached houses
- Good income
- Electronic money transfers
- Oil/solid fuel central heating

## Household Technology



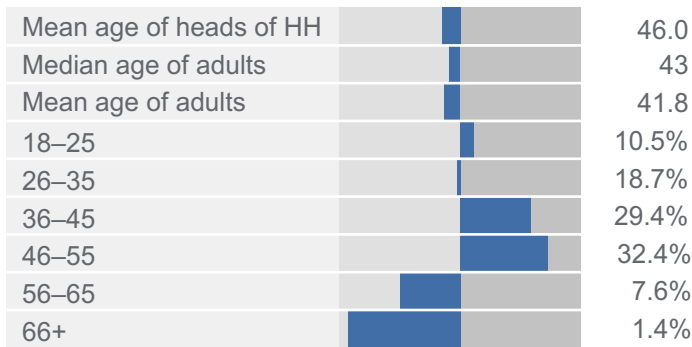
# C11

## Rural Vogue

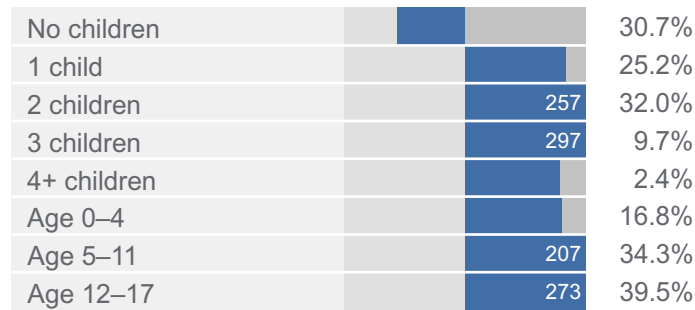
Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work

🏠 1.62% | 1.70% 👤

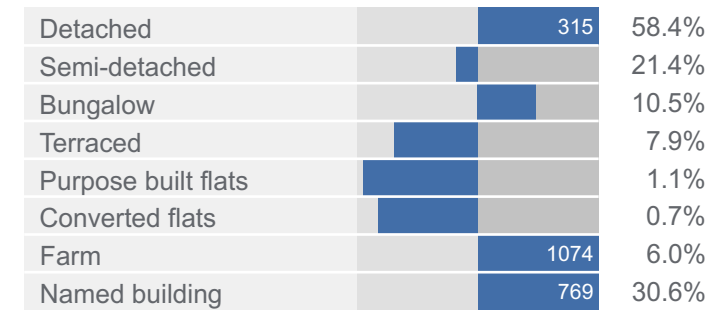
### Age



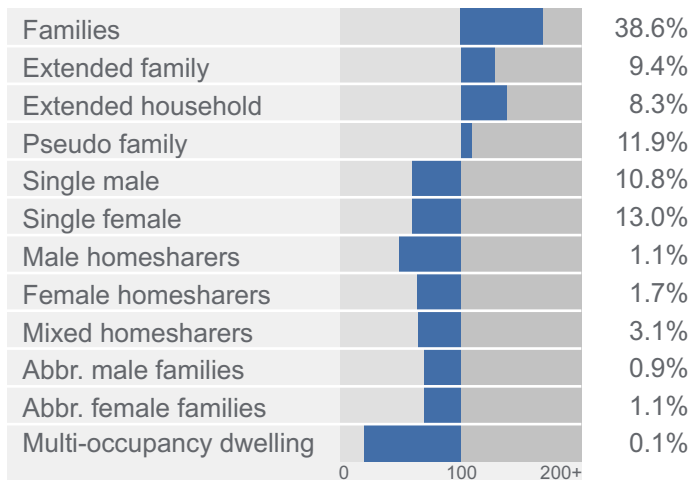
### Children<sup>1</sup>



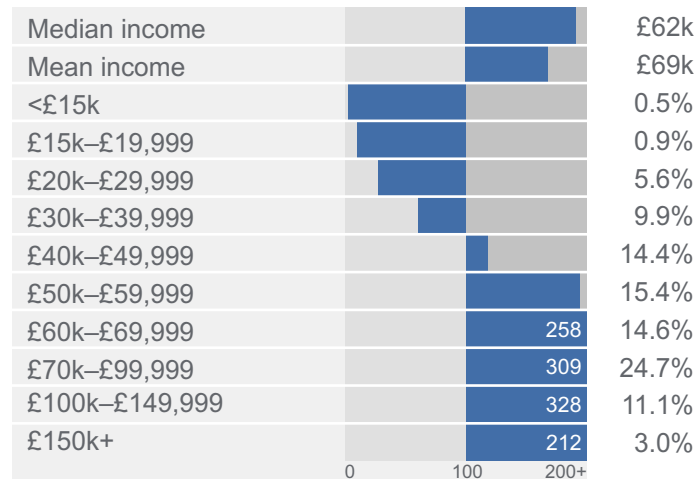
### Property<sup>2</sup>



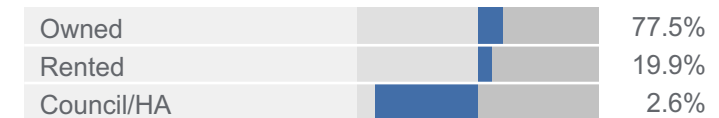
### Household composition



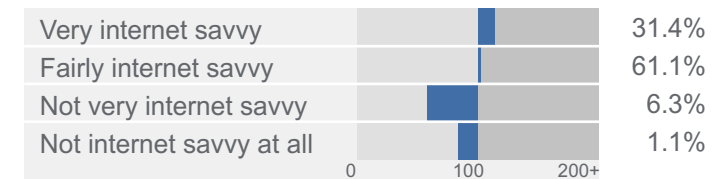
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes

🏠 1.62% | 1.42% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>207   38.3%</p>	<b>Household income</b> <p>£30k–£39,999</p> <p>152   24.4%</p>
<b>Household composition</b> <p>Family</p> <p>165   37.7%</p>	<b>Number of children</b> <p>No children</p> <p>135   93.2%</p>
<b>Tenure</b> <p>Owned</p> <p>124   79.6%</p>	<b>Residency type</b> <p>Detached</p> <p>344   63.9%</p>

## Advert Response Channel

67	171	86
52	155	101

## Household Technology



Very Low

## Key Features

- Rural areas
- Agriculture, forestry and fishing
- Large, detached houses
- Farms and named buildings
- Oil/solid fuel central heating
- High environmental impact gap





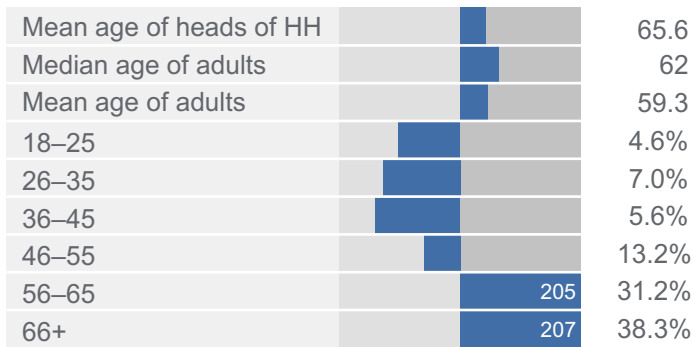
# C12

## Scattered Homesteads

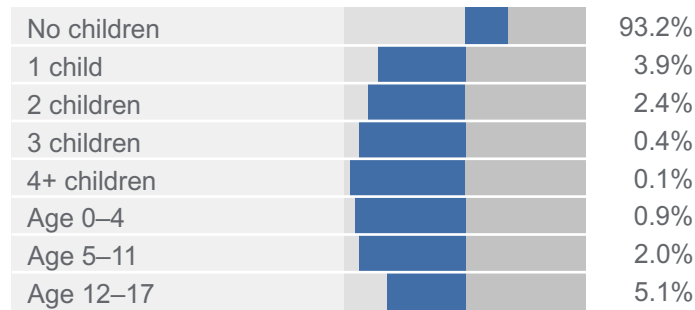
Older households appreciating rural calm in stand-alone houses within agricultural landscapes

🏠 1.62% | 1.42% 👤

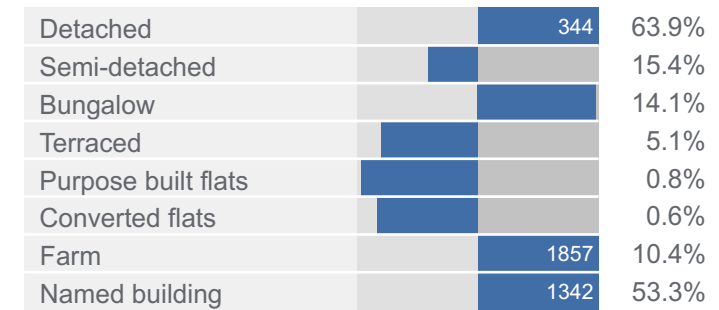
### Age



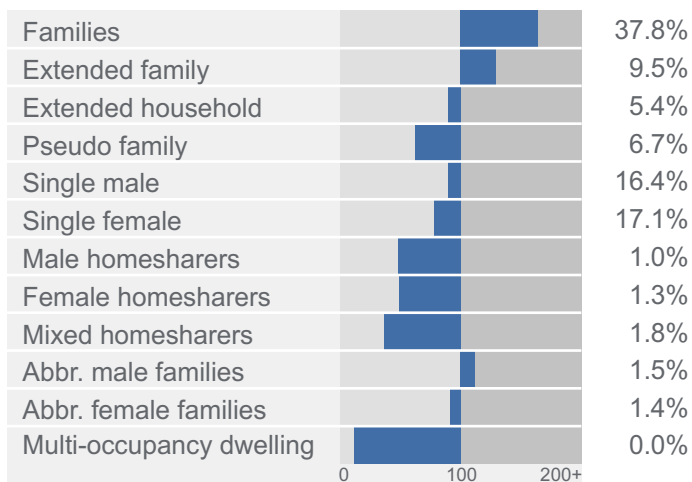
### Children<sup>1</sup>



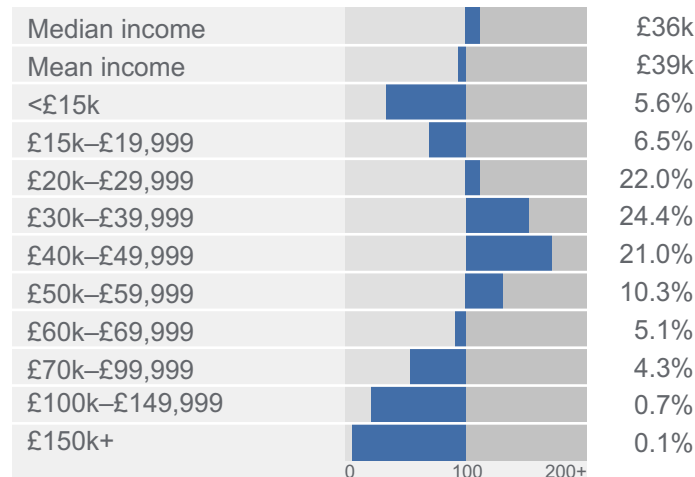
### Property<sup>2</sup>



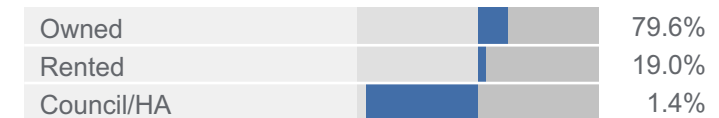
### Household composition



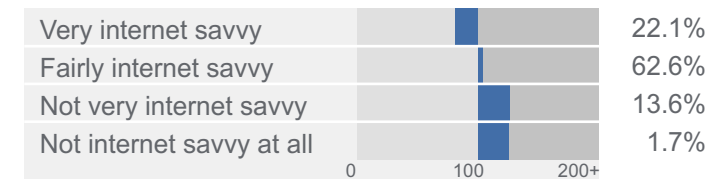
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs

🏠 1.87% | 1.52% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>438   81.0%</p>	<b>Household income</b> <p>£30k–£39,999</p> <p>182   29.2%</p>
<b>Household composition</b> <p>Family</p> <p>161   37.0%</p>	<b>Number of children</b> <p>No children</p> <p>145   99.9%</p>
<b>Tenure</b> <p>Owned</p> <p>142   91.5%</p>	<b>Residency type</b> <p>Detached</p> <p>315   58.4%</p>

## Advert Response Channel

135	103	92
329	76	72

## Household Technology

Very Low

## Key Features

- Retired singles and couples
- No children
- Pre-war generation
- Large, detached houses
- No outstanding mortgage
- Have wills

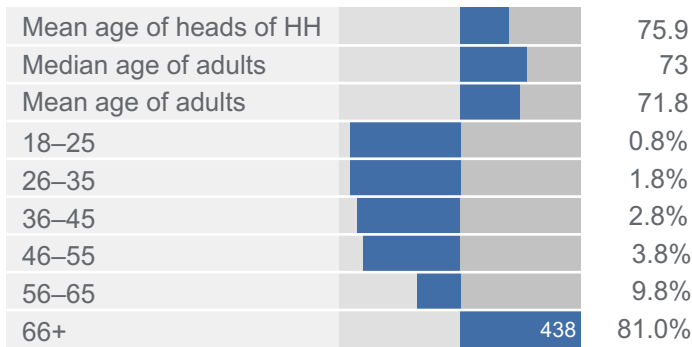


# C13 Village Retirement

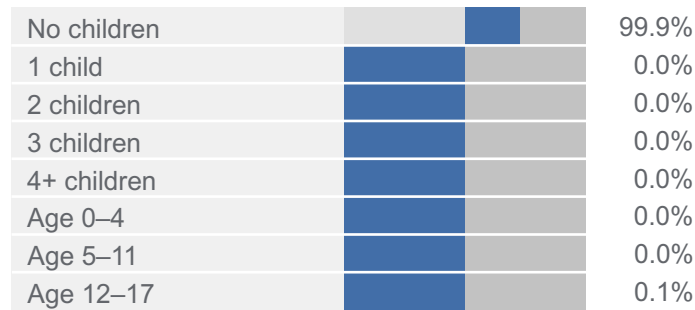
Retirees enjoying pleasant village locations with amenities to service their social and practical needs

🏠 1.87% | 1.52% 👤

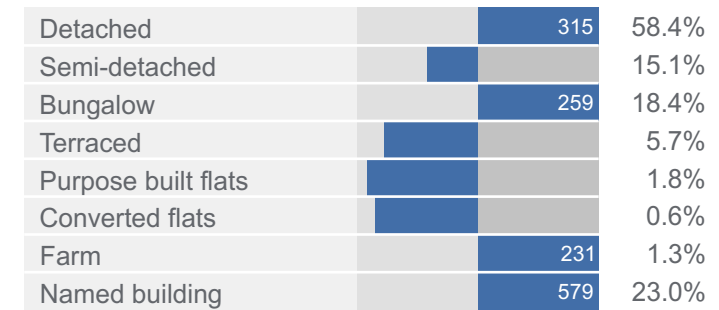
## Age



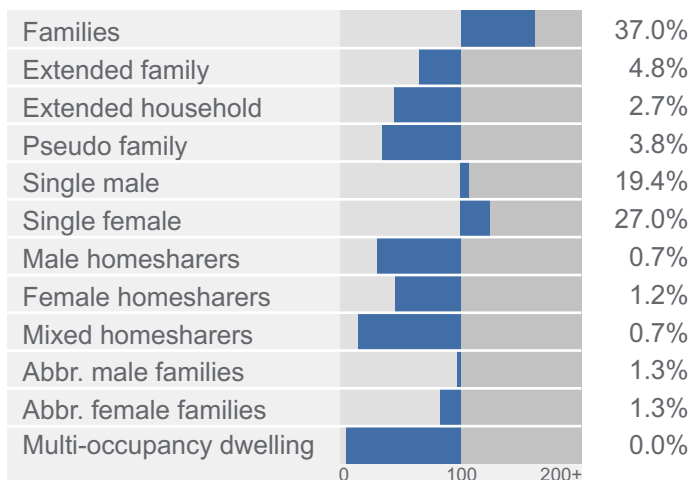
## Children<sup>1</sup>



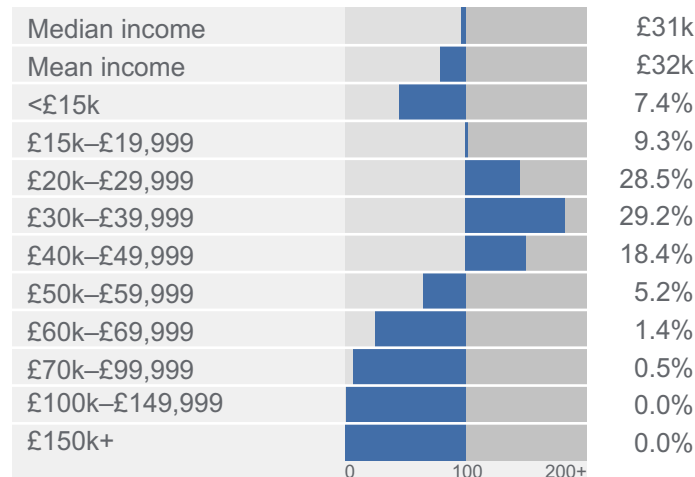
## Property<sup>2</sup>



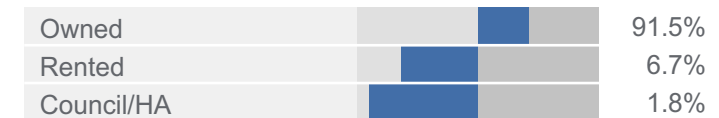
## Household composition



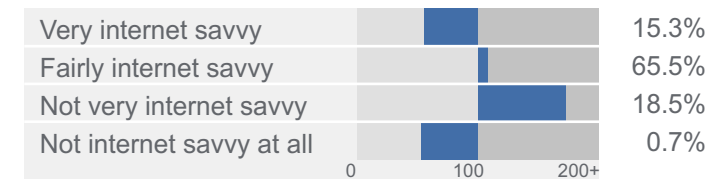
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links

🏠 2.10% | 2.02% 👤



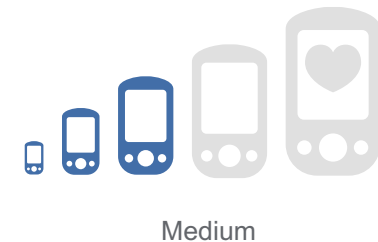
## Who We Are

<b>Age</b> <p>56–65</p> <p>213   32.5%</p>	<b>Household income</b> <p>£40k–£49,999</p> <p>173   21.2%</p>
<b>Household composition</b> <p>Family</p> <p>100   22.9%</p>	<b>Number of children</b> <p>No children</p> <p>113   78.3%</p>
<b>Tenure</b> <p>Owned</p> <p>123   79.2%</p>	<b>Residency type</b> <p>Detached</p> <p>163   30.3%</p>

## Advert Response Channel

64	117	125
170	2	103

## Household Technology



## Key Features

- Rural areas
- Older households, no children
- Homeowners
- Garden or allotment
- Internet from desktop/laptop
- Free mobile phone apps



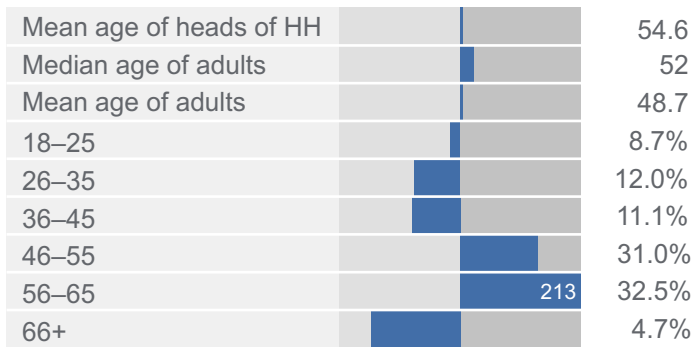
# D14

## Satellite Settlers

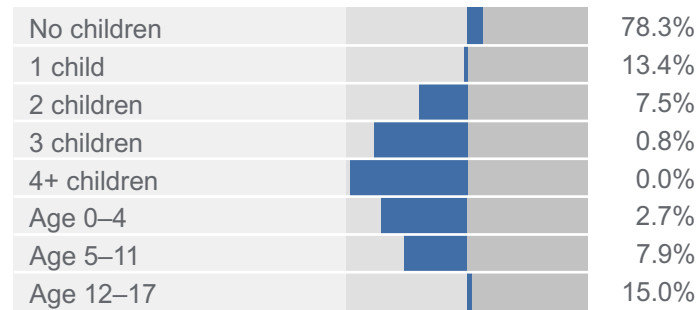
Mature households living in developments around larger villages with good transport links

🏠 2.10% | 2.02% 👤

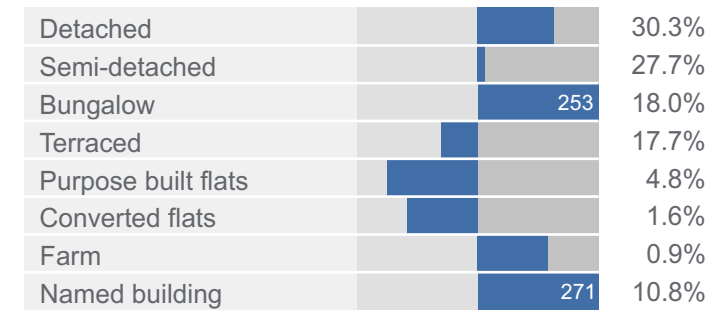
### Age



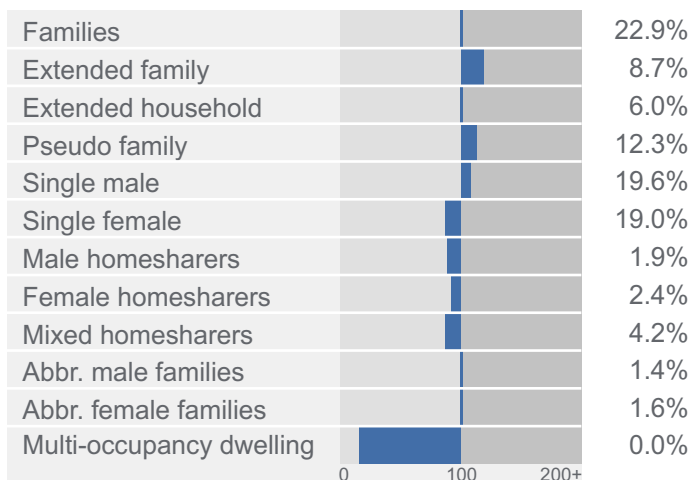
### Children<sup>1</sup>



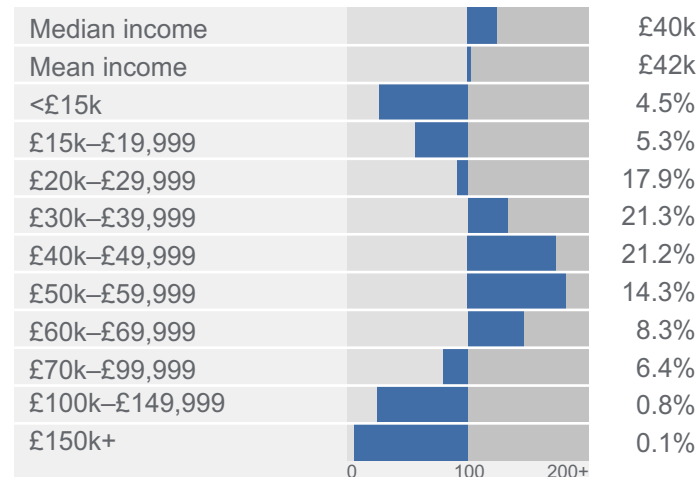
### Property<sup>2</sup>



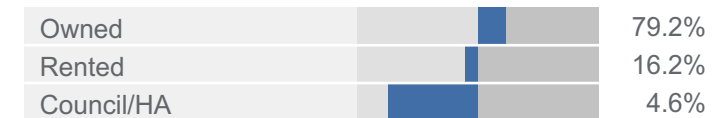
### Household composition



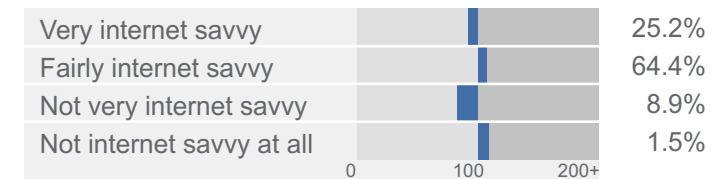
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs

🏠 2.10% | 2.10% 👤



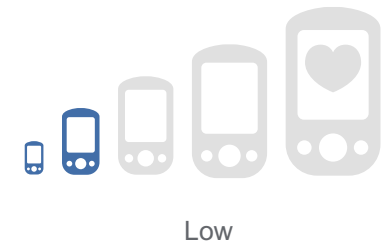
## Who We Are

<b>Age</b> <p>36–45</p> <p>154   28.7%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>144   28.1%</p>
<b>Household composition</b> <p>Pseudo family</p> <p>147   15.9%</p>	<b>Number of children</b> <p>1</p> <p>215   29.7%</p>
<b>Tenure</b> <p>Council/HA</p> <p>154   27.3%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>157   40.7%</p>

## Advert Response Channel

78	88	82
19	43	94

## Household Technology



## Key Features

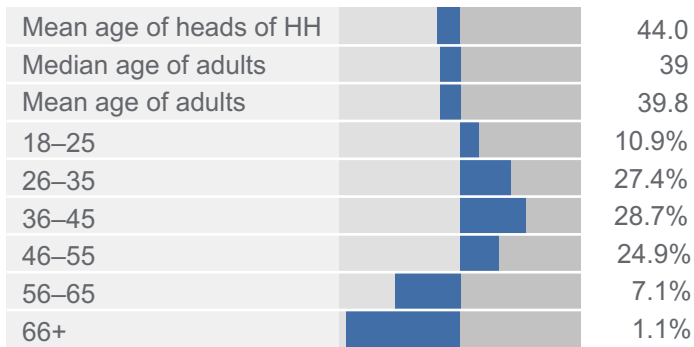
- Rural areas
- Families with children
- Oil/solid fuel central heating
- Internet via smartphone
- Single trip travel insurance
- Free mobile phone apps



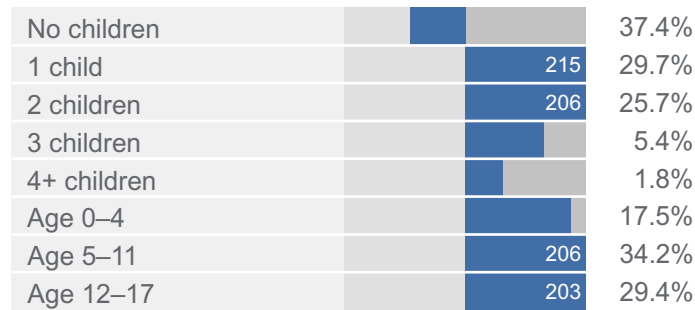
# D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs

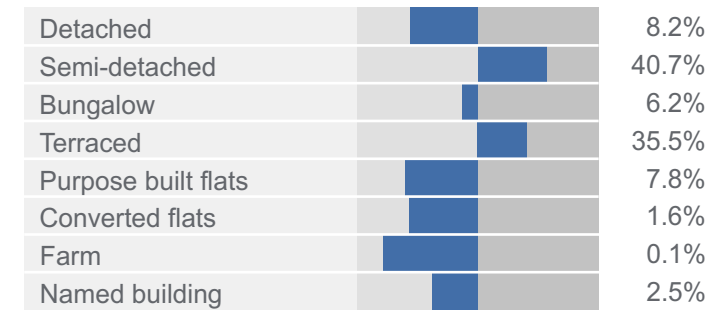
## Age



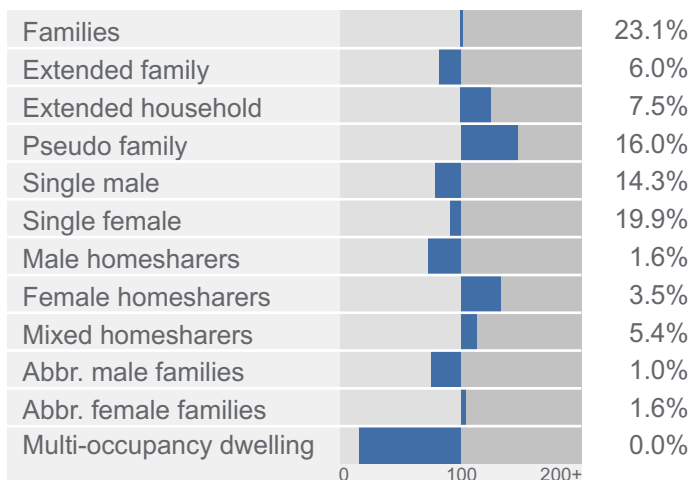
## Children<sup>1</sup>



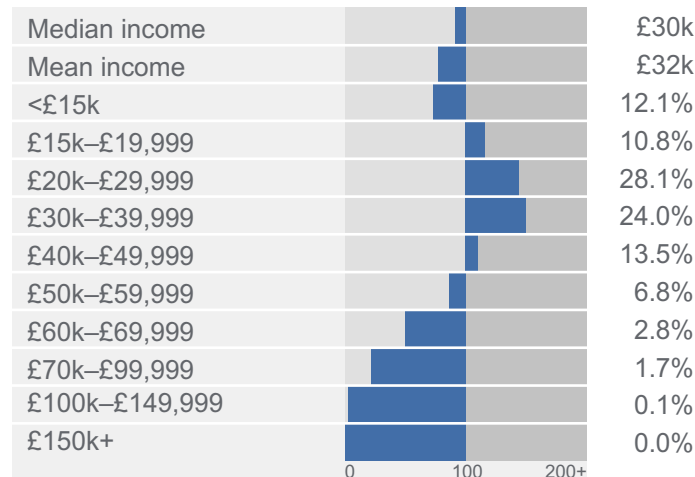
## Property<sup>2</sup>



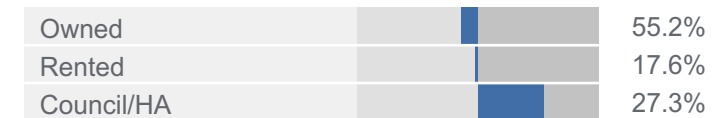
## Household composition



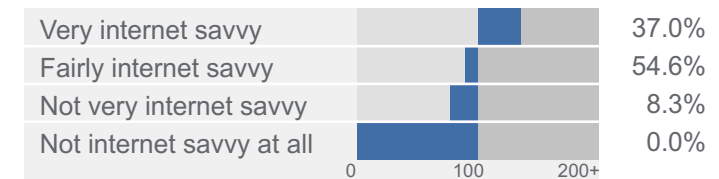
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations

🏠 1.81% | 1.45% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>328   60.7%</p>	<b>Household income</b> <p>&lt;£15k</p> <p>265   43.5%</p>
<b>Household composition</b> <p>Single</p> <p>129   51.2%</p>	<b>Number of children</b> <p>No children</p> <p>144   99.4%</p>
<b>Tenure</b> <p>Owned</p> <p>101   64.8%</p>	<b>Residency type</b> <p>Bungalow</p> <p>270   19.2%</p>

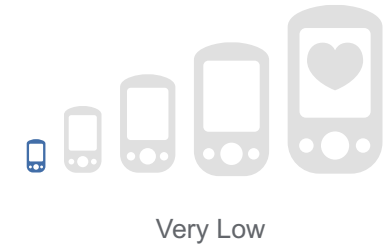
## Advert Response Channel

79	130	69
15	60	46

## Key Features

- Rural areas
- Retired singles and couples
- No children
- Low income
- No qualifications
- Fuel and water poverty

## Household Technology





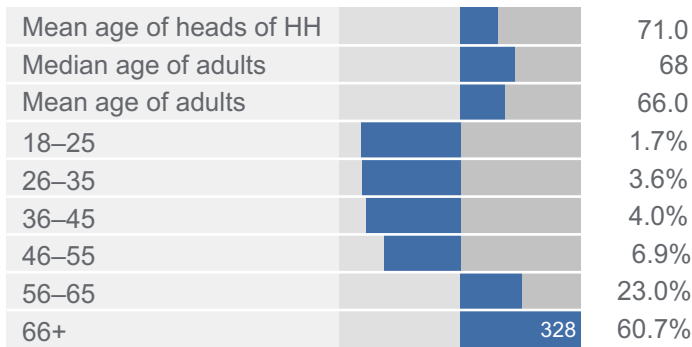
# D16

## Outlying Seniors

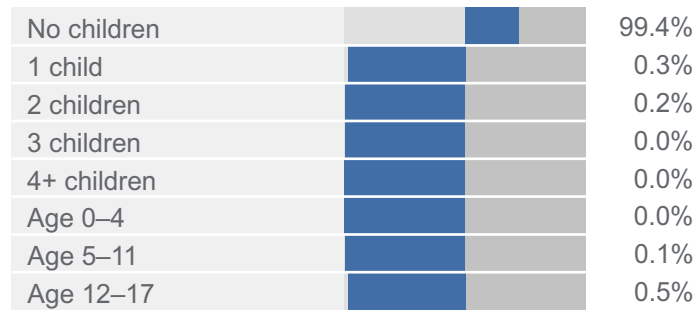
Pensioners living in inexpensive housing in out of the way locations

🏠 1.81% | 1.45% 👤

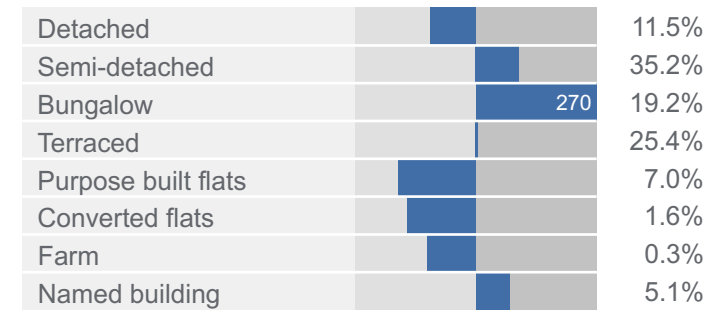
### Age



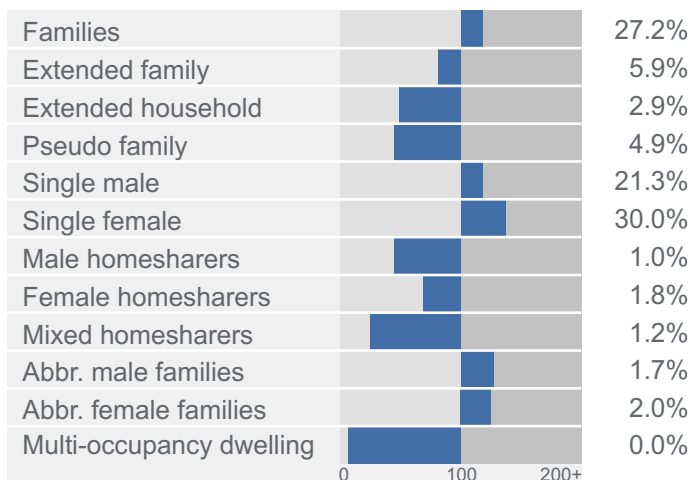
### Children<sup>1</sup>



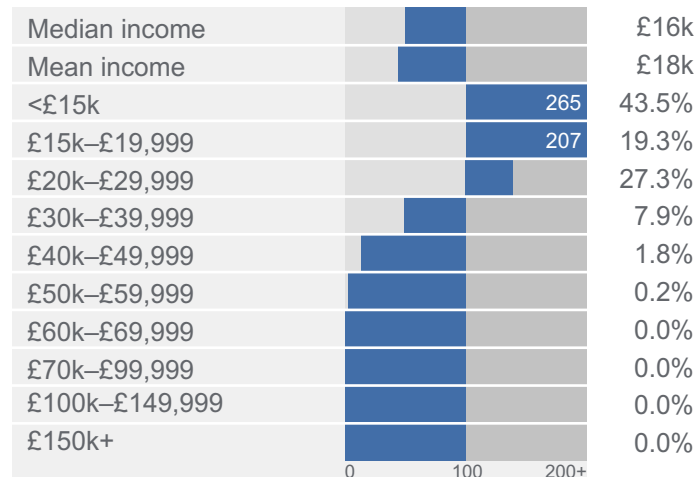
### Property<sup>2</sup>



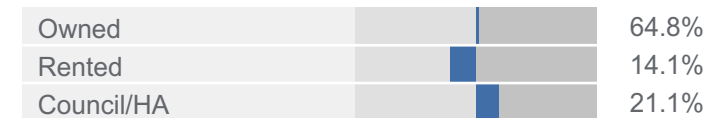
### Household composition



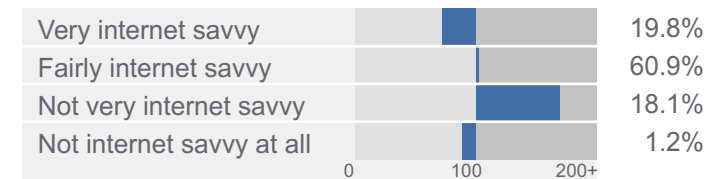
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# D17 Far-Flung Outposts

Inter-dependent households living in the most remote communities with long travel times to larger towns

🏠 0.54% | 0.42% 👤



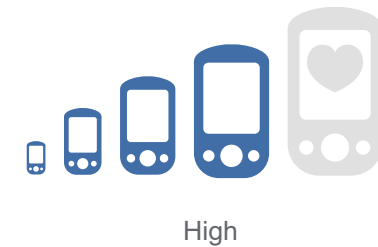
## Who We Are

<b>Age</b> <p>56–65</p> <p>148   22.5%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>122   23.9%</p>
<b>Household composition</b> <p>Single</p> <p>111   43.9%</p>	<b>Number of children</b> <p>No children</p> <p>111   76.9%</p>
<b>Tenure</b> <p>Owned</p> <p>107   68.8%</p>	<b>Residency type</b> <p>Detached</p> <p>213   39.6%</p>

## Advert Response Channel

1	112	225
0	503	1

## Household Technology



## Key Features

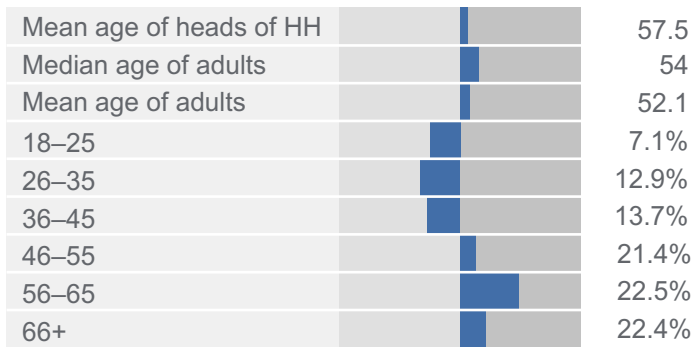
- Rural areas
- Named buildings
- Oil/solid fuel central heating
- Co-operative membership
- Electronic money transfers
- Fuel poverty



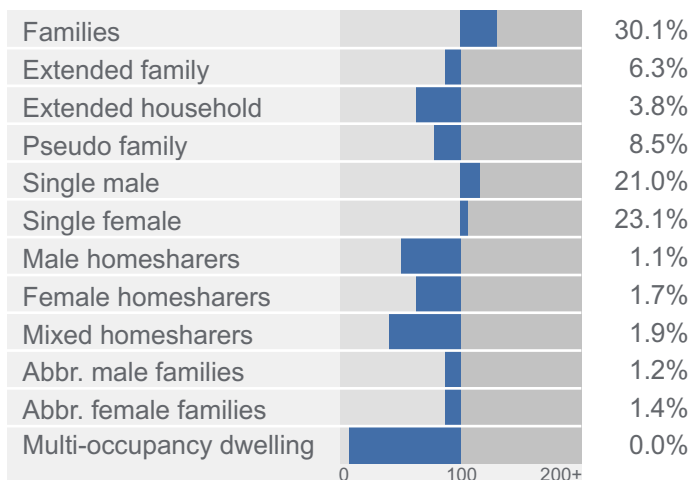
# D17 Far-Flung Outposts

Inter-dependent households living in the most remote communities with long travel times to larger towns

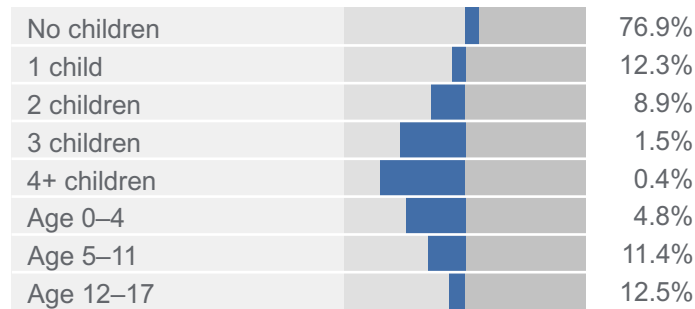
## Age



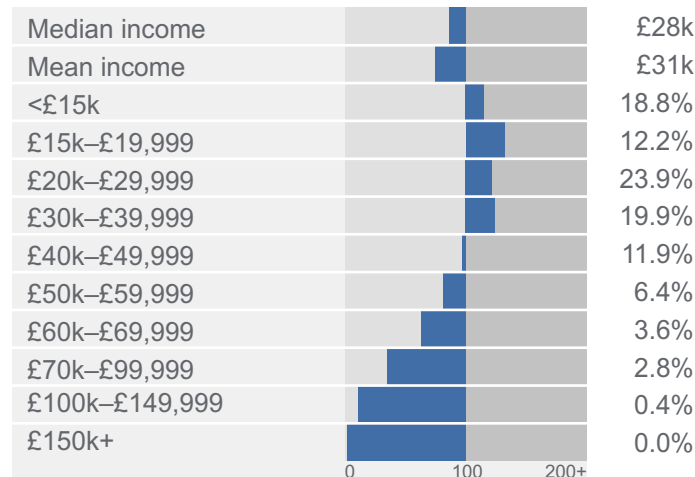
## Household composition



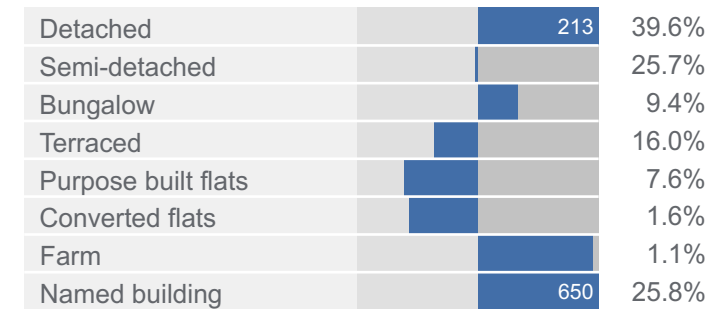
## Children<sup>1</sup>



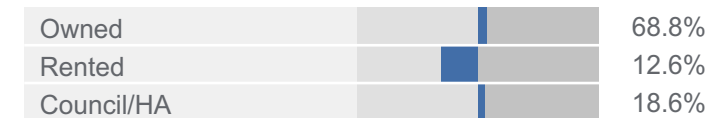
## Household income



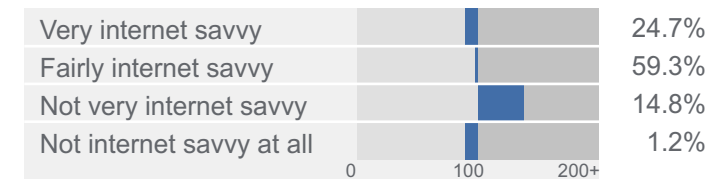
## Property<sup>2</sup>



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes

🏠 1.91% | 1.33% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>476   88.0%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>193   37.7%</p>
<b>Household composition</b> <p>Single</p> <p>181   71.9%</p>	<b>Number of children</b> <p>No children</p> <p>145   99.9%</p>
<b>Tenure</b> <p>Owned</p> <p>149   95.7%</p>	<b>Residency type</b> <p>Detached</p> <p>212   39.3%</p>

## Advert Response Channel

59	65	24
77	218	23

## Household Technology



## Key Features

- Retired singles
- Pre-war generation
- University degrees
- Homeowners
- No outstanding mortgage
- Have wills

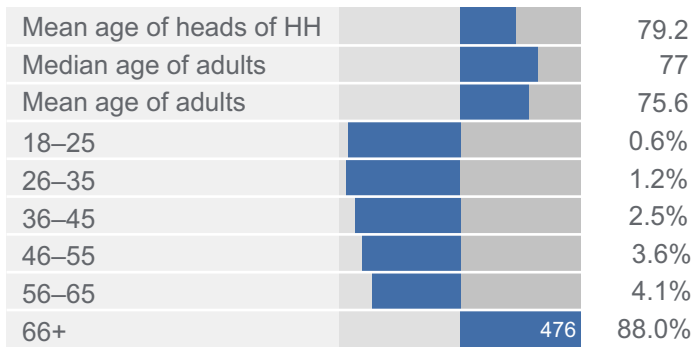


# E18 Legacy Elders

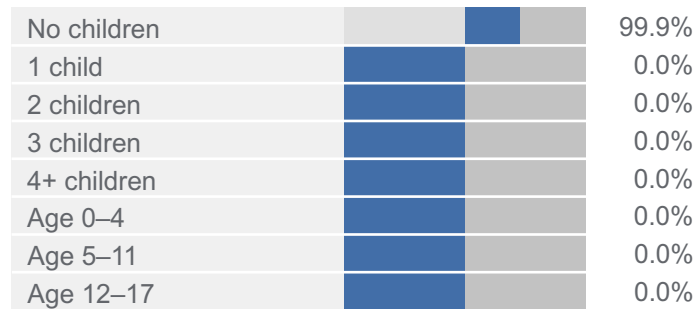
Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes

🏠 1.91% | 1.33% 👤

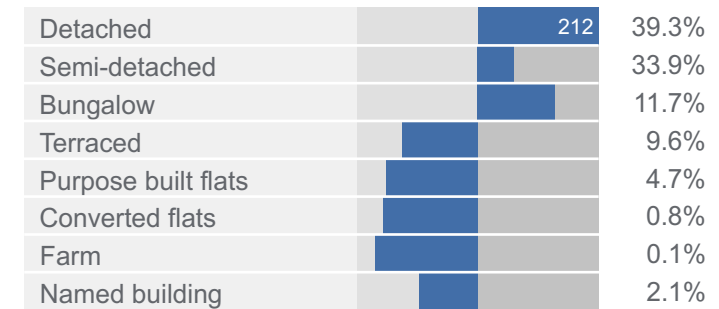
## Age



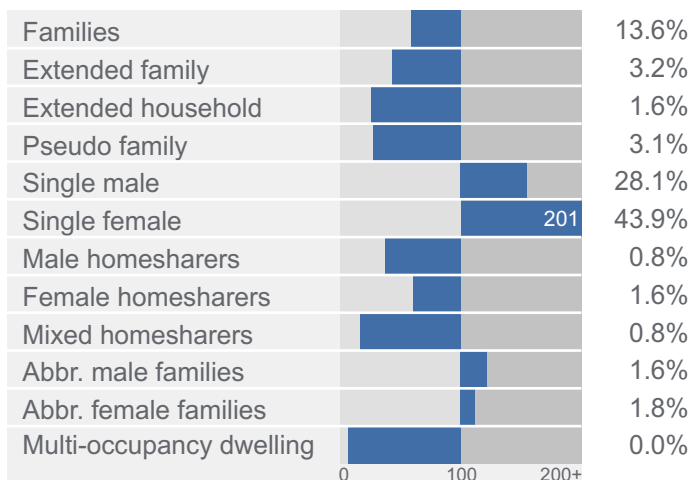
## Children<sup>1</sup>



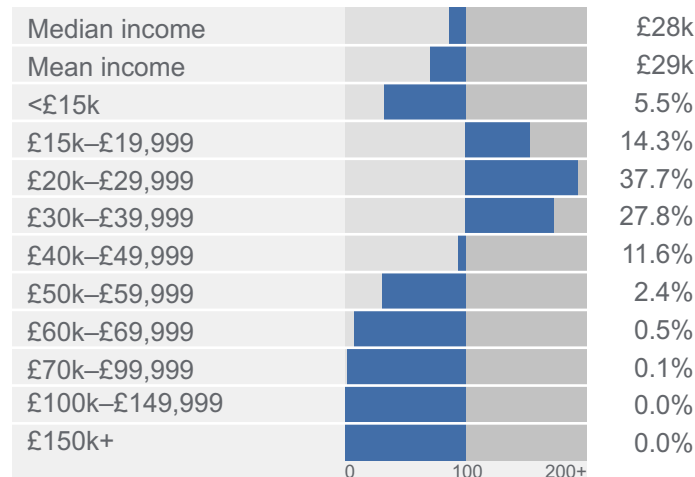
## Property<sup>2</sup>



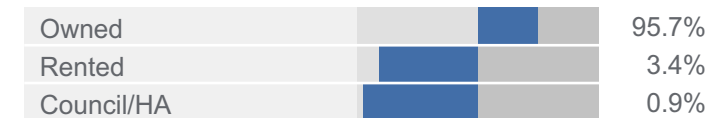
## Household composition



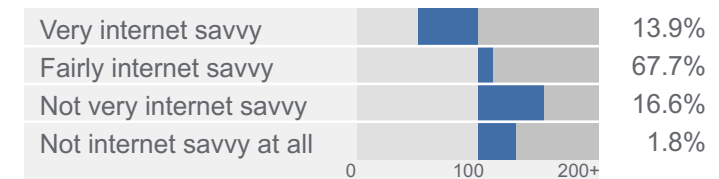
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# E19

## Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners

🏠 2.02% | 1.53% 👤



### Who We Are

<b>Age</b> <p>66+</p> <p>426   78.7%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>181   35.5%</p>
<b>Household composition</b> <p>Single</p> <p>136   54.0%</p>	<b>Number of children</b> <p>No children</p> <p>144   99.9%</p>
<b>Tenure</b> <p>Owned</p> <p>147   94.4%</p>	<b>Residency type</b> <p>Bungalow</p> <p>725   51.6%</p>

### Advert Response Channel

48	102	44
12	64	63

### Household Technology



### Key Features

- Pre-war generation
- Own bungalows
- No outstanding mortgage
- University degrees
- Pay credit cards in full
- Have wills



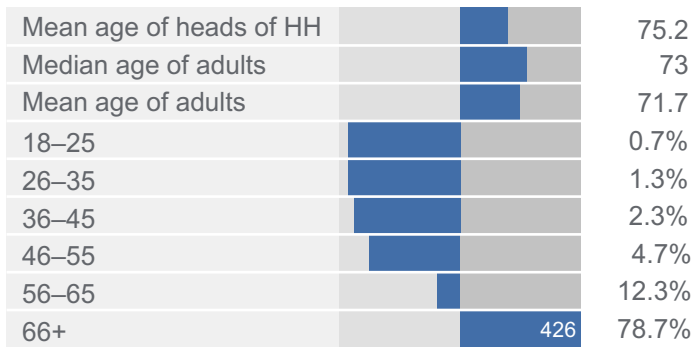
# E19

## Bungalow Haven

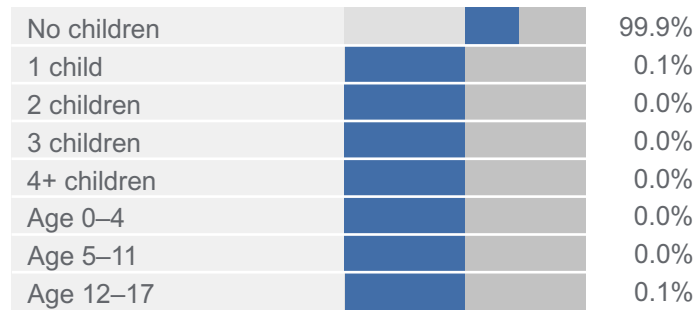
Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners

🏠 2.02% | 1.53% 👤

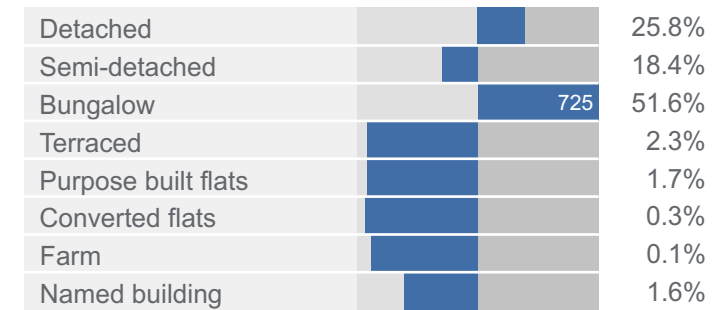
### Age



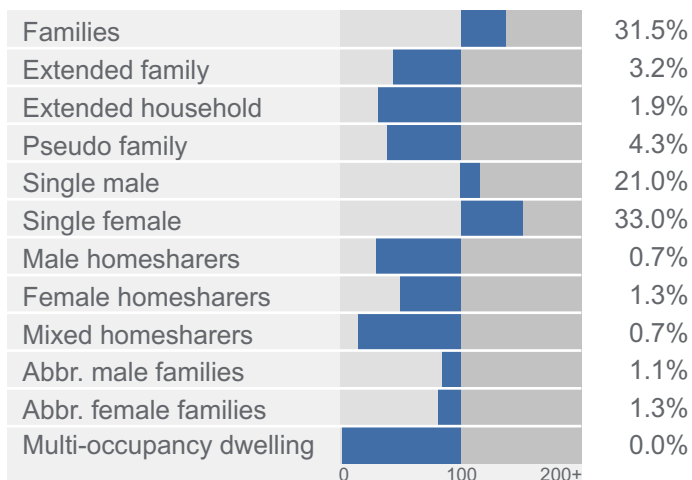
### Children<sup>1</sup>



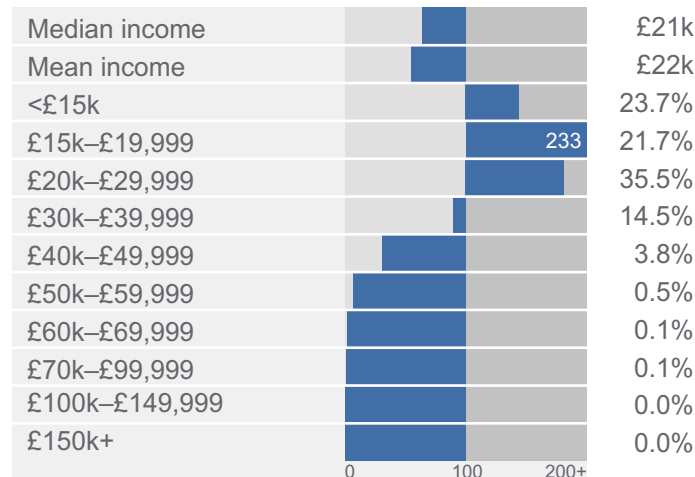
### Property<sup>2</sup>



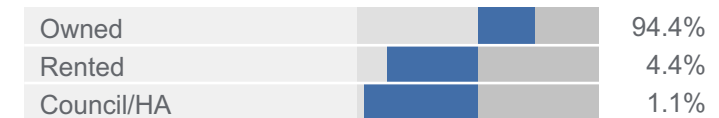
### Household composition



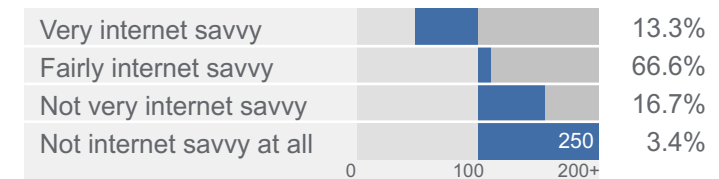
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening

🏠 1.96% | 2.09% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>470   87.0%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>259   50.7%</p>
<b>Household composition</b> <p>Family</p> <p>369   84.4%</p>	<b>Number of children</b> <p>No children</p> <p>144   99.9%</p>
<b>Tenure</b> <p>Owned</p> <p>148   95.1%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>219   57.0%</p>

## Advert Response Channel

84	83	56
13	110	104

## Household Technology



## Key Features

- Retired couples
- Established in community
- No qualifications
- Low internet use
- Have wills
- Solar panels



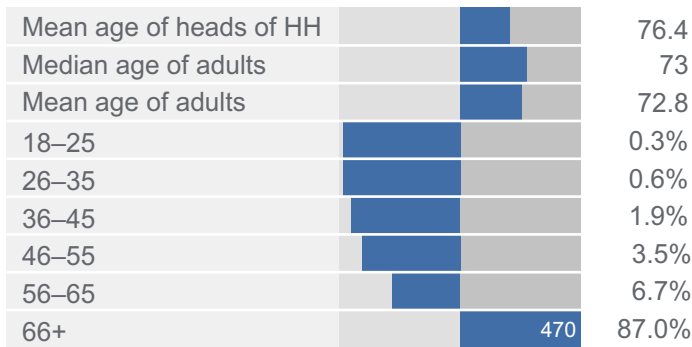


# E20 Classic Grandparents

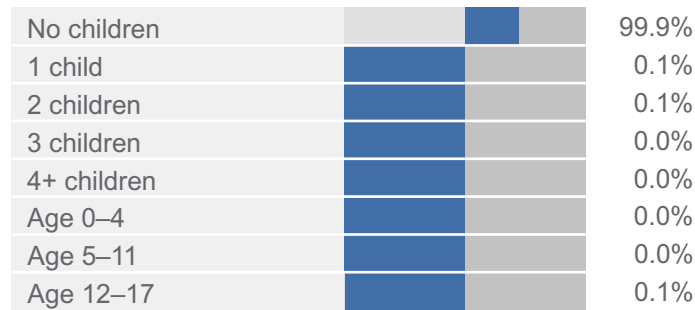
Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening

🏠 1.96% | 2.09% 👤

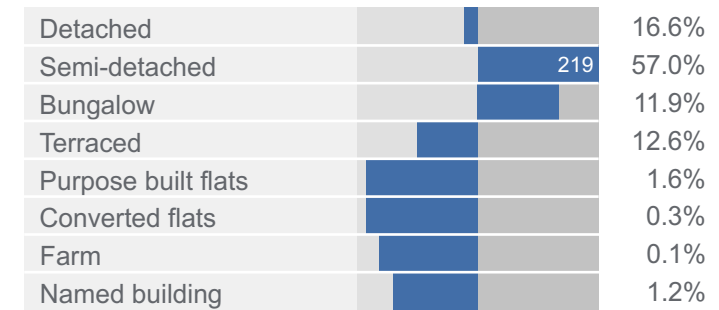
## Age



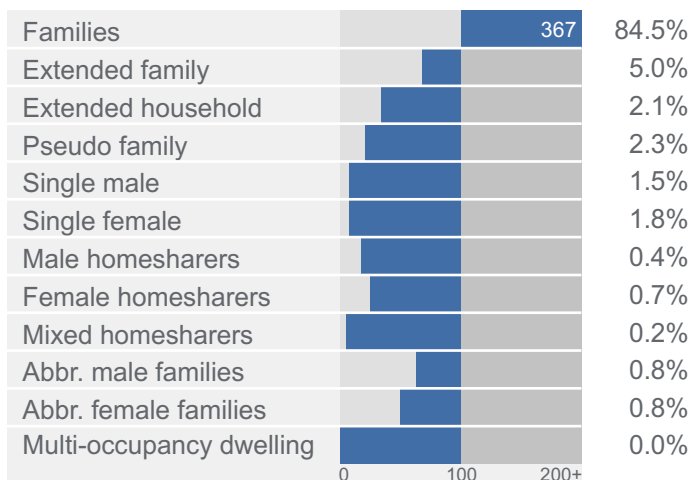
## Children<sup>1</sup>



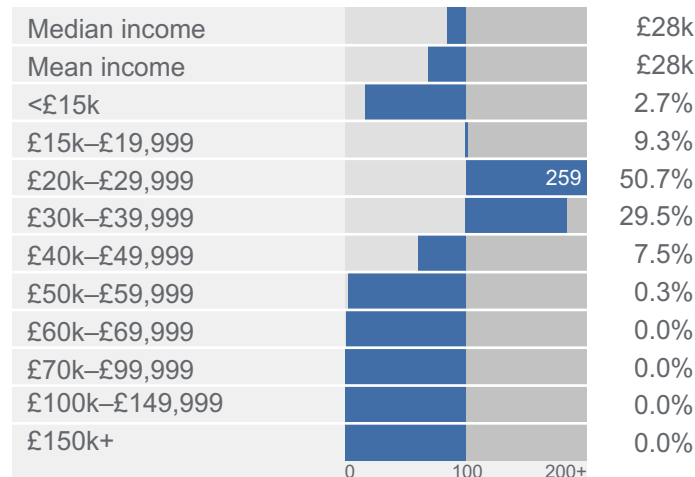
## Property<sup>2</sup>



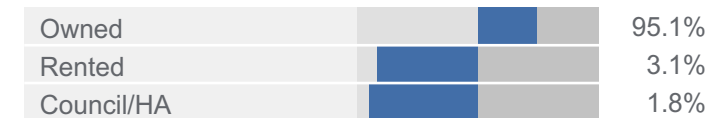
## Household composition



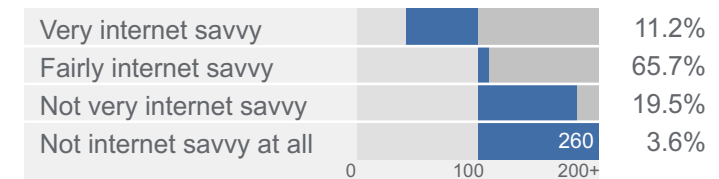
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# E21 Solo Retirees

Senior singles owning affordable but pleasant homes, whose reduced incomes are satisfactory

🏠 2.40% | 1.40% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>504   93.3%</p>	<b>Household income</b> <p>&lt;£15k</p> <p>295   48.6%</p>
<b>Household composition</b> <p>Single</p> <p>225   89.4%</p>	<b>Number of children</b> <p>No children</p> <p>145   100.0%</p>
<b>Tenure</b> <p>Owned</p> <p>144   92.6%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>211   54.8%</p>

## Advert Response Channel



## Household Technology



## Key Features

- Retired singles
- No qualifications
- Own mid-value semis
- Low income
- Water poverty
- Genealogy sites



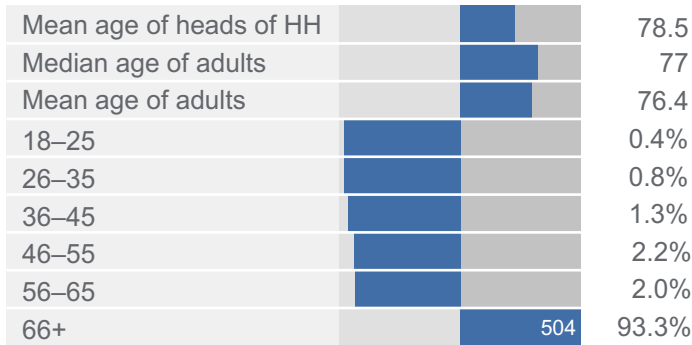
# E21

## Solo Retirees

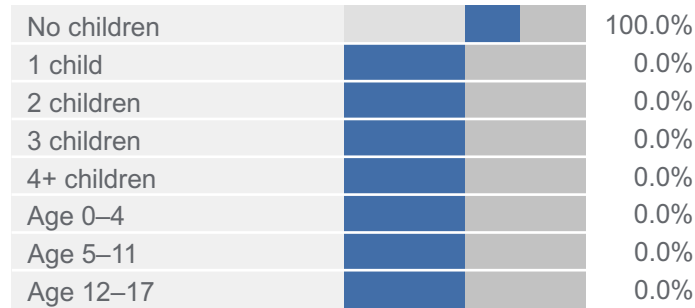
Senior singles owning affordable but pleasant homes, whose reduced incomes are satisfactory

🏠 2.40% | 1.40% 👤

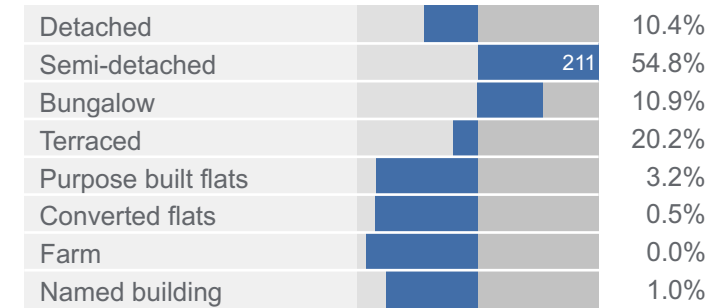
### Age



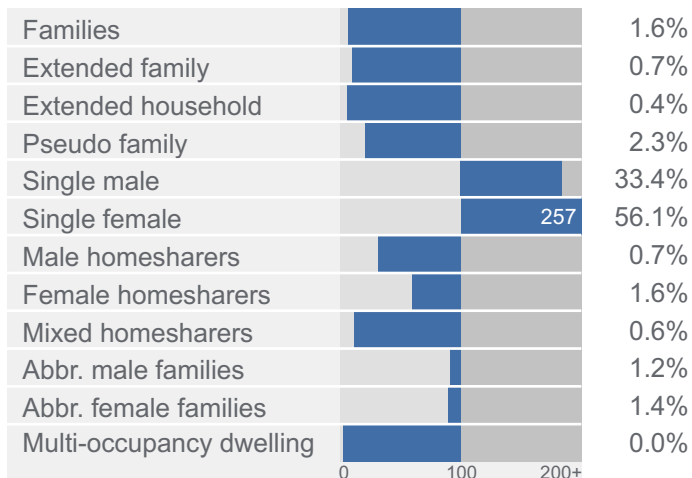
### Children<sup>1</sup>



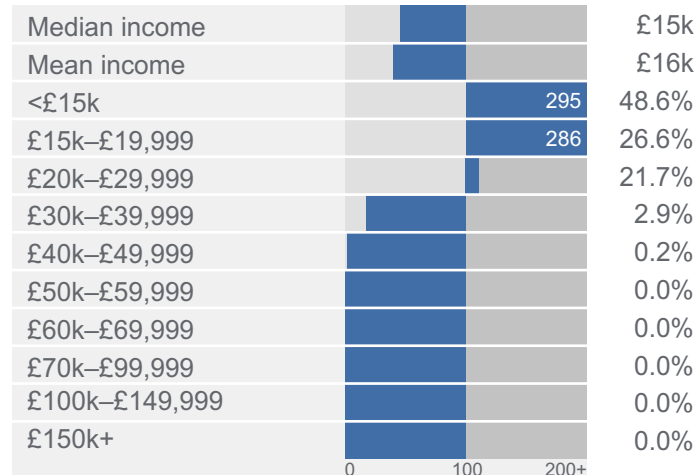
### Property<sup>2</sup>



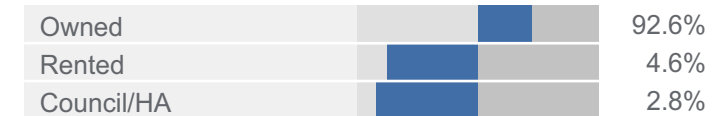
### Household composition



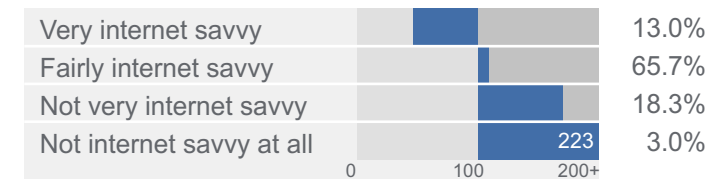
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# F22 Boomerang Borders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home

🏠 1.69% | 3.06% 👤



## Who We Are

<b>Age</b> <p>56–65</p> <p>219   33.3%</p>	<b>Household income</b> <p>£40k–£49,999</p> <p>235   28.8%</p>
<b>Household composition</b> <p>Family + other adults</p> <p>570   91.9%</p>	<b>Number of children</b> <p>No children</p> <p>144   99.4%</p>
<b>Tenure</b> <p>Owned</p> <p>147   94.4%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>198   51.4%</p>

## Advert Response Channel

78	99	138
46	93	145

## Household Technology

High

## Key Features

- Adult children at home
- Own 3 bed semis
- Established in community
- Low to mid-income
- Watch TV
- Solar panels

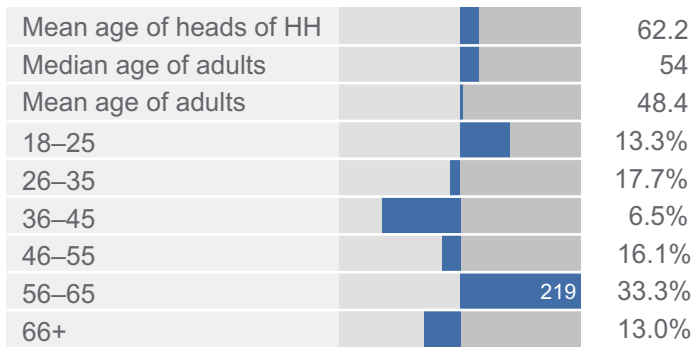


# F22 Boomerang Boarders

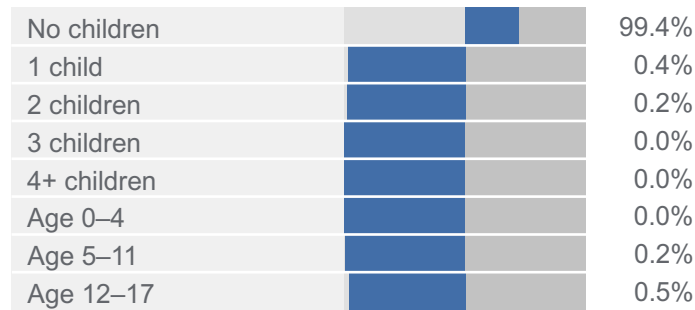
Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home

🏠 1.69% | 3.06% 👤

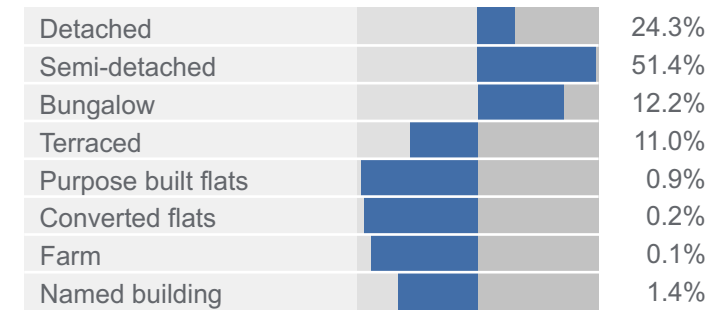
## Age



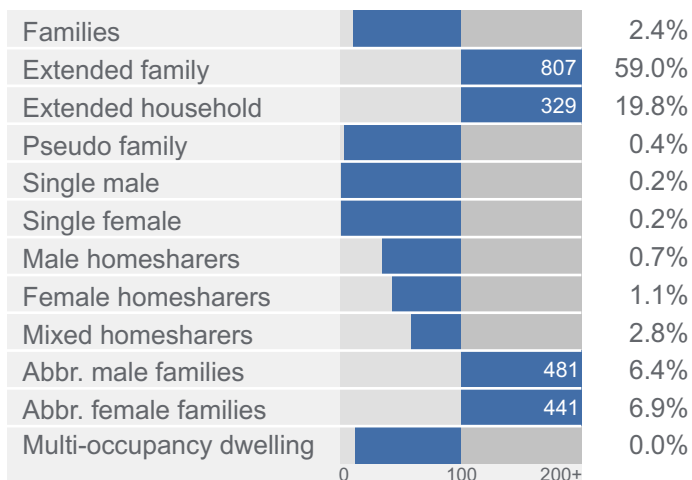
## Children<sup>1</sup>



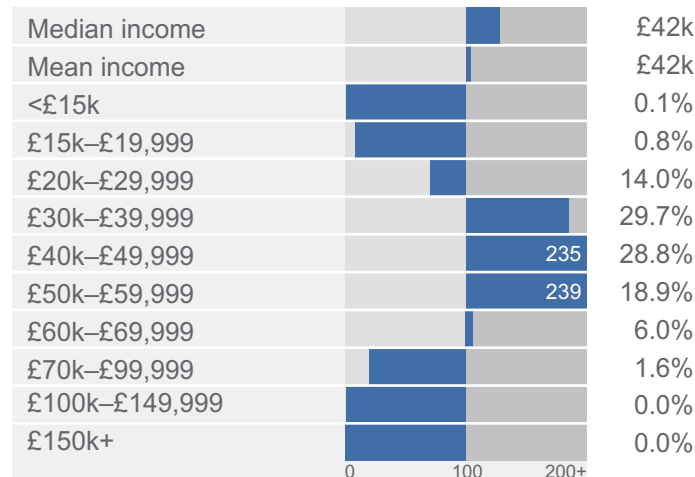
## Property<sup>2</sup>



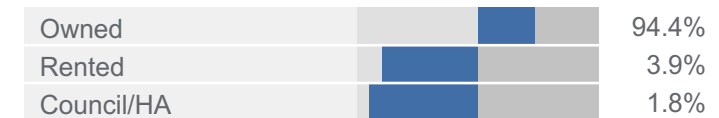
## Household composition



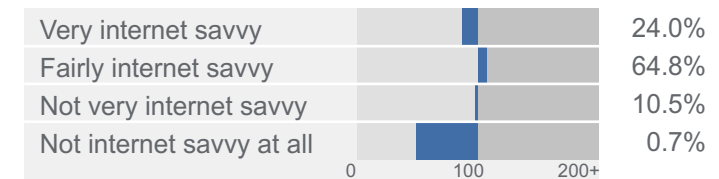
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# F23 Family Ties

Active families with adult children and some teens, giving prolonged support to the next generation

🏠 1.08% | 2.10% 👤



## Who We Are

<b>Age</b> <p>46–55</p> <p>202   38.1%</p>	<b>Household income</b> <p>£50k–£59,999</p> <p>389   30.8%</p>
<b>Household composition</b> <p>Family + other adults</p> <p>580   93.4%</p>	<b>Number of children</b> <p>1</p> <p>226   31.2%</p>
<b>Tenure</b> <p>Owned</p> <p>141   90.7%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>206   53.5%</p>

## Advert Response Channel

79	92	83
40	94	123

## Household Technology



## Key Features

- Teenage/adult children at home
- Own 3 bed semis
- Outstanding mortgage under £100k
- Internet via smartphone
- Games consoles
- Order from takeaways

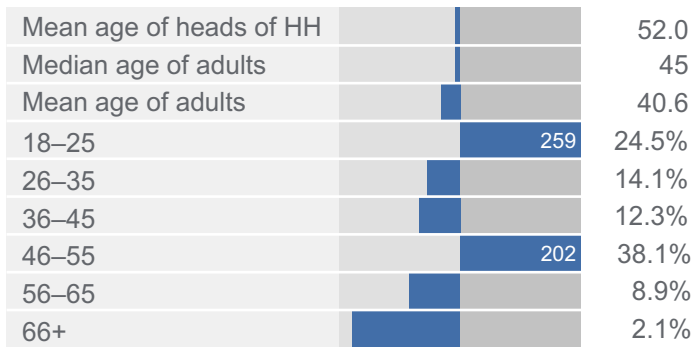


# F23 Family Ties

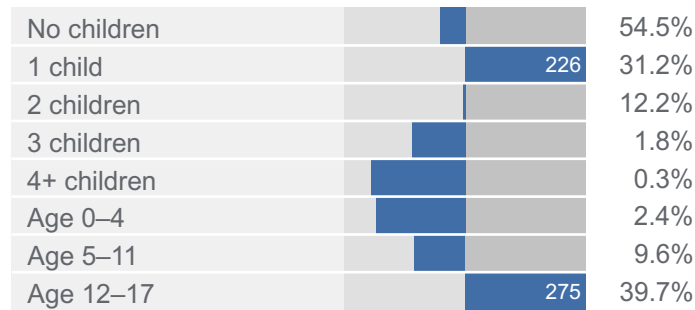
Active families with adult children and some teens, giving prolonged support to the next generation

🏠 1.08% | 2.10% 👤

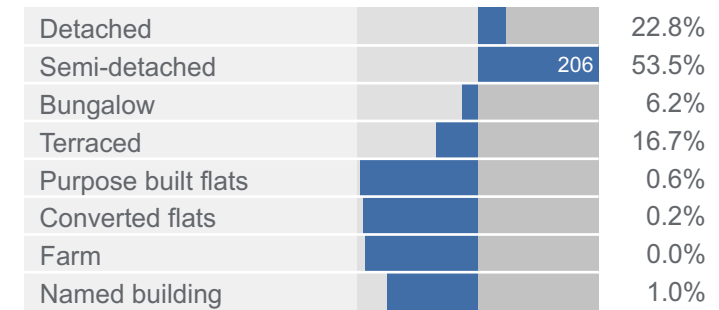
## Age



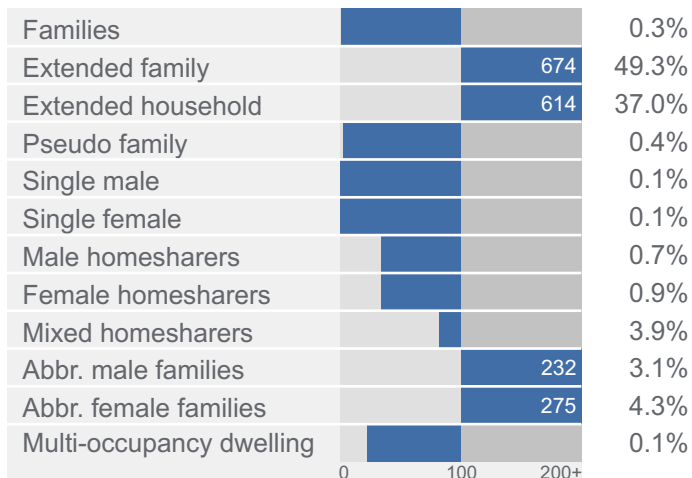
## Children<sup>1</sup>



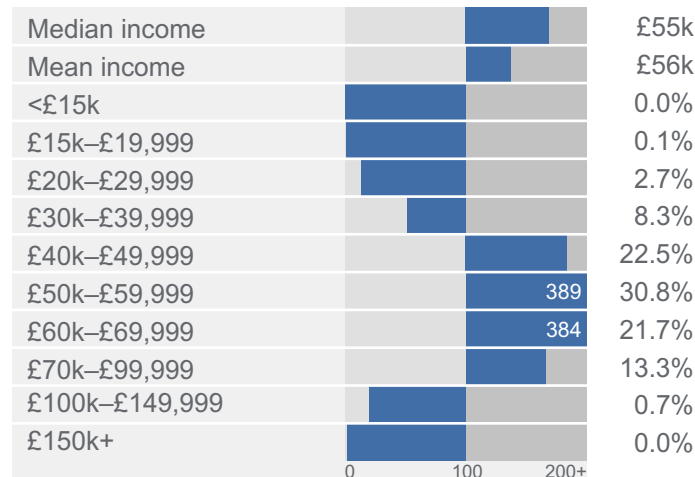
## Property<sup>2</sup>



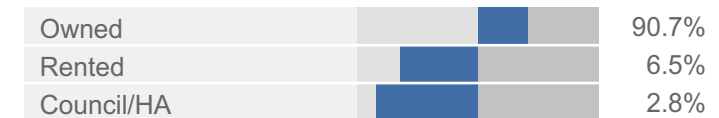
## Household composition



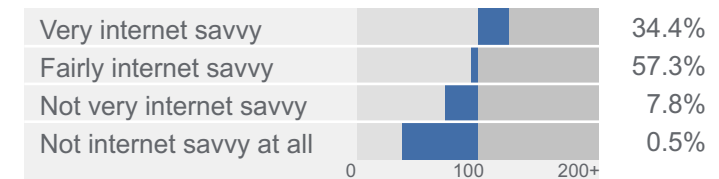
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home

🏠 1.54% | 1.60% 👤



## Who We Are

<b>Age</b> <p>56–65</p> <p>390   59.4%</p>	<b>Household income</b> <p>£30k–£39,999</p> <p>209   33.5%</p>
<b>Household composition</b> <p>Family</p> <p>420   96.1%</p>	<b>Number of children</b> <p>No children</p> <p>141   97.6%</p>
<b>Tenure</b> <p>Owned</p> <p>146   93.8%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>196   51.1%</p>

## Advert Response Channel

96	128	147
13	89	83

## Household Technology

Medium

## Key Features

- Older married couples
- No children
- Baby boomers
- Own 3 bed semis
- Vocational qualifications
- Solar panels



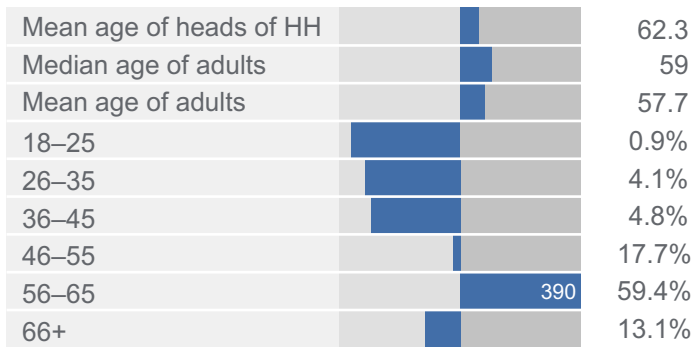


# F24 Fledgling Free

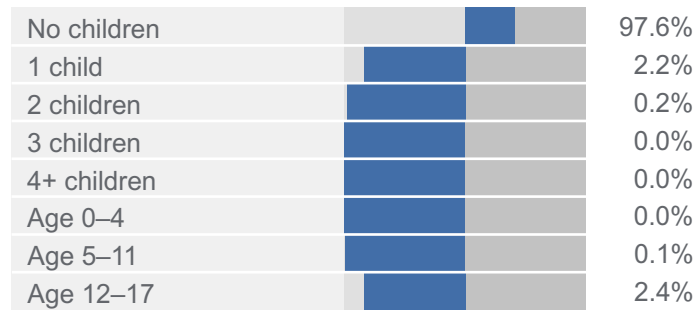
Pre-retirement couples enjoying greater space and reduced commitments since their children left home

🏠 1.54% | 1.60% 👤

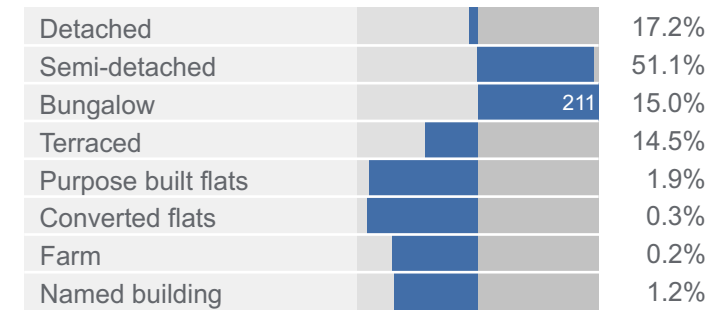
## Age



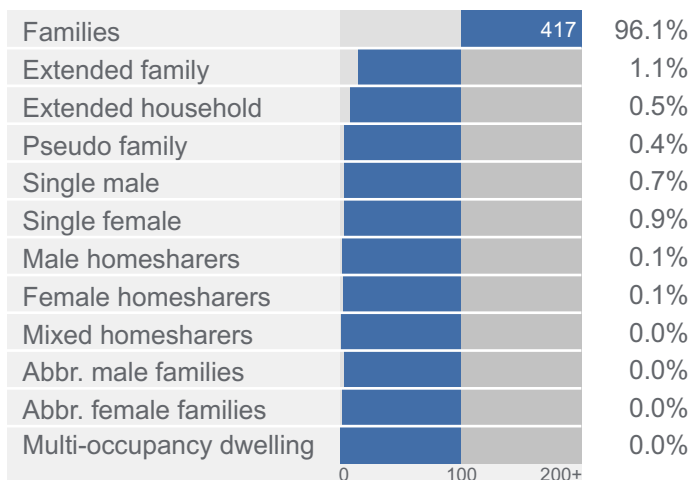
## Children<sup>1</sup>



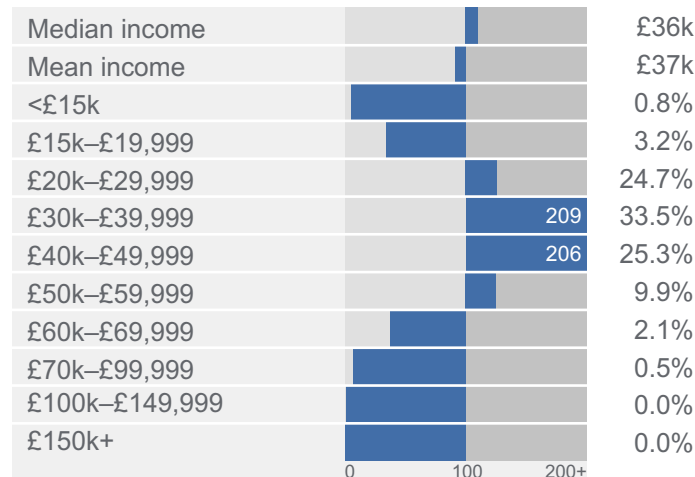
## Property<sup>2</sup>



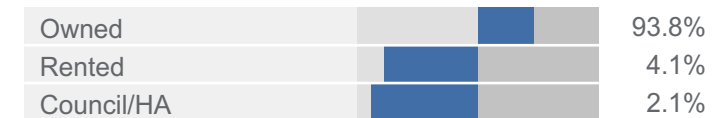
## Household composition



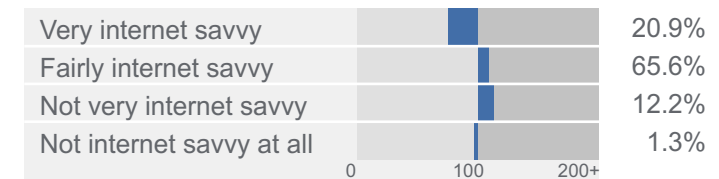
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations

🏠 2.20% | 1.47% 👤



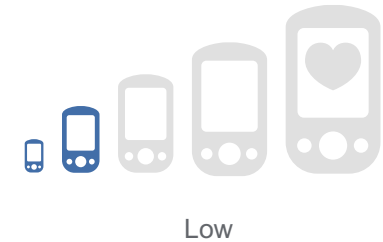
## Who We Are

<b>Age</b> <p>56–65</p> <p>341   52.0%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>169   33.0%</p>
<b>Household composition</b> <p>Single</p> <p>198   78.6%</p>	<b>Number of children</b> <p>No children</p> <p>143   98.6%</p>
<b>Tenure</b> <p>Owned</p> <p>141   90.5%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>189   49.2%</p>

## Advert Response Channel

140	111	70
36	48	59

## Household Technology



## Key Features

- Older singles, no children
- Baby boomers
- Homeowners
- 3 bedrooms
- University degrees
- Pay credit cards in full

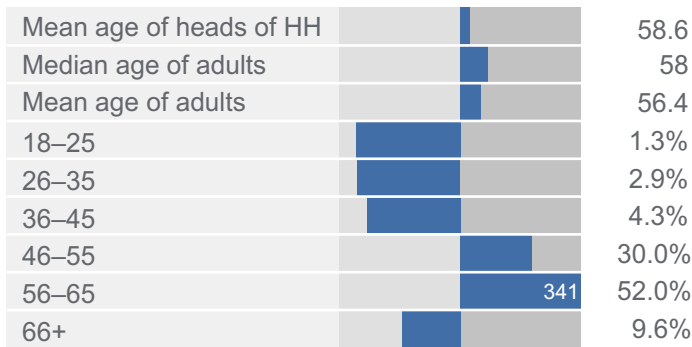


# F25 Dependable Me

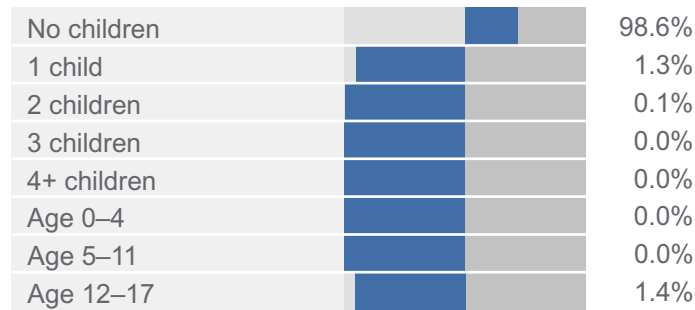
Single mature owners settled in traditional suburban homes working in intermediate occupations

🏠 2.20% | 1.47% 👤

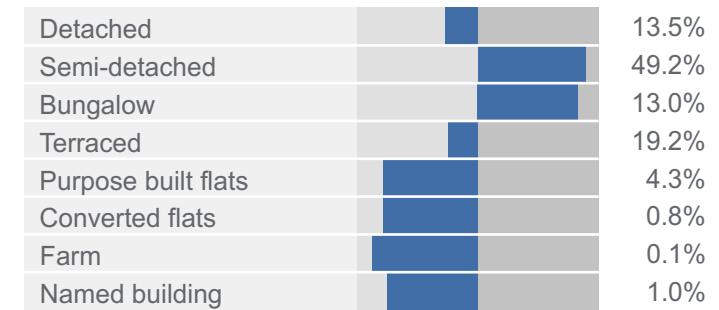
## Age



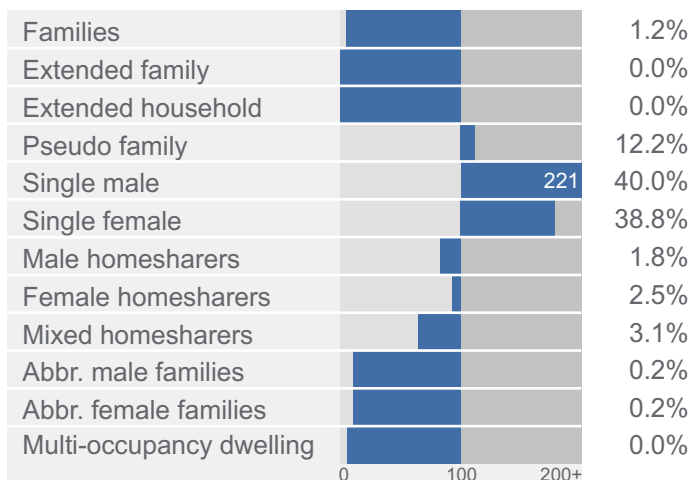
## Children<sup>1</sup>



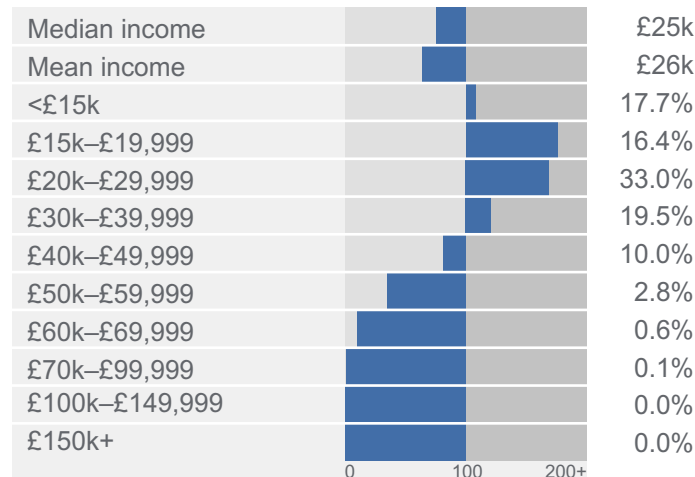
## Property<sup>2</sup>



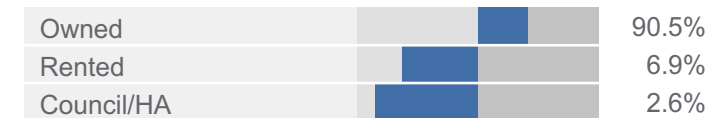
## Household composition



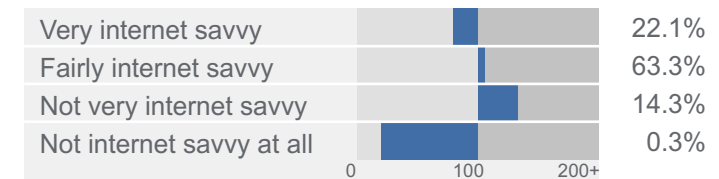
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# G26 Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs

🏠 1.70% | 2.06% 👤



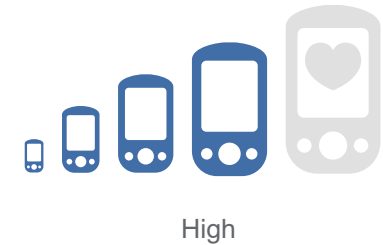
## Who We Are

<b>Age</b> <p>36–45</p> <p>218   40.7%</p>	<b>Household income</b> <p>£100k–£149,999</p> <p>858   29.0%</p>
<b>Household composition</b> <p>Family</p> <p>186   42.6%</p>	<b>Number of children</b> <p>2</p> <p>344   42.8%</p>
<b>Tenure</b> <p>Owned</p> <p>134   86.1%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>200   52.0%</p>

## Advert Response Channel

127	85	113
125	166	132

## Household Technology



## Key Features

- Families with children
- Generation X
- University degrees
- High value, pre-war properties
- Mid to high household income
- High mortgage debt



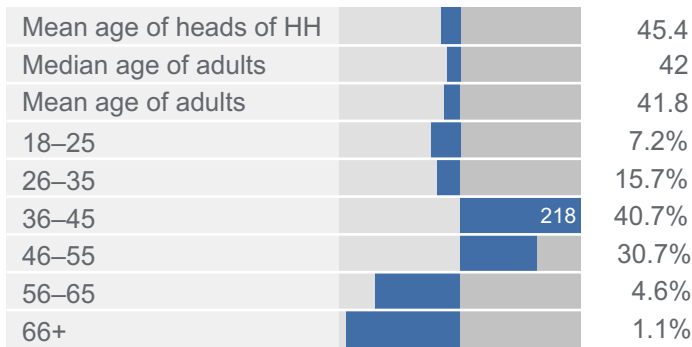
# G26

## Cafés and Catchments

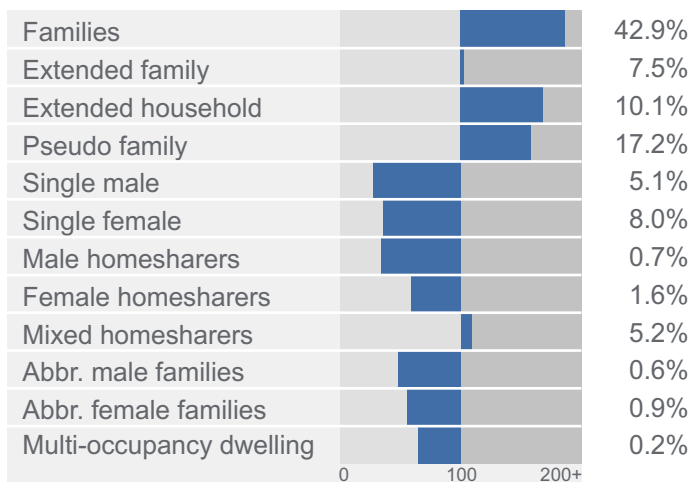
Affluent families with growing children living in upmarket housing in city environs

🏠 1.70% | 2.06% 👤

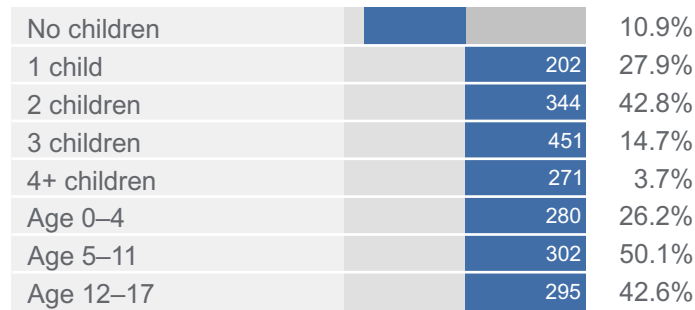
### Age



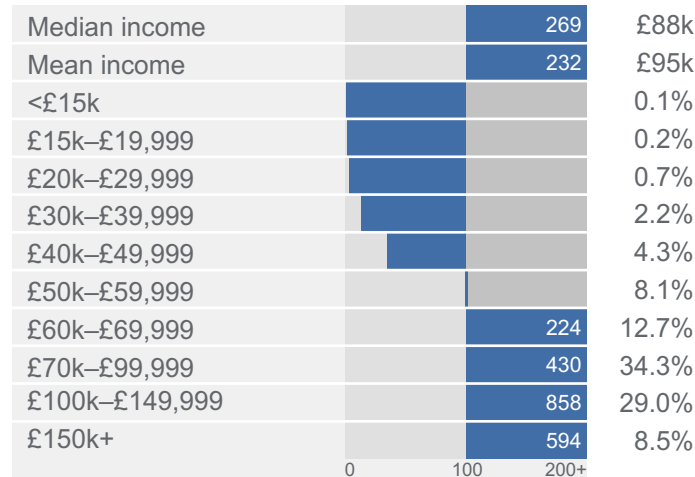
### Household composition



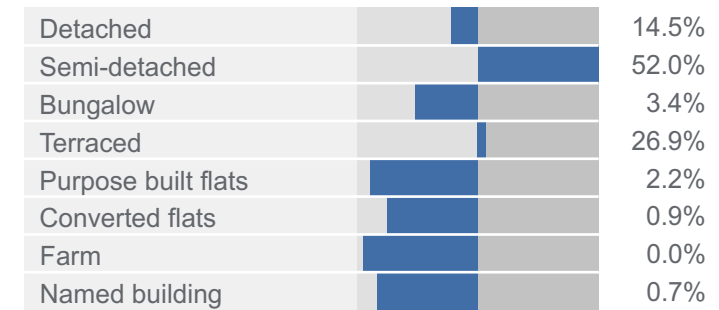
### Children<sup>1</sup>



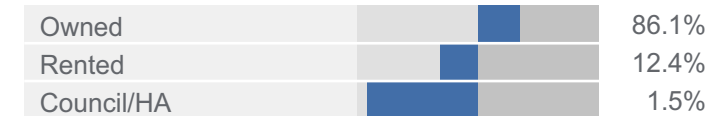
### Household income



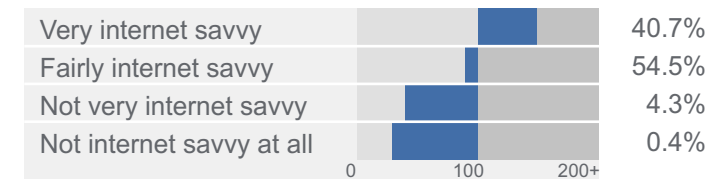
### Property<sup>2</sup>



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing

🏠 1.48% | 1.45% 👤



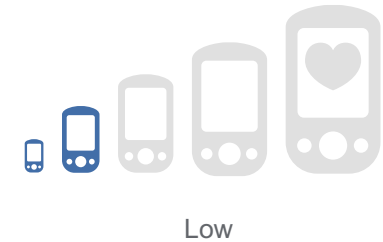
## Who We Are

<b>Age</b> <p>46–55</p> <p>175   33.0%</p>	<b>Household income</b> <p>£50k–£59,999</p> <p>233   18.4%</p>
<b>Household composition</b> <p>Single</p> <p>117   46.4%</p>	<b>Number of children</b> <p>No children</p> <p>104   72.0%</p>
<b>Tenure</b> <p>Owned</p> <p>122   78.8%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>139   36.1%</p>

## Advert Response Channel

47	95	135
110	42	99

## Household Technology



## Key Features

- Middle-aged singles
- No children
- Homeowners
- Calls via smartphone
- Internet first place for information
- Electronic money transfers

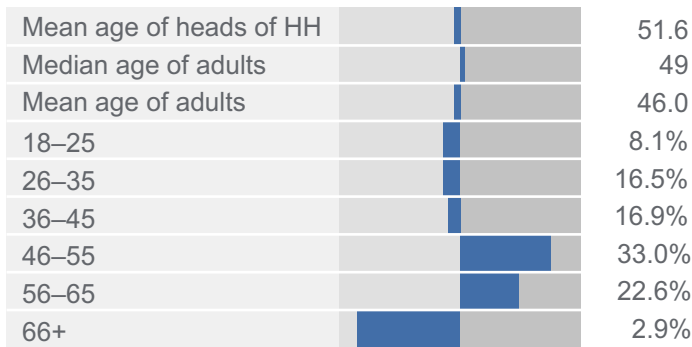


# G27 Thriving Independence

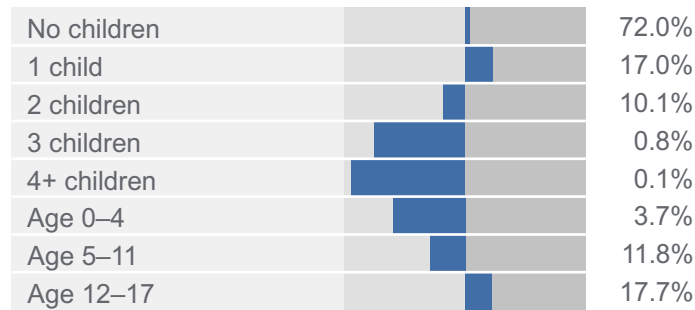
Well-qualified older singles with incomes from successful professional careers in good quality housing

🏠 1.48% | 1.45% 👤

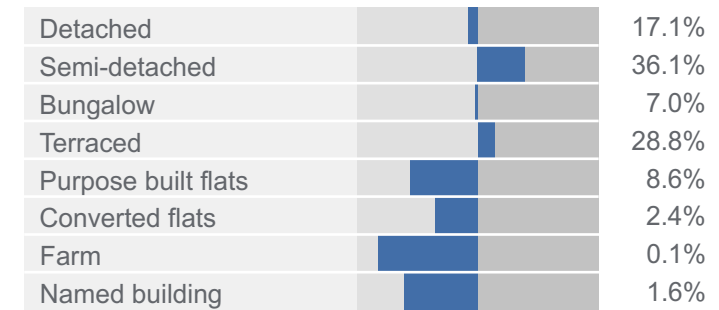
## Age



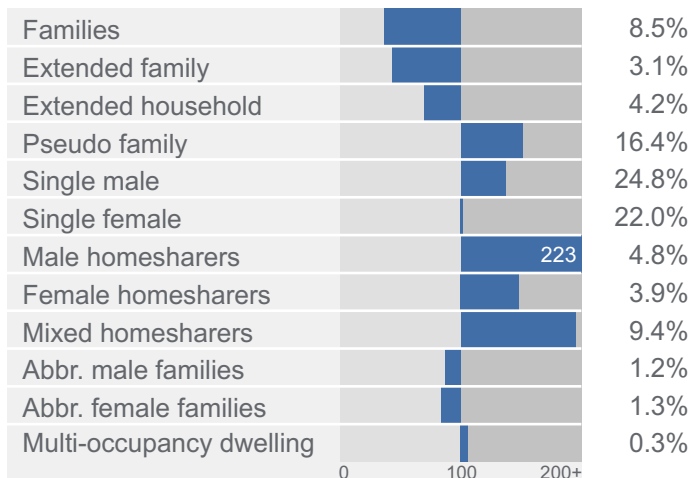
## Children<sup>1</sup>



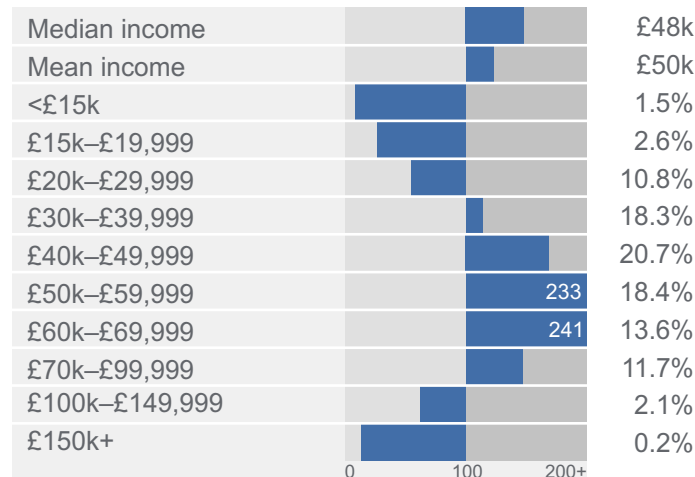
## Property<sup>2</sup>



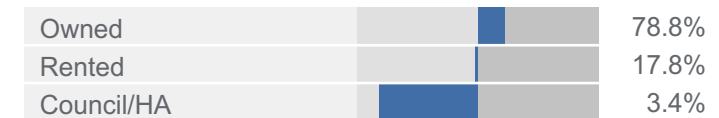
## Household composition



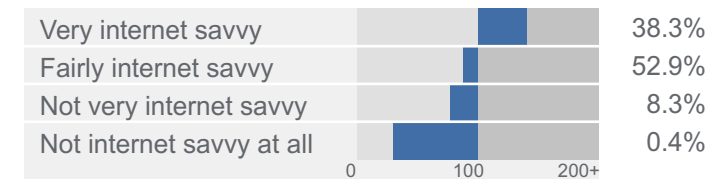
## Household income



## Tenure



## Internet savviness



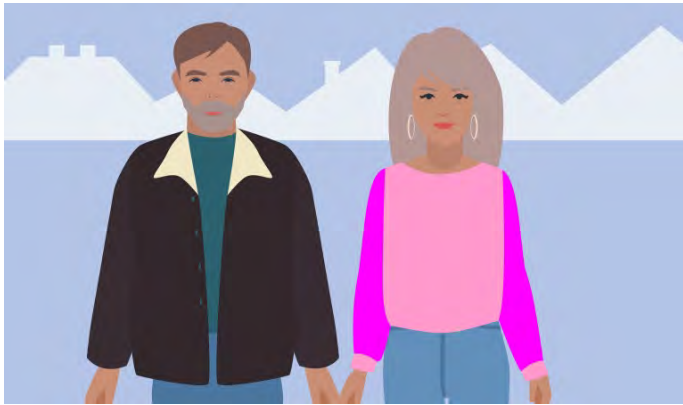
1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers

🏠 1.55% | 1.84% 👤



## Who We Are

<b>Age</b> <p>46–55</p> <p>178   33.6%</p>	<b>Household income</b> <p>£70k–£99,999</p> <p>473   37.8%</p>
<b>Household composition</b> <p>Family</p> <p>196   45.0%</p>	<b>Number of children</b> <p>2</p> <p>283   35.2%</p>
<b>Tenure</b> <p>Owned</p> <p>144   92.7%</p>	<b>Residency type</b> <p>Detached</p> <p>445   82.5%</p>

## Advert Response Channel



## Household Technology



Very High

## Key Features

- Families with school-age children
- Modern houses
- Mid-sized, detached houses
- Mid to high household income
- Monthly discretionary income under £1000
- Outstanding mortgage



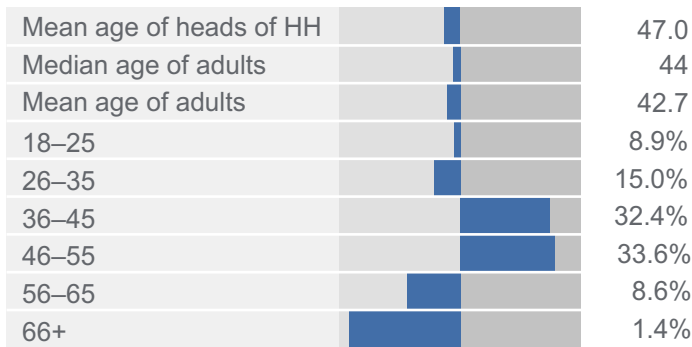


# G28 Modern Parents

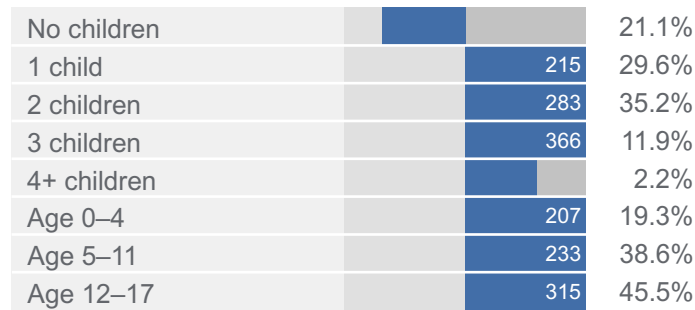
Busy couples in modern detached homes juggling the demands of school-age children and careers

🏠 1.55% | 1.84% 👤

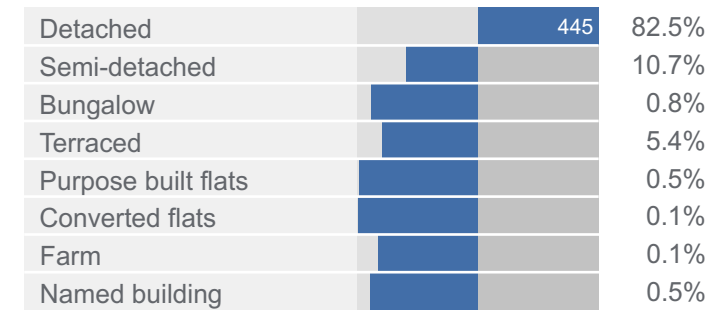
## Age



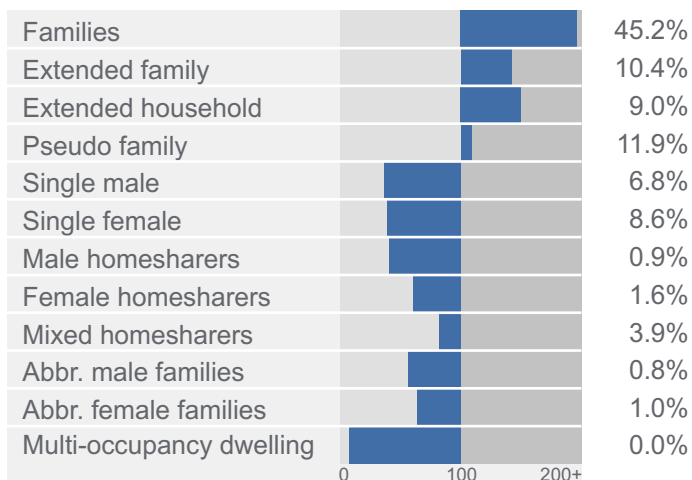
## Children<sup>1</sup>



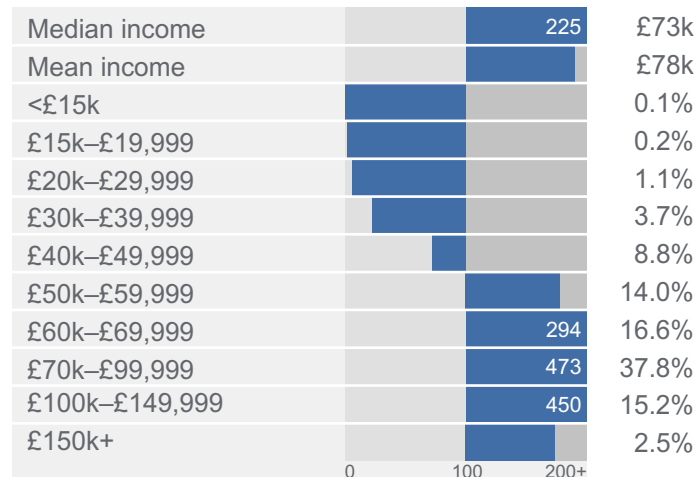
## Property<sup>2</sup>



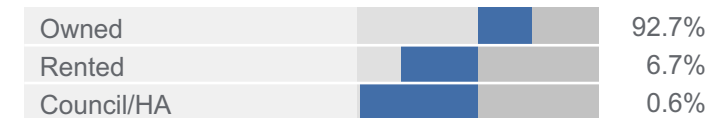
## Household composition



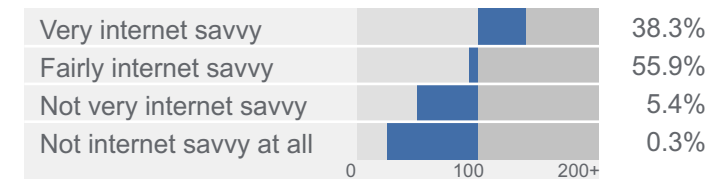
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# G29

## Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older

🏠 2.58% | 2.84% 👤



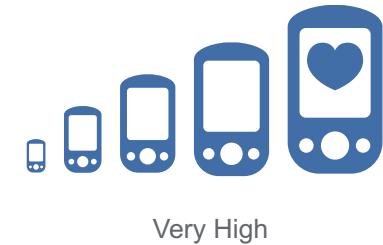
### Who We Are

<b>Age</b> <p>36–45</p> <p>241   45.0%</p>	<b>Household income</b> <p>£70k–£99,999</p> <p>511   40.8%</p>
<b>Household composition</b> <p>Family</p> <p>285   65.4%</p>	<b>Number of children</b> <p>2</p> <p>381   47.4%</p>
<b>Tenure</b> <p>Owned</p> <p>143   92.1%</p>	<b>Residency type</b> <p>Detached</p> <p>202   37.5%</p>

### Advert Response Channel

69	109	122
118	176	141

### Household Technology



### Key Features

- Married couples
- 2+ children
- Generation X
- Homeowners
- Outstanding mortgage
- Order from takeaways



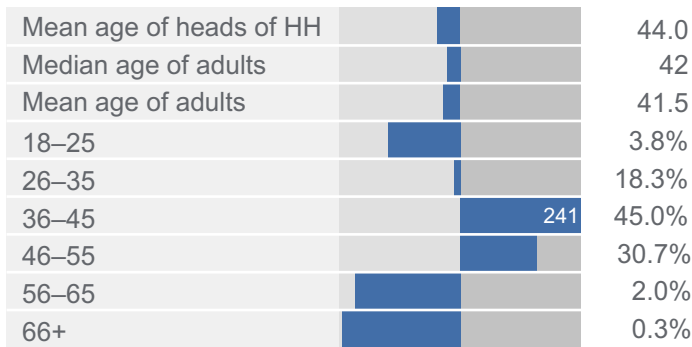
# G29

## Mid-Career Convention

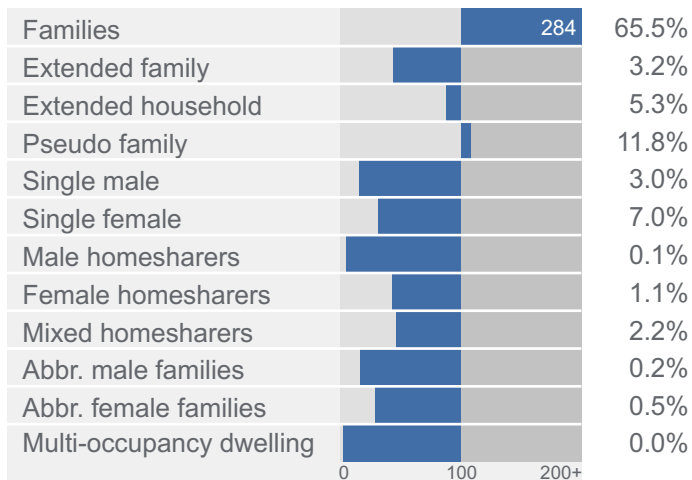
Professional families with children in traditional mid-range suburbs where neighbours are often older

🏠 2.58% | 2.84% 👤

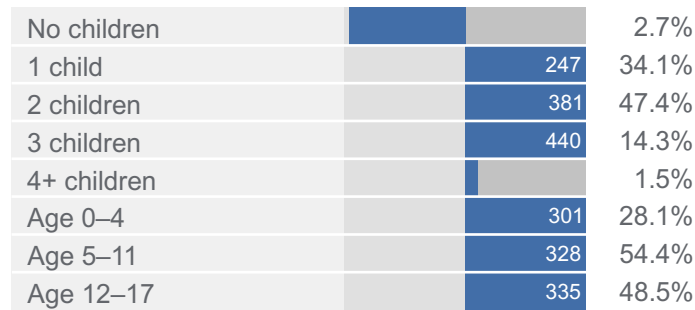
### Age



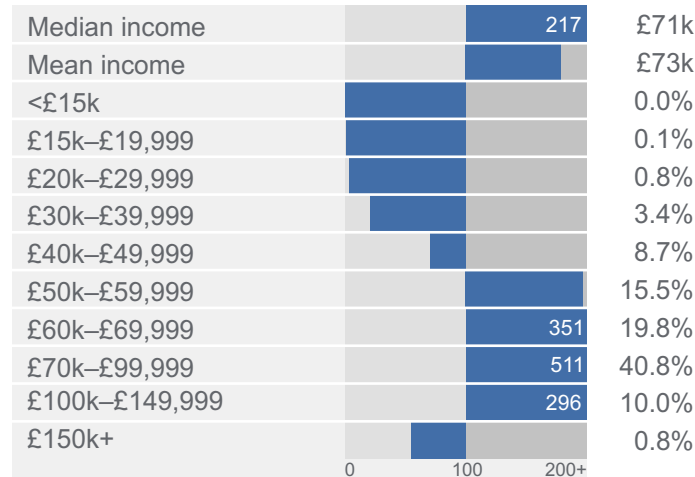
### Household composition



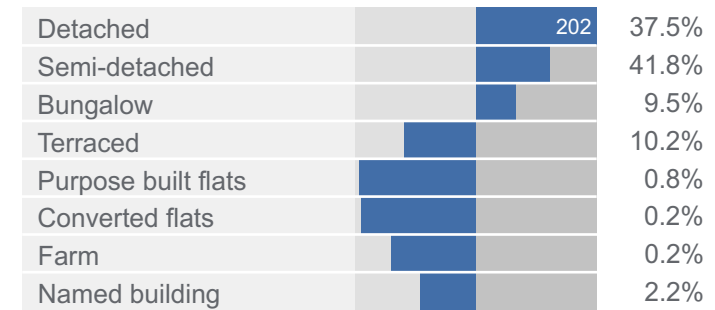
### Children<sup>1</sup>



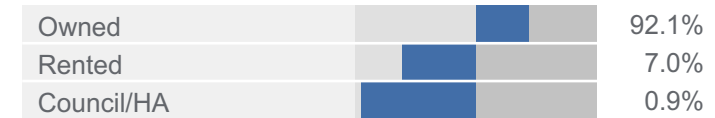
### Household income



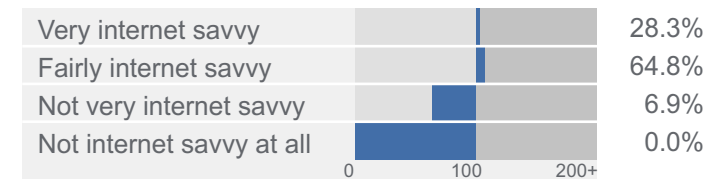
### Property<sup>2</sup>



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# H30

## Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods

🏠 2.49% | 2.77% 👤



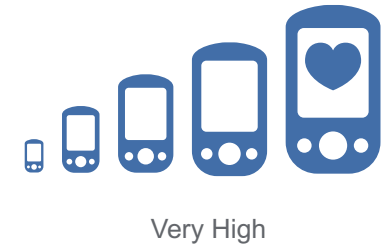
### Who We Are

<b>Age</b> <p>36–45</p> <p>237   44.3%</p>	<b>Household income</b> <p>£50k–£59,999</p> <p>263   20.8%</p>
<b>Household composition</b> <p>Pseudo family</p> <p>231   25.0%</p>	<b>Number of children</b> <p>1</p> <p>313   43.1%</p>
<b>Tenure</b> <p>Owned</p> <p>125   80.6%</p>	<b>Residency type</b> <p>Terraced</p> <p>208   52.4%</p>

### Advert Response Channel

131	105	89
280	109	112

### Household Technology



### Key Features

- Families with young children
- 3 bed terraces
- Vocational qualifications
- High outstanding mortgages
- Internet via smartphone
- Children's toys/accessories sites

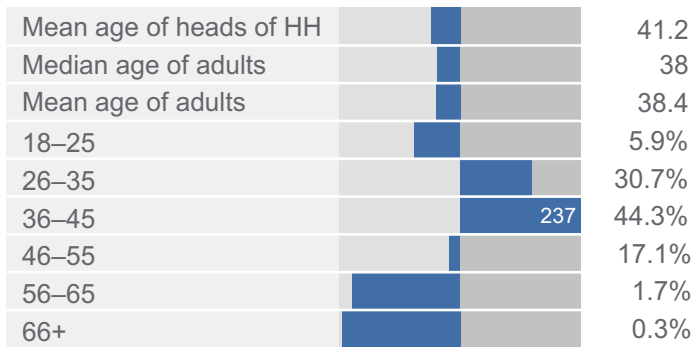


# H30 Primary Ambitions

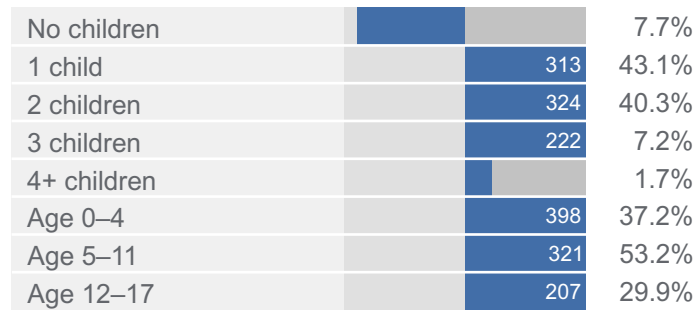
Families with school-age children, who have bought the best house they can afford within popular neighbourhoods

🏠 2.49% | 2.77% 👤

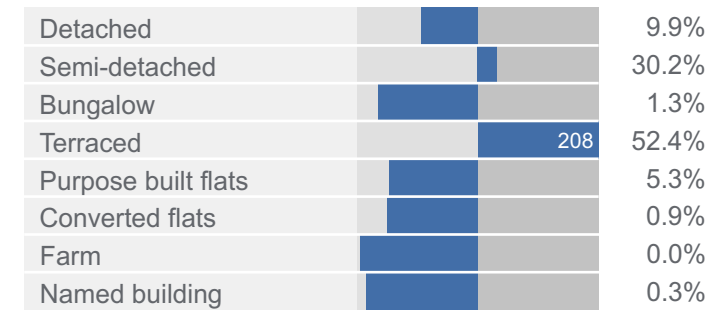
## Age



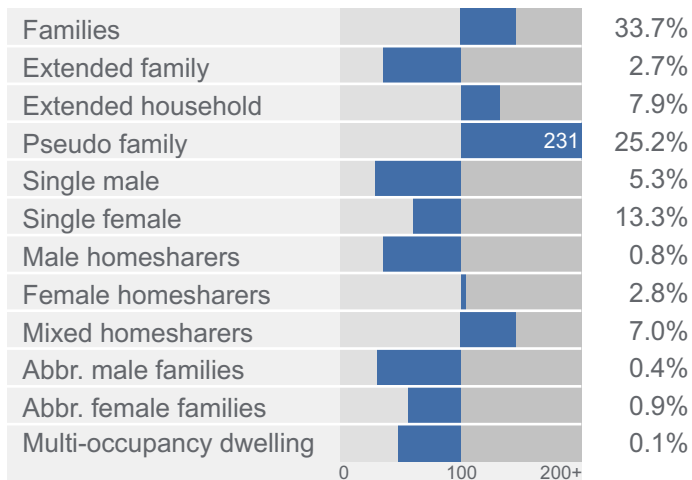
## Children<sup>1</sup>



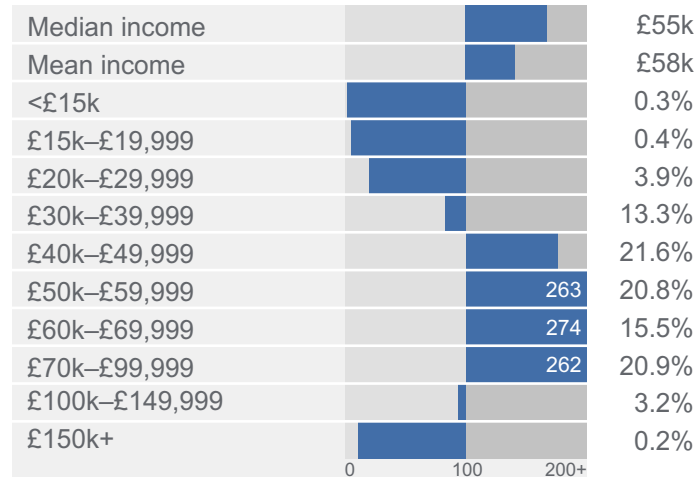
## Property<sup>2</sup>



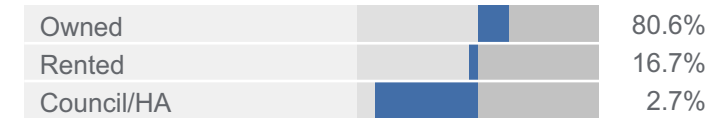
## Household composition



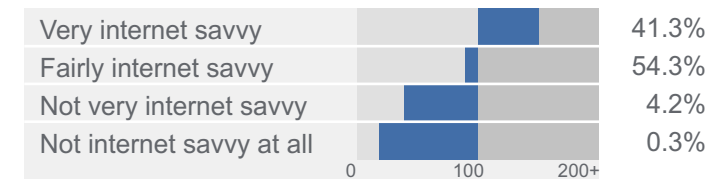
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
 2. Includes variables from the Residency type and Property type topics.

# H31

## Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money

🏠 1.96% | 2.16% 👤



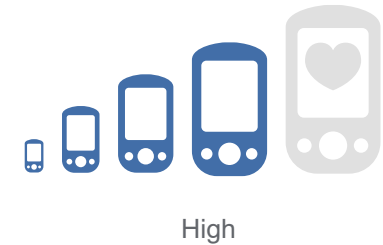
### Who We Are

<b>Age</b> <p>36–45</p> <p>236   44.0%</p>	<b>Household income</b> <p>£40k–£49,999</p> <p>242   29.7%</p>
<b>Household composition</b> <p>Family</p> <p>271   62.0%</p>	<b>Number of children</b> <p>2</p> <p>351   43.7%</p>
<b>Tenure</b> <p>Owned</p> <p>143   92.1%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>239   62.2%</p>

### Advert Response Channel

64	91	68
17	34	88

### Household Technology



### Key Features

- Families with 2+ children
- Generation X/Xennial parents
- A-level education
- Mid household income
- Low value properties
- Homeowners with mortgages



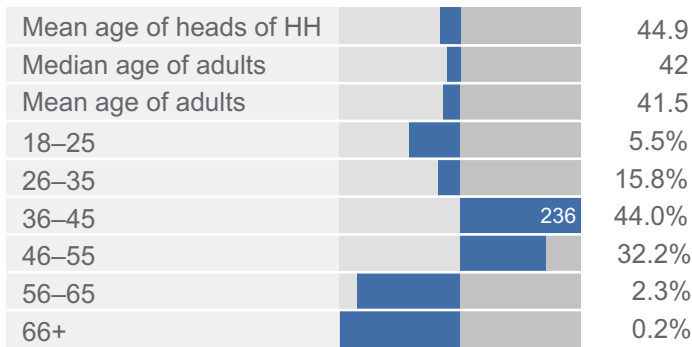
# H31

## Affordable Fringe

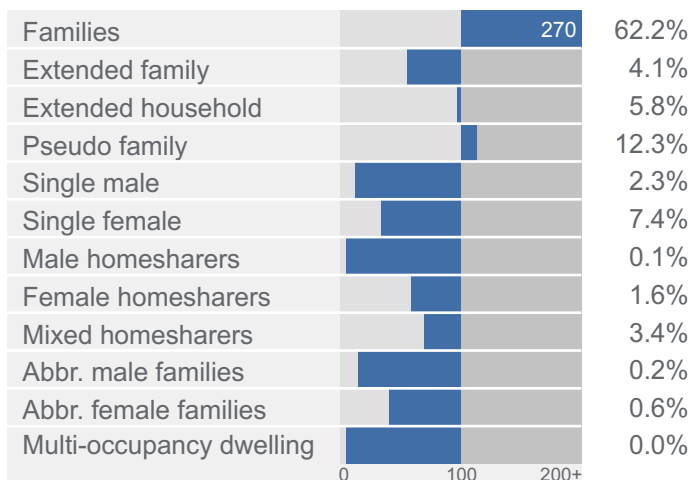
Settled families with children, owning modest 3-bed semis in areas where there's more house for less money

🏠 1.96% | 2.16% 👤

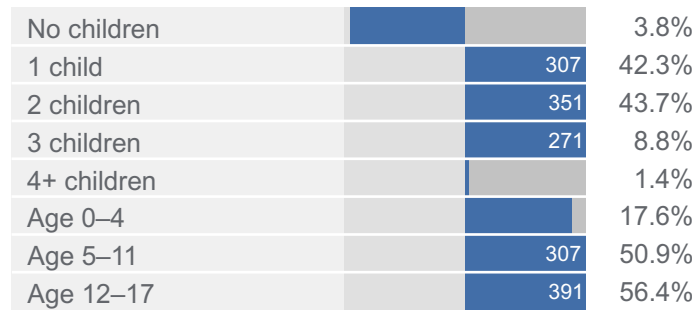
### Age



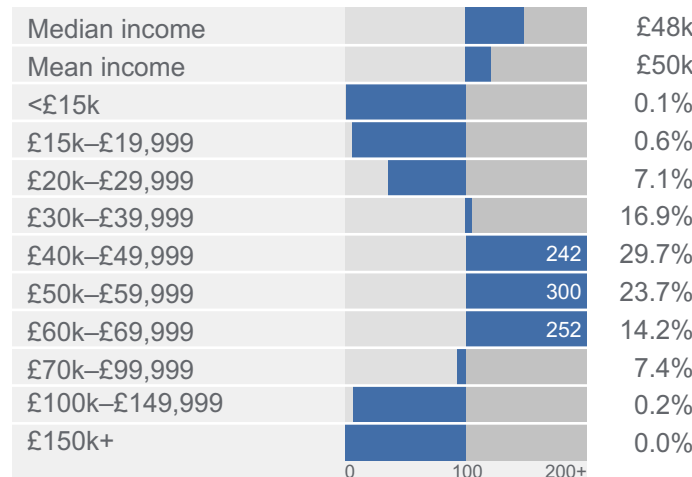
### Household composition



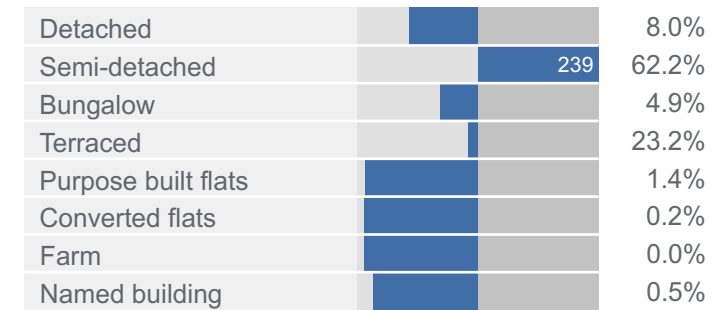
### Children<sup>1</sup>



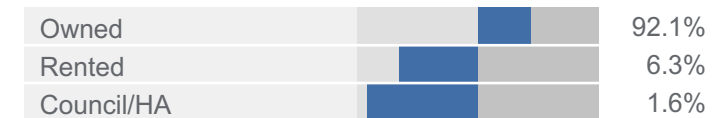
### Household income



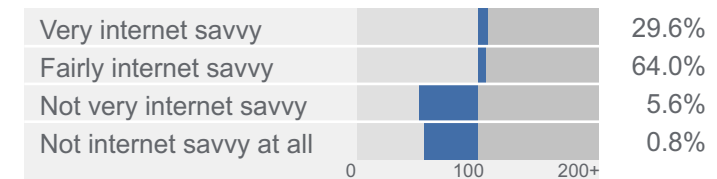
### Property<sup>2</sup>



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs

🏠 2.03% | 1.93% 👤



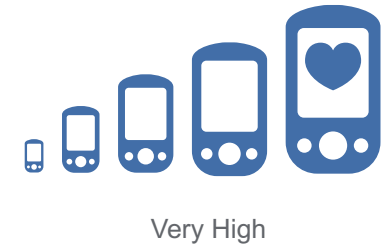
## Who We Are

<b>Age</b> <p>26–35</p> <p>332   64.2%</p>	<b>Household income</b> <p>£40k–£49,999</p> <p>209   25.6%</p>
<b>Household composition</b> <p>Pseudo family</p> <p>287   31.0%</p>	<b>Number of children</b> <p>1</p> <p>280   38.7%</p>
<b>Tenure</b> <p>Owned</p> <p>118   76.0%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>191   49.6%</p>

## Advert Response Channel

52	105	68
100	76	106

## Household Technology



## Key Features

- Singles
- Millennials
- University degrees
- High outstanding mortgages
- Internet via smartphone
- Don't use landlines

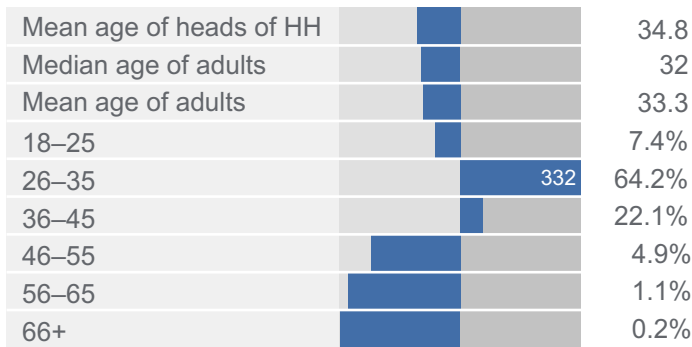




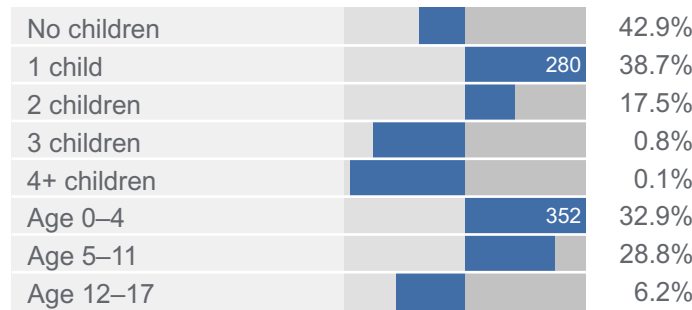
# H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs

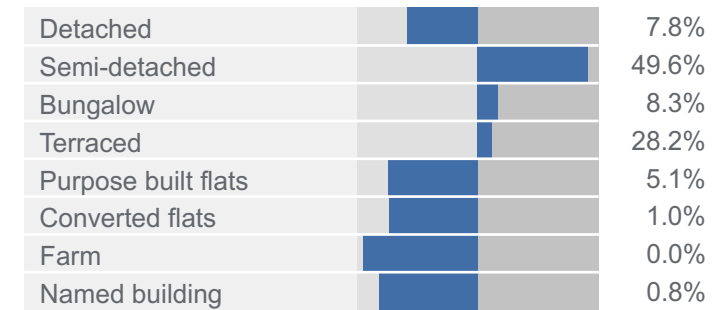
## Age



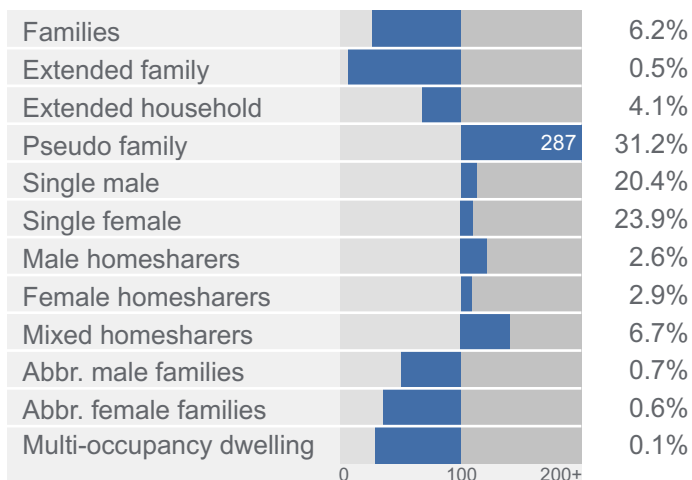
## Children<sup>1</sup>



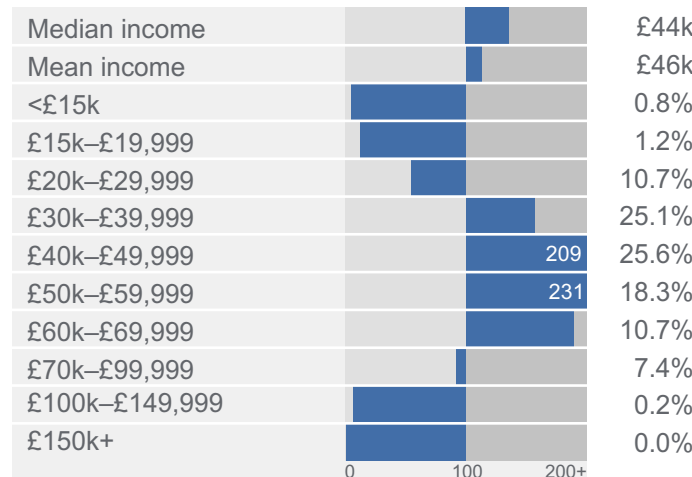
## Property<sup>2</sup>



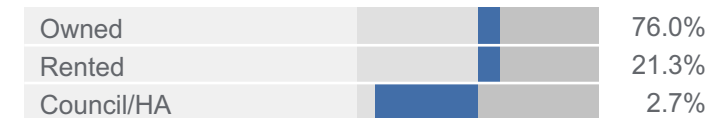
## Household composition



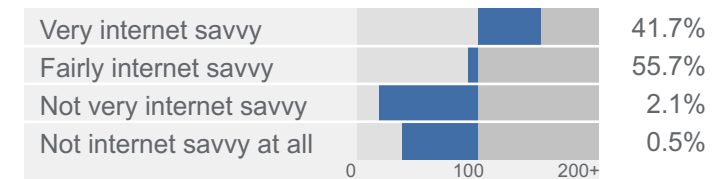
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# H33

## Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers

🏠 1.75% | 1.65% 👤



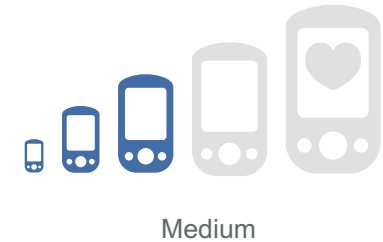
### Who We Are

<b>Age</b> <p>26–35</p> <p>269   51.9%</p>	<b>Household income</b> <p>£70k–£99,999</p> <p>226   18.0%</p>
<b>Household composition</b> <p>Pseudo family</p> <p>226   24.5%</p>	<b>Number of children</b> <p>1</p> <p>259   35.8%</p>
<b>Tenure</b> <p>Owned</p> <p>107   69.0%</p>	<b>Residency type</b> <p>Terraced</p> <p>142   35.8%</p>

### Advert Response Channel

70	100	82
53	98	95

### Household Technology



### Key Features

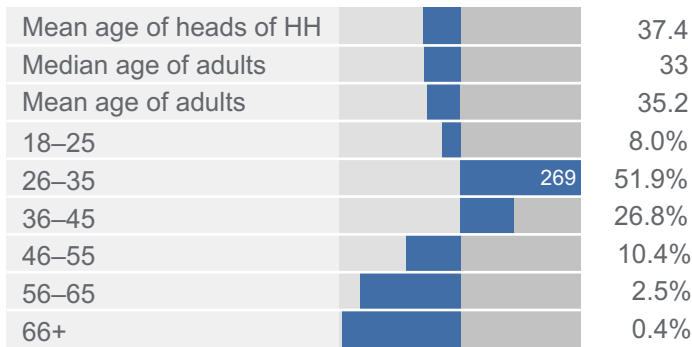
- Millennials
- Modern houses
- Lived in current home for 1-3 years
- University degrees
- Work full-time
- Internet via smartphone



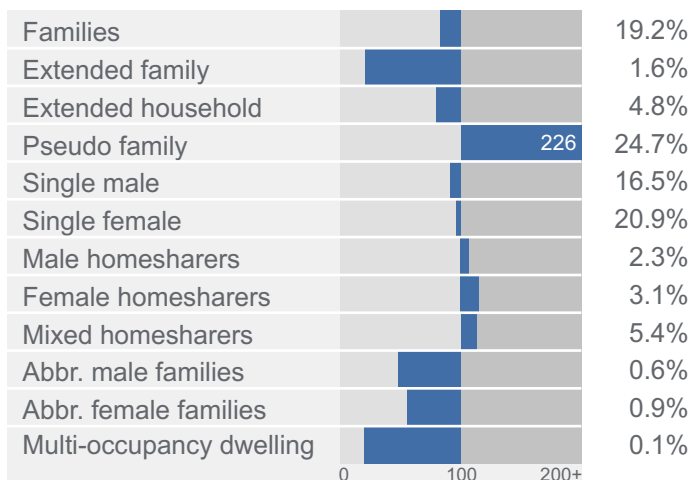
# H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers

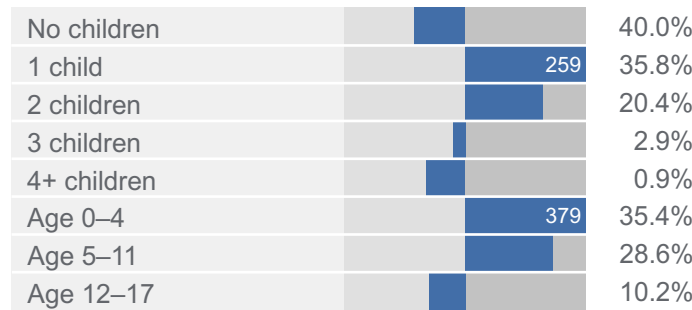
## Age



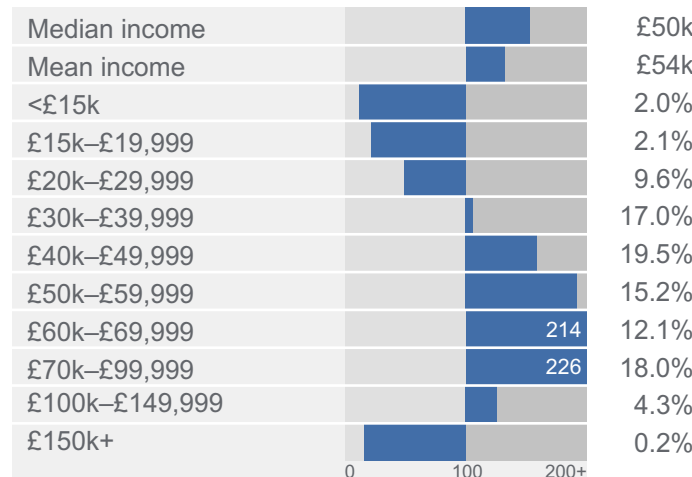
## Household composition



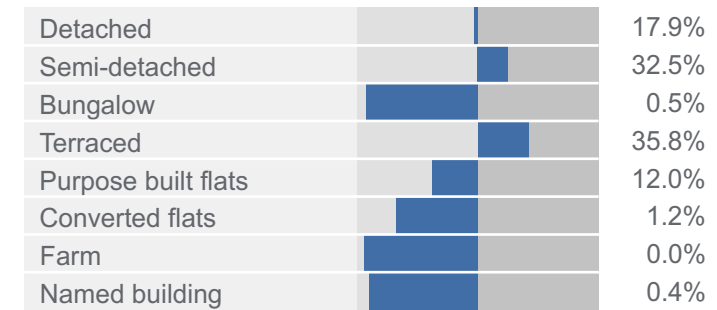
## Children<sup>1</sup>



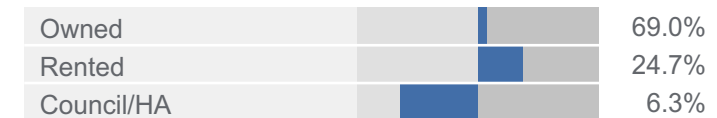
## Household income



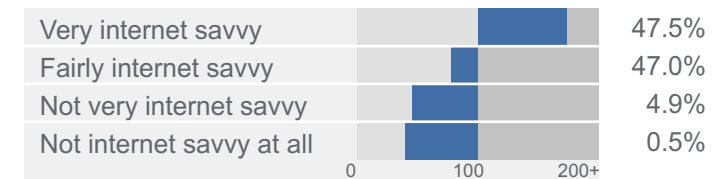
## Property<sup>2</sup>



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# H34

## New Foundations

Occupants of brand new homes who are often younger singles or couples with children

🏠 0.42% | 0.24% 👤



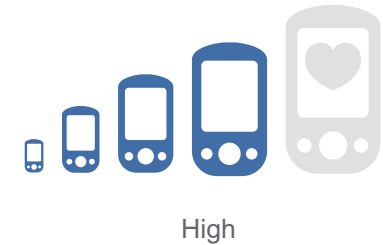
### Who We Are

<b>Age</b> <p>26–35</p> <p>206   39.7%</p>	<b>Household income</b> <p>£70k–£99,999</p> <p>271   21.6%</p>
<b>Household composition</b> <p>Single</p> <p>151   59.9%</p>	<b>Number of children</b> <p>1</p> <p>140   19.3%</p>
<b>Tenure</b> <p>Owned</p> <p>126   81.1%</p>	<b>Residency type</b> <p>Flat</p> <p>194   44.9%</p>

### Advert Response Channel

87	97	81
122	79	99

### Household Technology



### Key Features

- Modern houses
- Newly moved in
- Homeowners
- High outstanding mortgages
- Work full-time
- Internet via smartphone



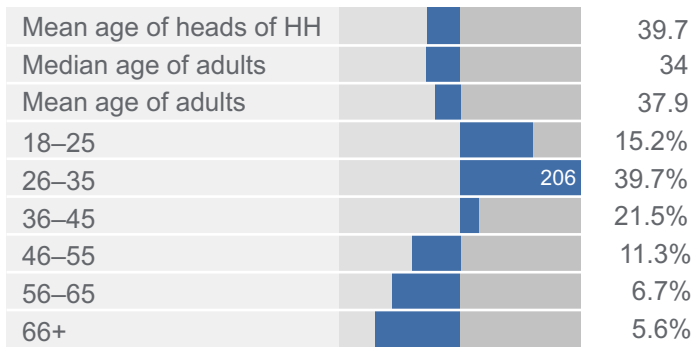
# H34

## New Foundations

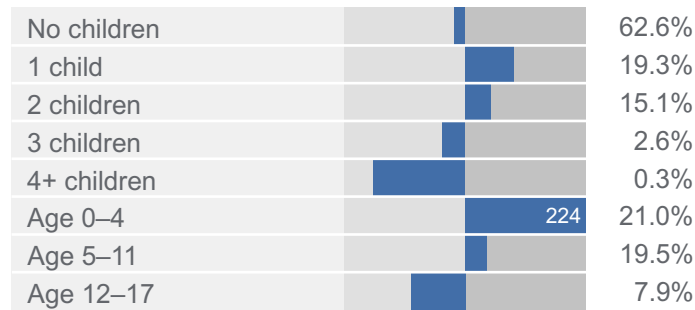
Occupants of brand new homes who are often younger singles or couples with children

🏠 0.42% | 0.24% 👤

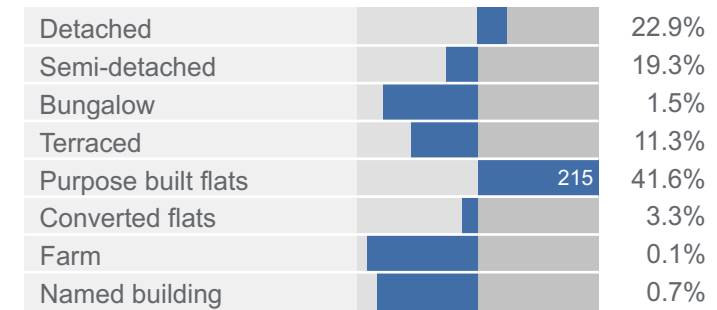
### Age



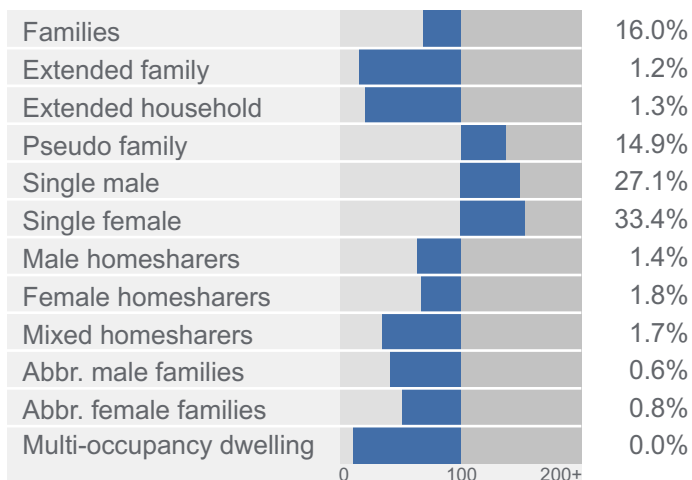
### Children<sup>1</sup>



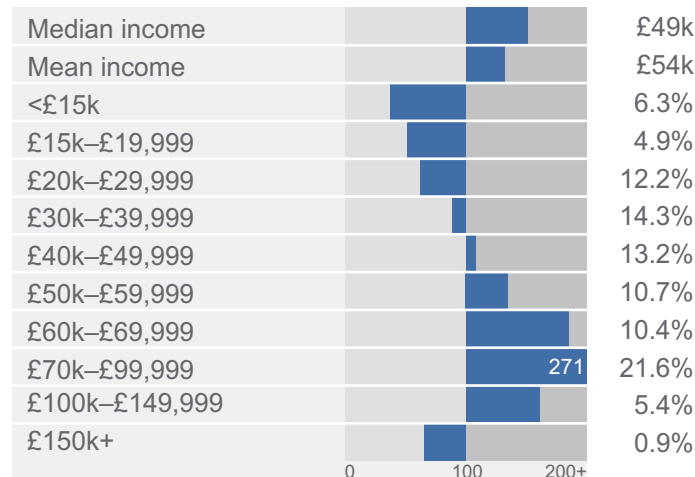
### Property<sup>2</sup>



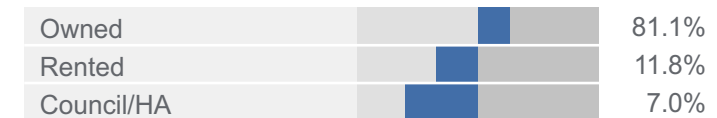
### Household composition



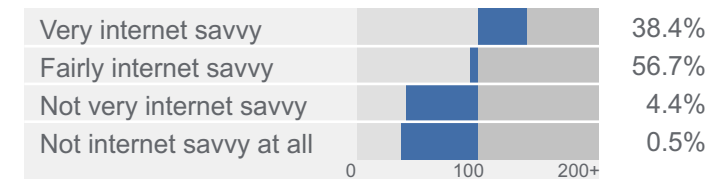
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# H35 Flying Solo

Independent young singles on starter salaries choosing to rent homes in family suburbs

🏠 0.74% | 0.63% 👤



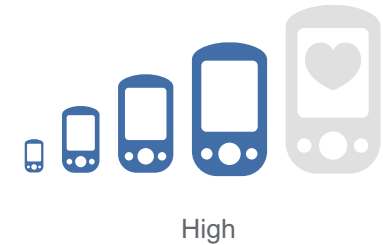
## Who We Are

<b>Age</b> <p>18–25</p> <p>877   82.9%</p>	<b>Household income</b> <p>£30k–£39,999</p> <p>179   28.7%</p>
<b>Household composition</b> <p>Single</p> <p>151   60.0%</p>	<b>Number of children</b> <p>No children</p> <p>131   90.4%</p>
<b>Tenure</b> <p>Rented</p> <p>215   38.6%</p>	<b>Residency type</b> <p>Terraced</p> <p>132   33.4%</p>

## Advert Response Channel

105	65	118
81	92	83

## Household Technology



## Key Features

- Young singles and homesharers
- Newly moved in renters
- No children
- A-level education
- Standard current/savings account
- Don't use landlines

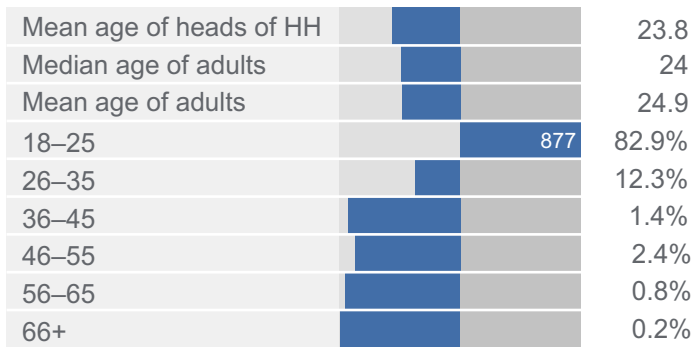


# H35 Flying Solo

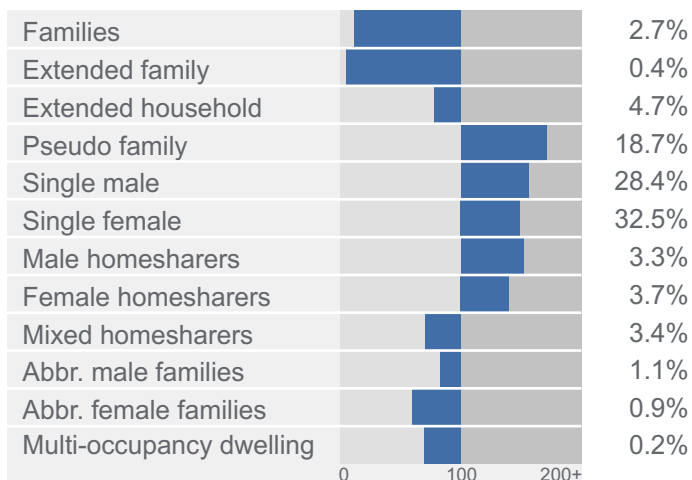
Independent young singles on starter salaries choosing to rent homes in family suburbs

🏠 0.74% | 0.63% 👤

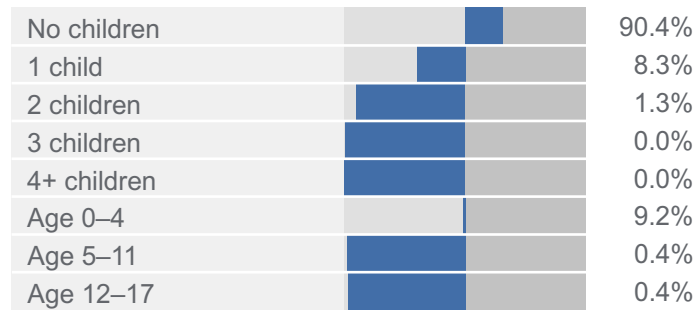
## Age



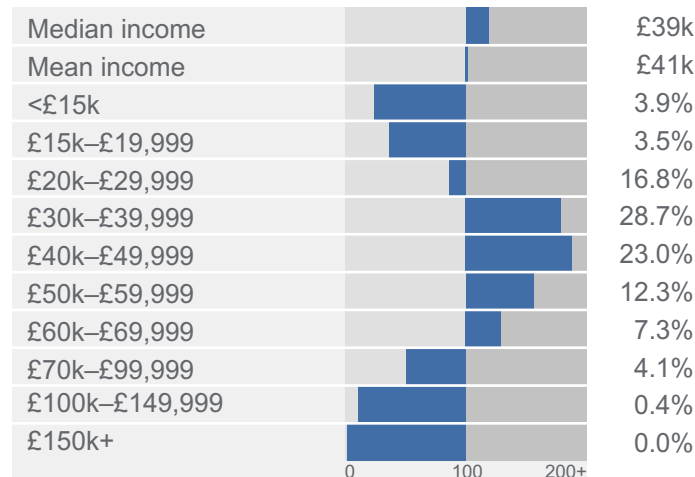
## Household composition



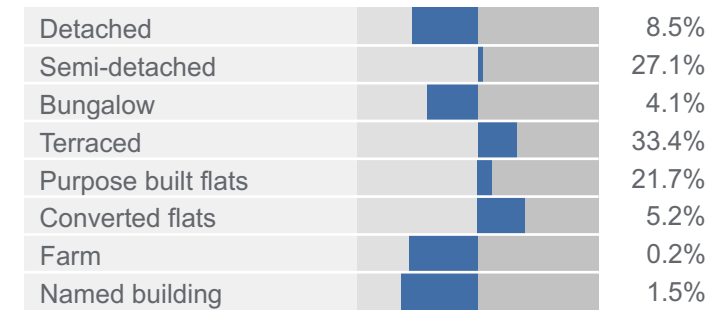
## Children<sup>1</sup>



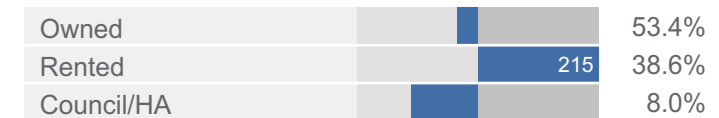
## Household income



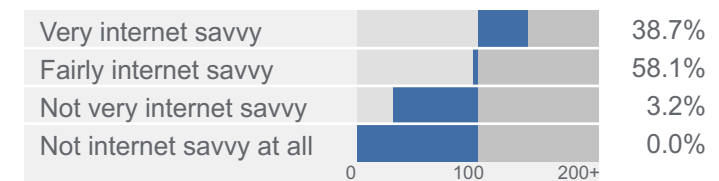
## Property<sup>2</sup>



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# 136

## Solid Economy

Stable families with children, renting higher value homes from social landlords

🏠 1.91% | 2.24% 👤



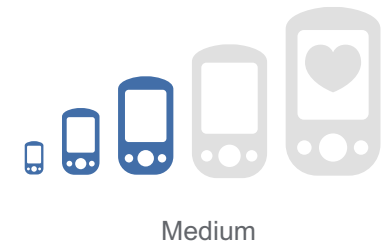
### Who We Are

<b>Age</b> <p>36–45</p> <p>144   26.8%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>204   40.0%</p>
<b>Household composition</b> <p>Family + other adults</p> <p>138   22.3%</p>	<b>Number of children</b> <p>2</p> <p>203   25.3%</p>
<b>Tenure</b> <p>Council/HA</p> <p>513   90.5%</p>	<b>Residency type</b> <p>Terraced</p> <p>177   44.6%</p>

### Advert Response Channel

96	93	60
79	103	100

### Household Technology



### Key Features

- Council/HA tenants
- School-age children
- No qualifications
- Low discretionary income
- Standard current/savings account
- Single trip travel insurance





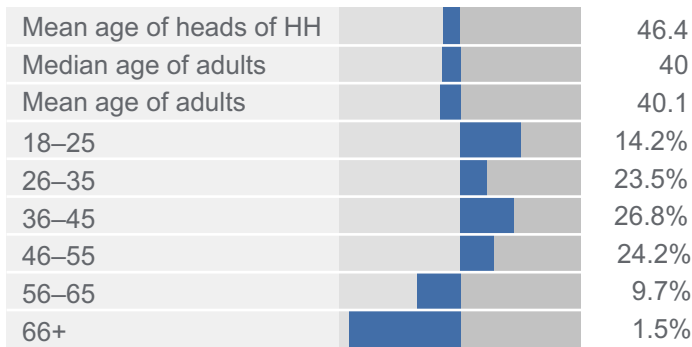
# 136

## Solid Economy

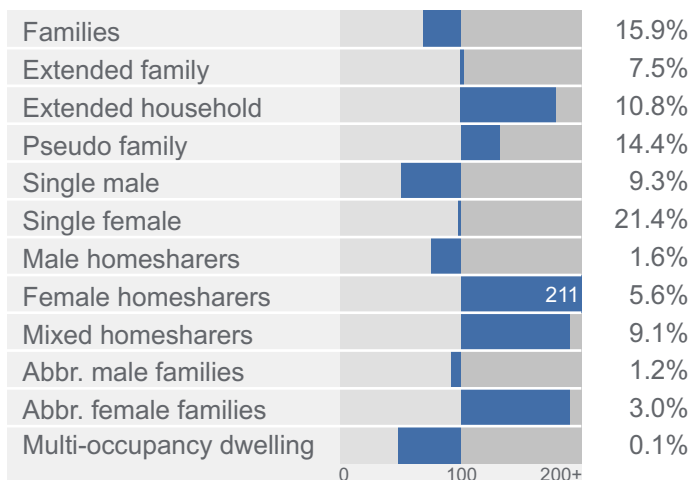
Stable families with children, renting higher value homes from social landlords

🏠 1.91% | 2.24% 👤

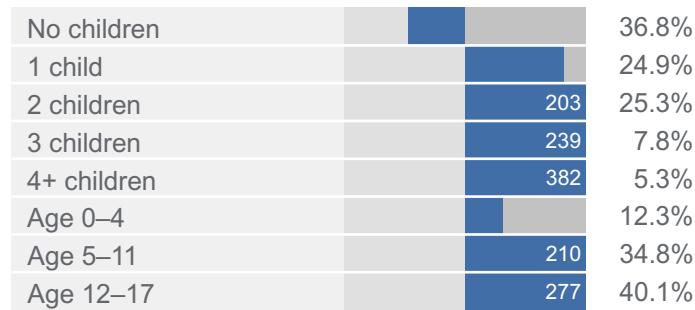
### Age



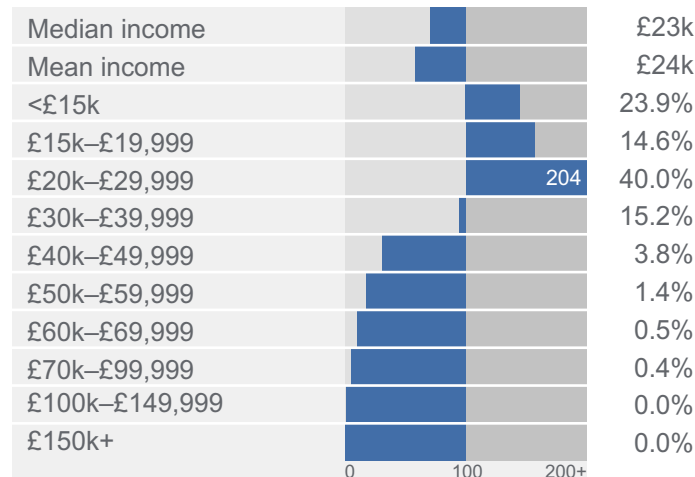
### Household composition



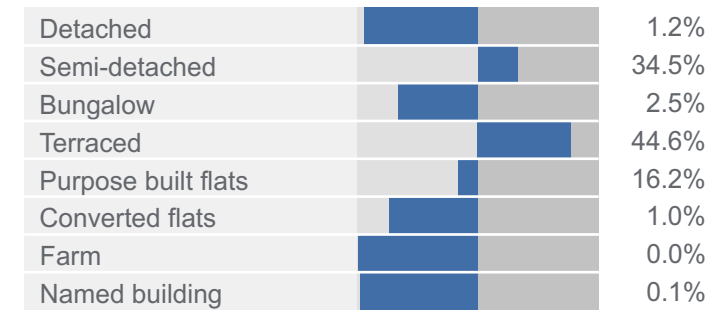
### Children<sup>1</sup>



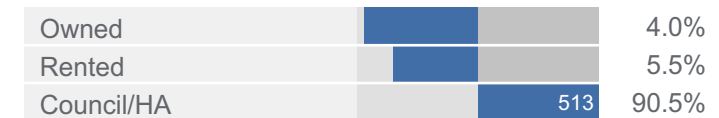
### Household income



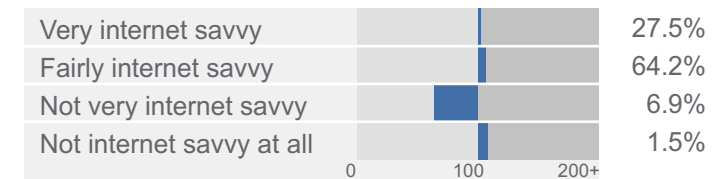
### Property<sup>2</sup>



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# I37

## Budget Generations

Families providing lodgings for adult children and gaining the benefit of pooled resources

🏠 0.93% | 1.78% 👤



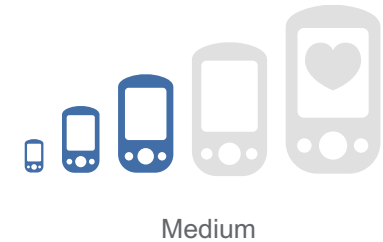
### Who We Are

<b>Age</b> <p>46–55</p> <p>175   32.9%</p>	<b>Household income</b> <p>£30k–£39,999</p> <p>205   32.9%</p>
<b>Household composition</b> <p>Family + other adults</p> <p>540   87.0%</p>	<b>Number of children</b> <p>1</p> <p>165   22.8%</p>
<b>Tenure</b> <p>Council/HA</p> <p>160   28.2%</p>	<b>Residency type</b> <p>Semi-detached</p> <p>184   47.9%</p>

### Advert Response Channel

110	93	51
44	112	89

### Household Technology



### Key Features

- Families with teenage/adult children
- 3 bedrooms
- Low outstanding mortgage
- Low discretionary income
- Order from takeaways
- Solar panels



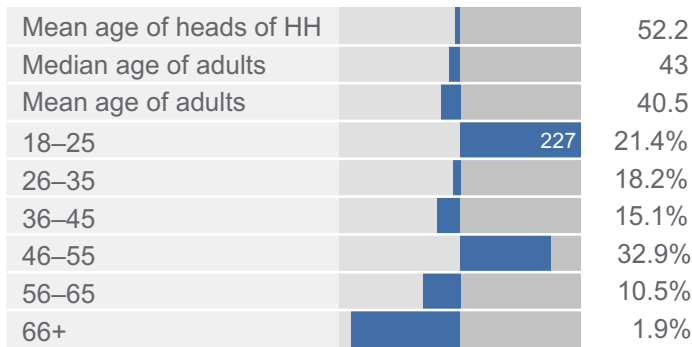
# 137

## Budget Generations

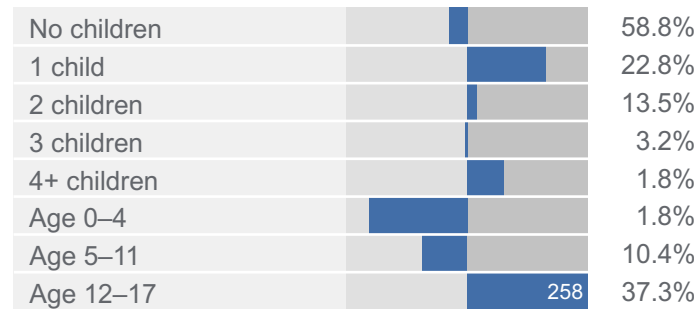
Families providing lodgings for adult children and gaining the benefit of pooled resources

🏠 0.93% | 1.78% 👤

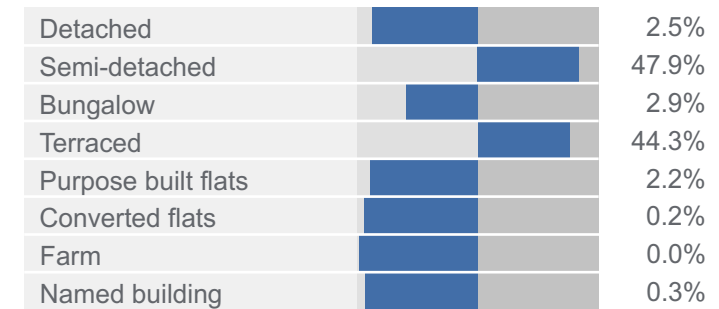
### Age



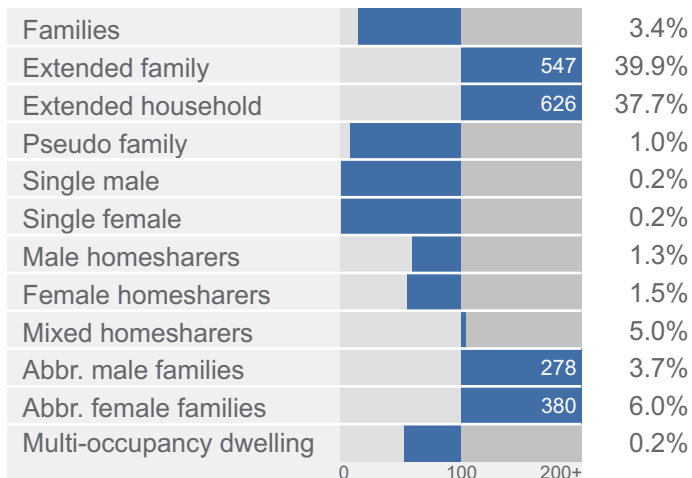
### Children<sup>1</sup>



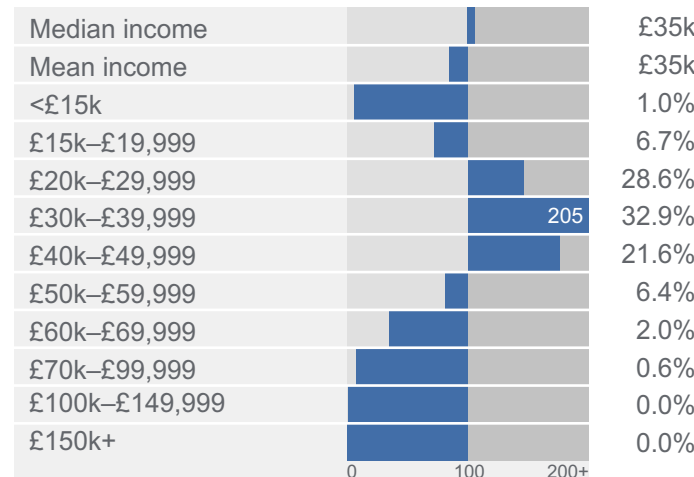
### Property<sup>2</sup>



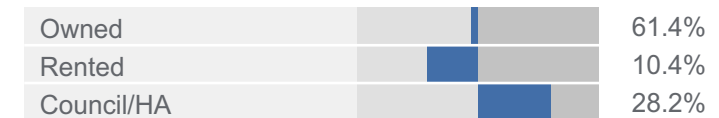
### Household composition



### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# 138

## Economical Families

Busy families with children, who own their low-cost homes and budget carefully

🏠 2.56% | 2.78% 👤



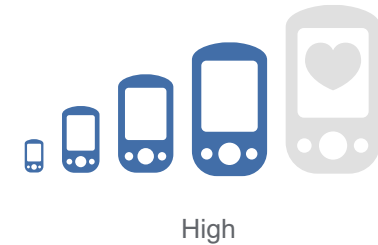
### Who We Are

<b>Age</b> <p>36–45</p> <p>216   40.4%</p>	<b>Household income</b> <p>£30k–£39,999</p> <p>249   39.9%</p>
<b>Household composition</b> <p>Pseudo family</p> <p>228   24.7%</p>	<b>Number of children</b> <p>2</p> <p>329   40.9%</p>
<b>Tenure</b> <p>Owned</p> <p>131   84.6%</p>	<b>Residency type</b> <p>Terraced</p> <p>225   56.7%</p>

### Advert Response Channel

143	111	119
55	158	88

### Household Technology



### Key Features

- Families with many children
- Low value terraces
- Low to mid household income
- Low discretionary income
- Internet via smartphone
- Games consoles



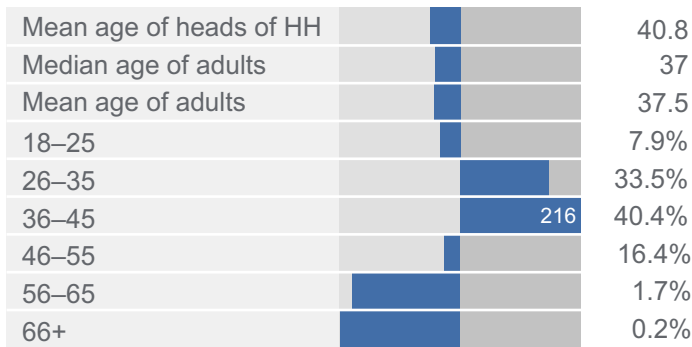
# 138

## Economical Families

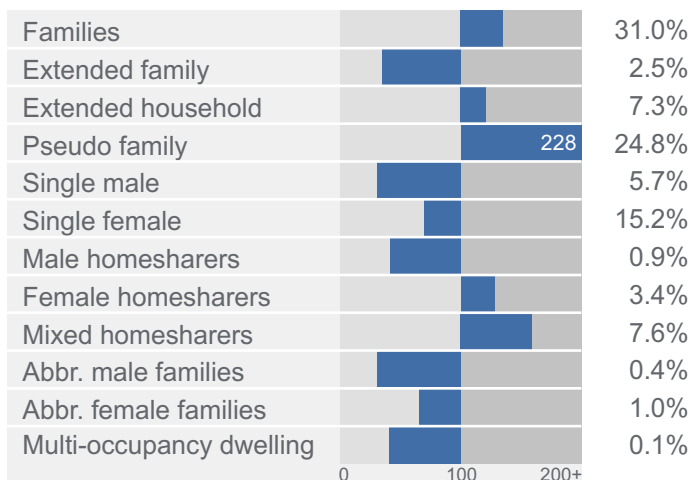
Busy families with children, who own their low-cost homes and budget carefully

🏠 2.56% | 2.78% 👤

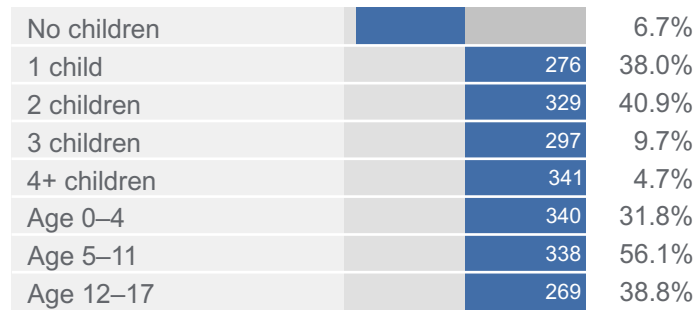
### Age



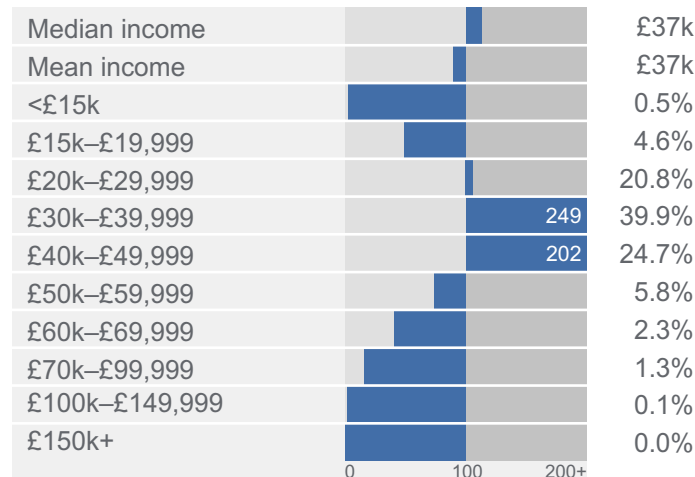
### Household composition



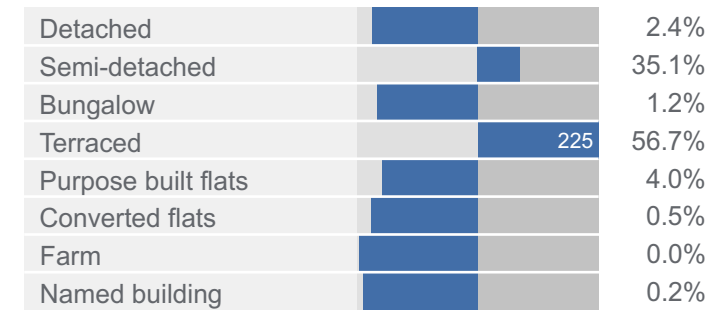
### Children<sup>1</sup>



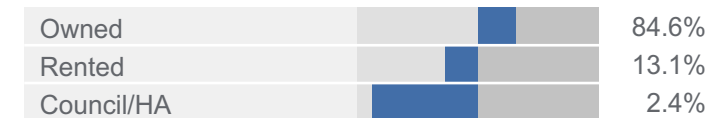
### Household income



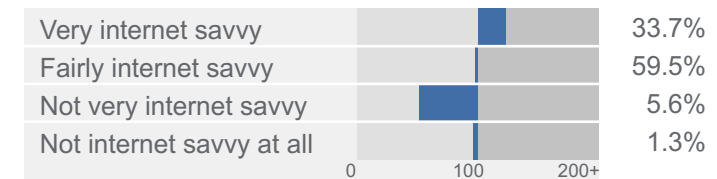
### Property<sup>2</sup>



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# 139

## Families on a Budget

Families with children in low value social houses making limited resources go a long way

🏠 2.52% | 2.71% 👤



### Who We Are

<b>Age</b> <p>26–35</p> <p>175   33.9%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>185   36.3%</p>
<b>Household composition</b> <p>Homesharers + others</p> <p>170   17.8%</p>	<b>Number of children</b> <p>4+</p> <p>940   13.0%</p>
<b>Tenure</b> <p>Council/HA</p> <p>456   80.5%</p>	<b>Residency type</b> <p>Terraced</p> <p>195   49.0%</p>

### Advert Response Channel

93	111	130
59	81	110

### Household Technology



Very High

### Key Features

- Single parents
- Lots of school-age children
- Council/HA tenants
- Unemployed
- Very low income
- Water poverty



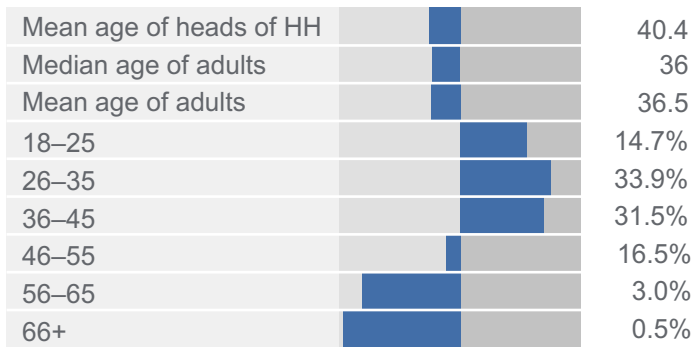
# 139

## Families on a Budget

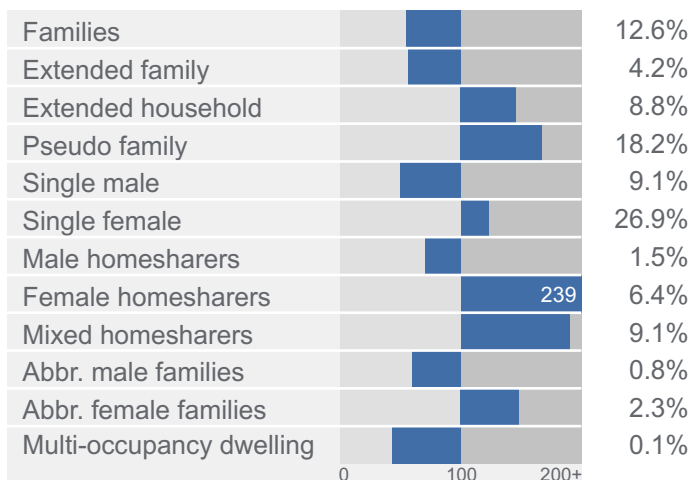
Families with children in low value social houses making limited resources go a long way

🏠 2.52% | 2.71% 👤

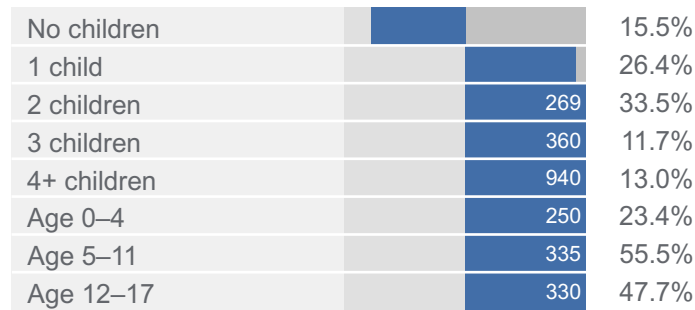
### Age



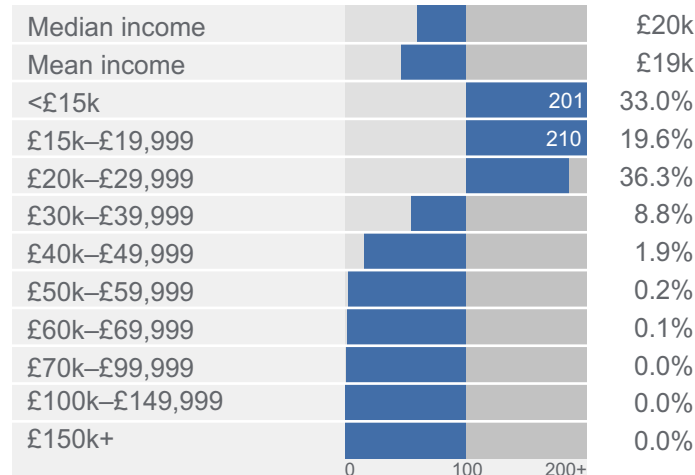
### Household composition



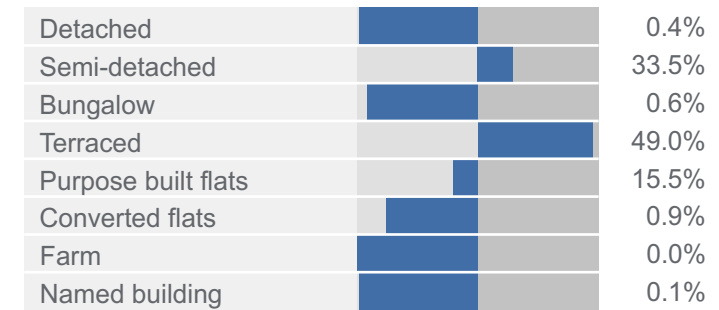
### Children<sup>1</sup>



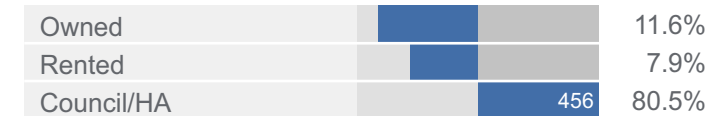
### Household income



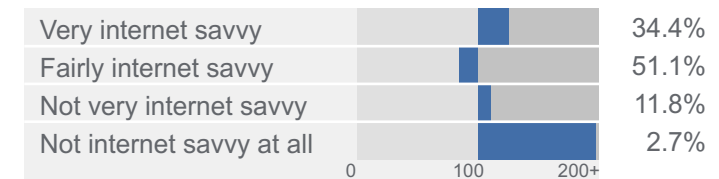
### Property<sup>2</sup>



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# J40

## Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties

🏠 1.80% | 1.53% 👤



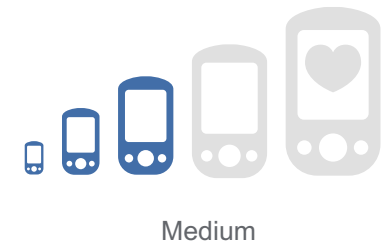
### Who We Are

<b>Age</b> <p>26–35</p> <p>320   61.9%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>182   35.6%</p>
<b>Household composition</b> <p>Single</p> <p>140   55.5%</p>	<b>Number of children</b> <p>1</p> <p>273   37.7%</p>
<b>Tenure</b> <p>Rented</p> <p>179   32.2%</p>	<b>Residency type</b> <p>Terraced</p> <p>223   56.1%</p>

### Advert Response Channel

89	82	87
11	114	100

### Household Technology



### Key Features

- Single parents
- Millennials
- Low value houses
- A-level education
- Low discretionary income
- Don't use landlines





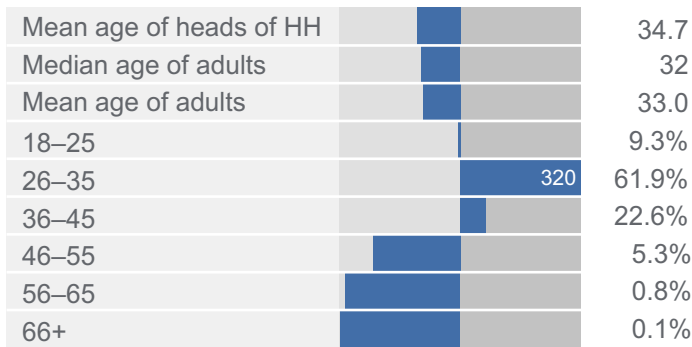
# J40

## Value Rentals

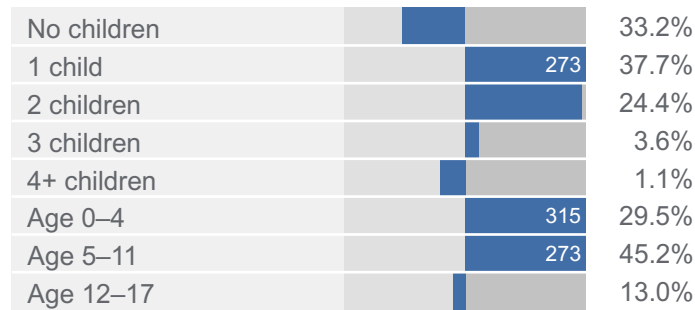
Younger singles and couples, some with children, setting up home in low value rented properties

🏠 1.80% | 1.53% 👤

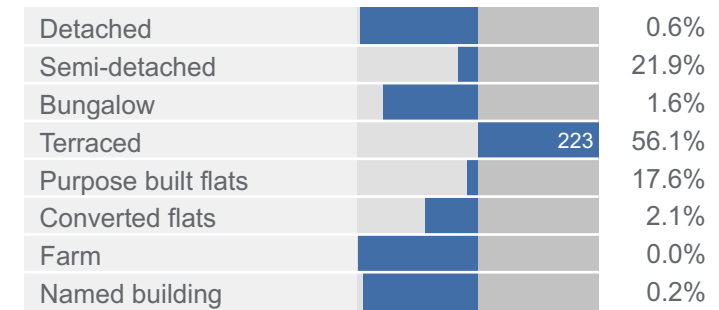
### Age



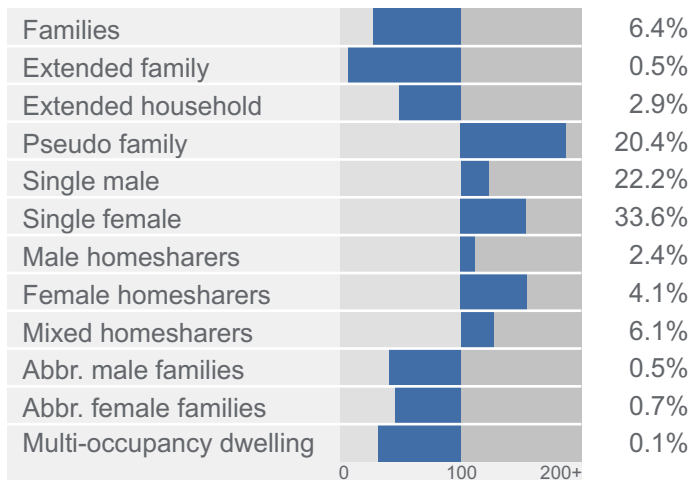
### Children<sup>1</sup>



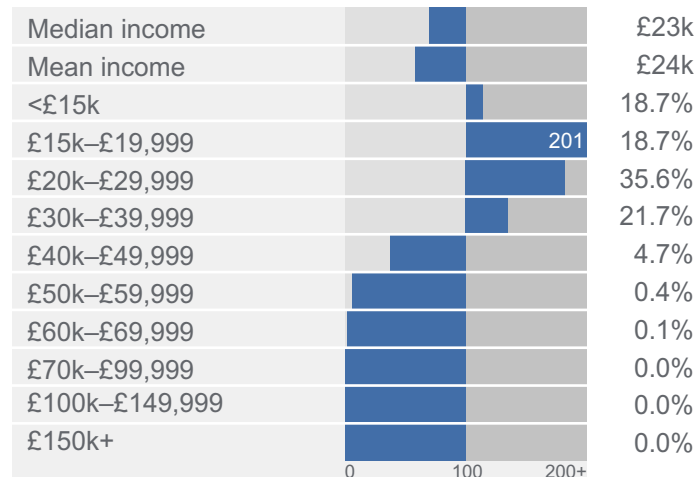
### Property<sup>2</sup>



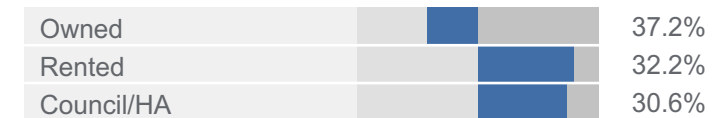
### Household composition



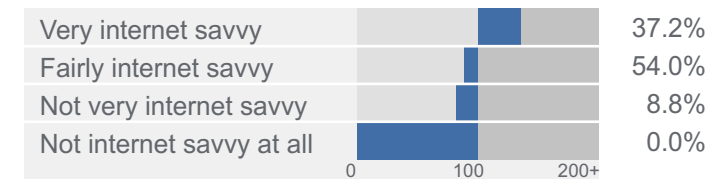
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
 2. Includes variables from the Residency type and Property type topics.

# J41

## Youthful Endeavours

Young people endeavouring to gain employment footholds while renting cheap flats and terraces

🏠 0.76% | 0.58% 👤



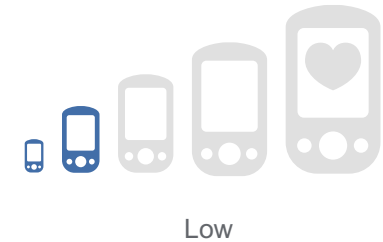
### Who We Are

<b>Age</b> <p>18–25</p> <p>978   92.4%</p>	<b>Household income</b> <p>&lt;£15k</p> <p>178   29.3%</p>
<b>Household composition</b> <p>Single</p> <p>171   68.0%</p>	<b>Number of children</b> <p>1</p> <p>204   28.1%</p>
<b>Tenure</b> <p>Council/HA</p> <p>219   38.7%</p>	<b>Residency type</b> <p>Flat</p> <p>214   49.4%</p>

### Advert Response Channel

84	70	85
368	82	113

### Household Technology



### Key Features

- Young singles and homesharers
- No qualifications
- Unemployed
- Low discretionary income
- Very low affluence
- Fuel and water poverty



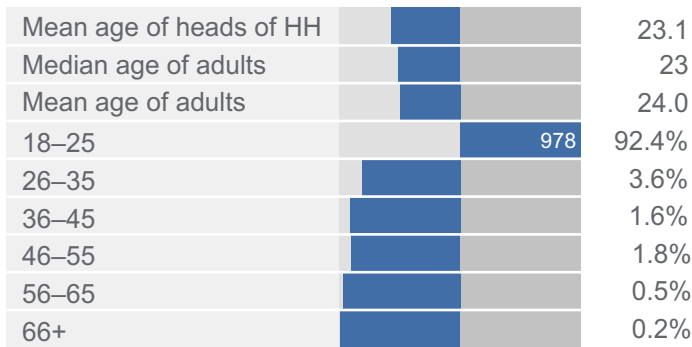
# J41

## Youthful Endeavours

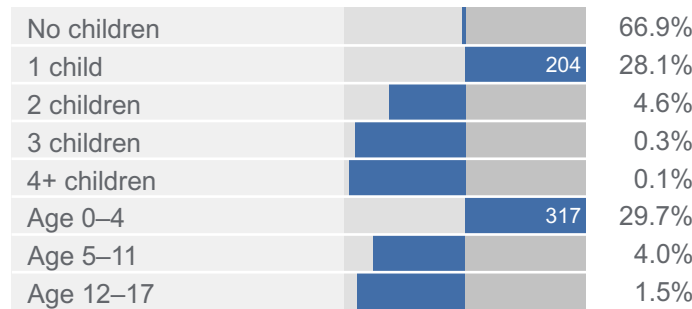
Young people endeavouring to gain employment footholds while renting cheap flats and terraces

🏠 0.76% | 0.58% 👤

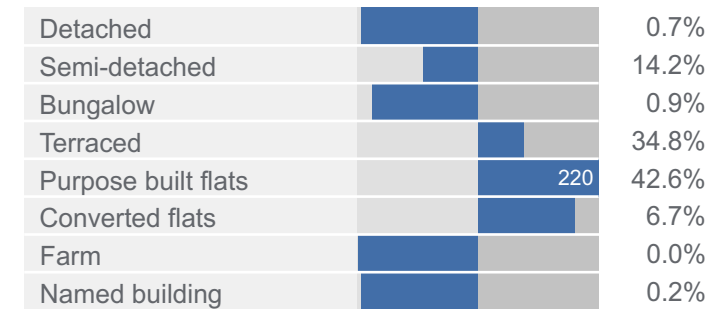
### Age



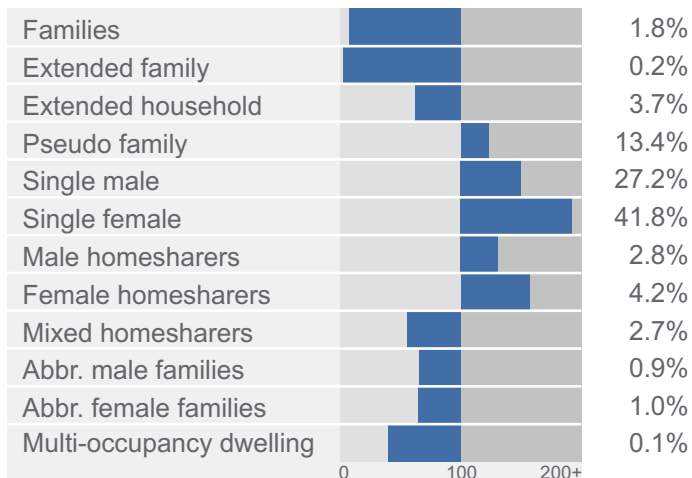
### Children<sup>1</sup>



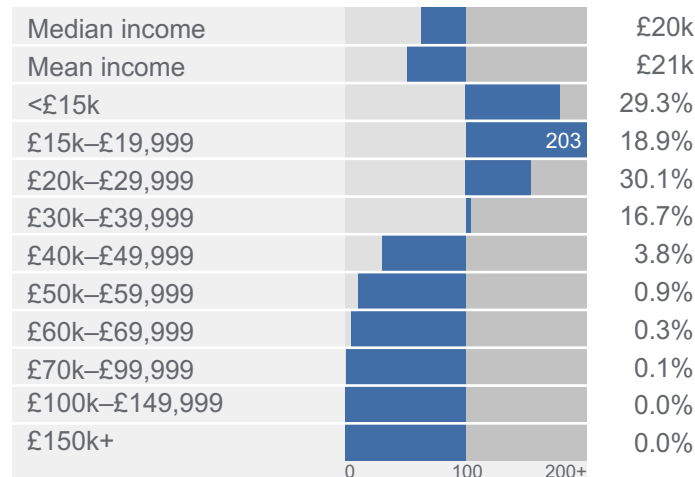
### Property<sup>2</sup>



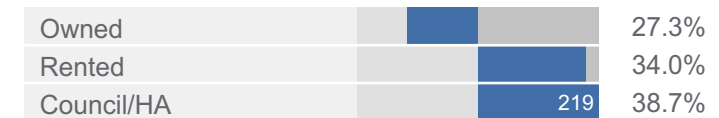
### Household composition



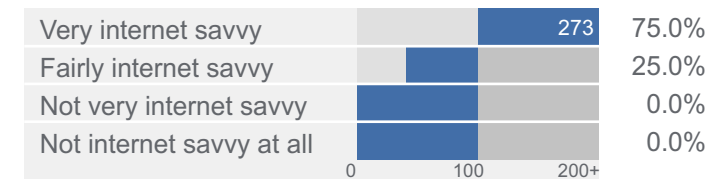
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# J42

## Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term

🏠 1.33% | 1.42% 👤



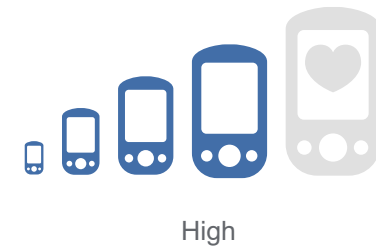
### Who We Are

<b>Age</b> <p>26–35</p> <p>140   27.1%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>187   36.7%</p>
<b>Household composition</b> <p>Homesharers + others</p> <p>336   35.2%</p>	<b>Number of children</b> <p>No children</p> <p>111   77.0%</p>
<b>Tenure</b> <p>Rented</p> <p>441   79.3%</p>	<b>Residency type</b> <p>Terraced</p> <p>212   53.4%</p>

### Advert Response Channel

134	60	88
224	150	110

### Household Technology



### Key Features

- Singles and homesharers
- No children
- Rent terraced houses
- Work full-time
- Internet via smartphone
- Free mobile phone apps



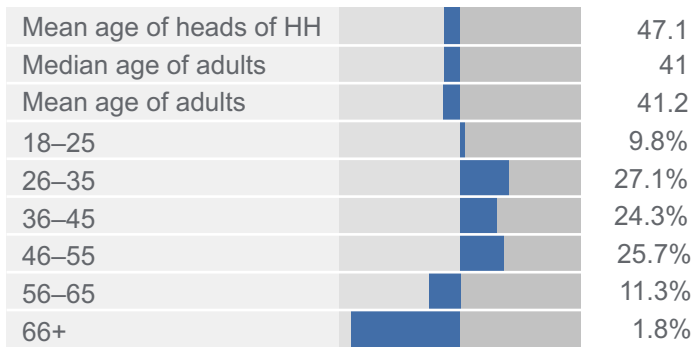
# J42

## Midlife Renters

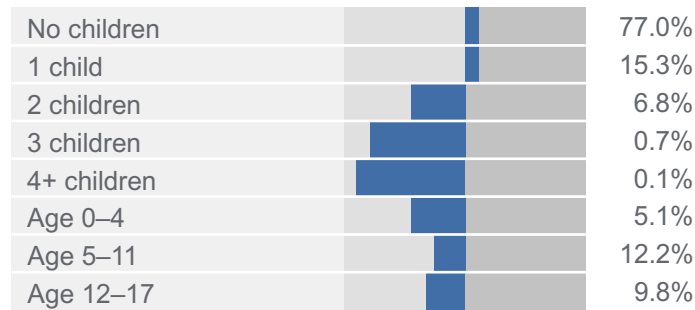
Maturing singles in employment who are renting affordable homes for the short-term

🏠 1.33% | 1.42% 👤

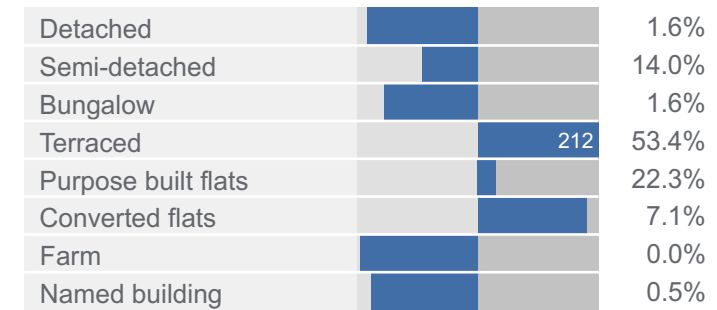
### Age



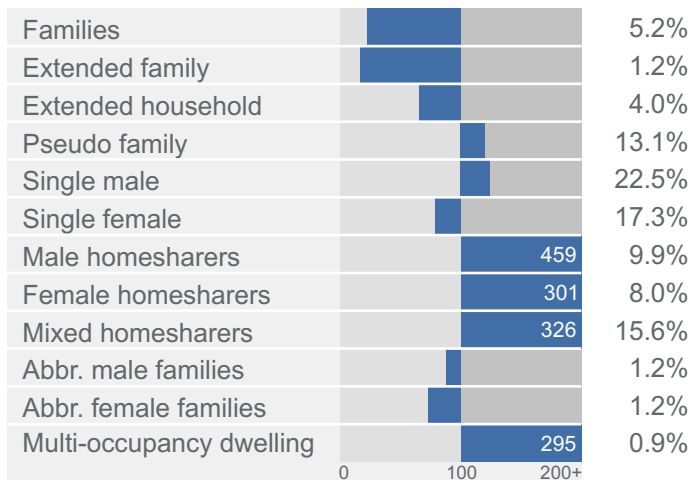
### Children<sup>1</sup>



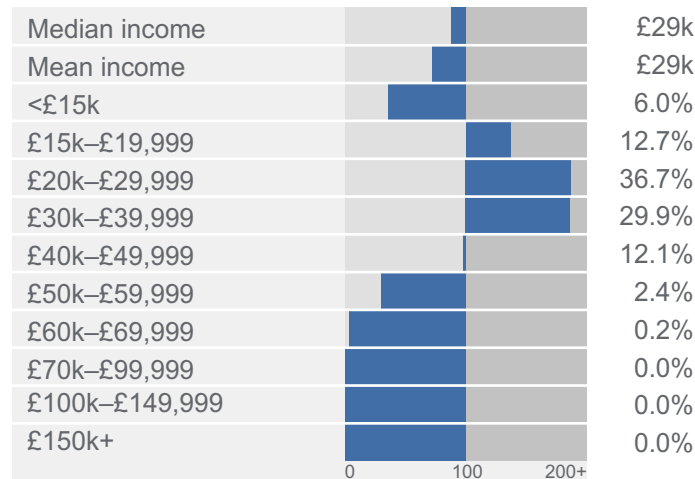
### Property<sup>2</sup>



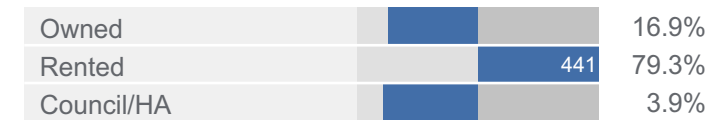
### Household composition



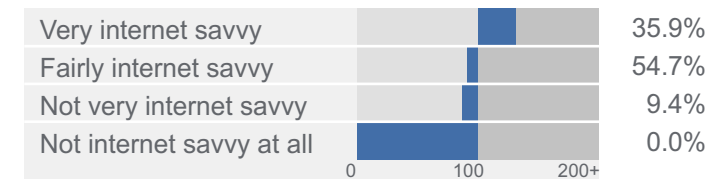
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# J43

## Renting Rooms

Transient renters of low cost accommodation often within older properties

🏠 1.33% | 1.35% 👤



### Who We Are

<b>Age</b> <p>26–35</p> <p>183   35.4%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>204   39.9%</p>
<b>Household composition</b> <p>Homesharers + others</p> <p>265   27.7%</p>	<b>Number of children</b> <p>1</p> <p>115   15.8%</p>
<b>Tenure</b> <p>Rented</p> <p>424   76.2%</p>	<b>Residency type</b> <p>Terraced</p> <p>240   60.4%</p>

### Advert Response Channel

236	101	120
189	151	155

### Household Technology



Very High

### Key Features

- Singles and homesharers
- Rent terraced houses
- Vocational qualifications
- Low discretionary income
- Mobile calls in home
- Minimum credit card payments



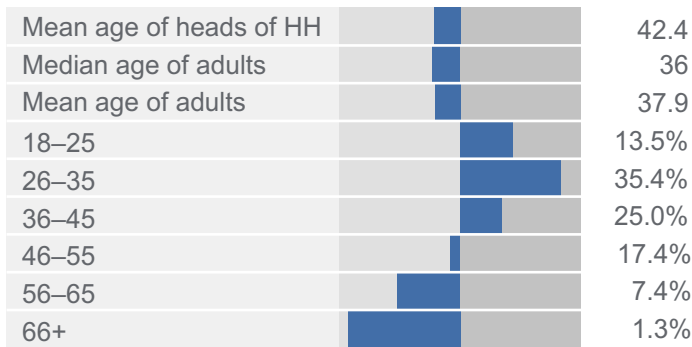
# J43

## Renting Rooms

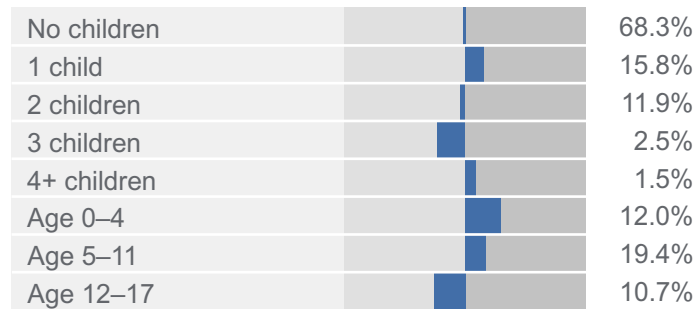
Transient renters of low cost accommodation often within older properties

🏠 1.33% | 1.35% 👤

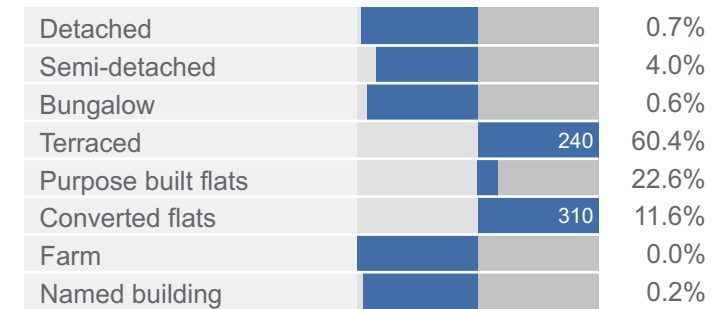
### Age



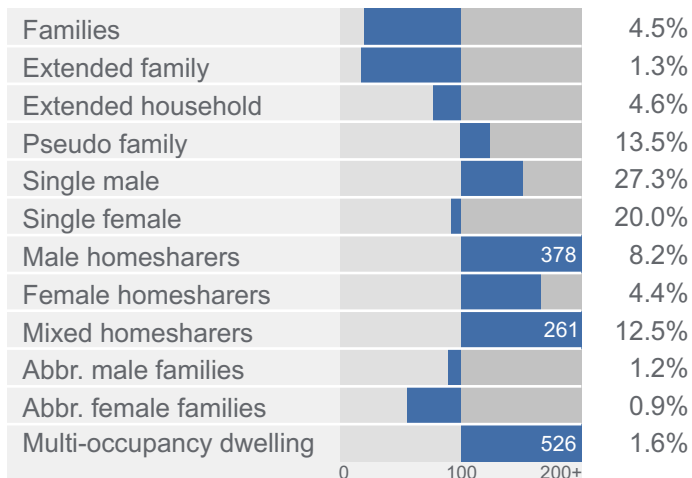
### Children<sup>1</sup>



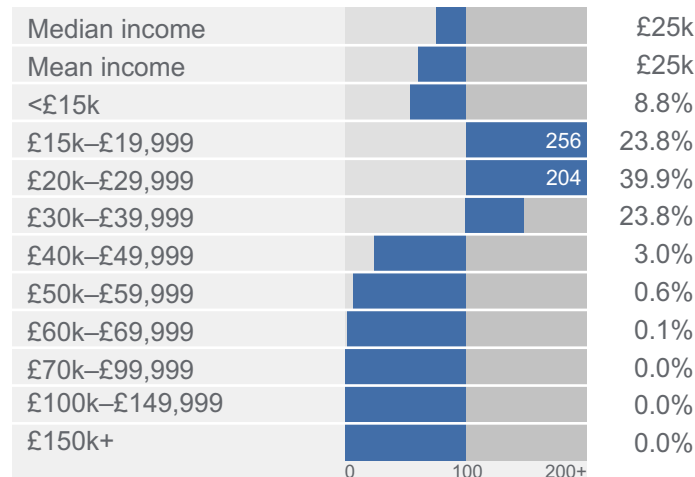
### Property<sup>2</sup>



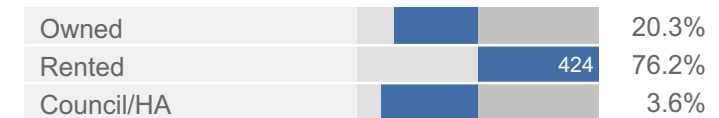
### Household composition



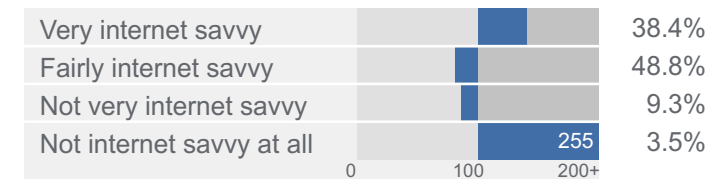
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# K44 Inner City Stalwarts

Long-term renters of inner city social flats who have witnessed many changes

🏠 0.80% | 0.65% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>194   35.9%</p>	<b>Household income</b> <p>&lt;£15k</p> <p>370   60.7%</p>
<b>Household composition</b> <p>Single</p> <p>162   64.3%</p>	<b>Number of children</b> <p>No children</p> <p>142   98.2%</p>
<b>Tenure</b> <p>Council/HA</p> <p>460   81.1%</p>	<b>Residency type</b> <p>Flat</p> <p>389   90.0%</p>

## Advert Response Channel

74	79	47
133	41	82

## Household Technology



## Key Features

- Council/HA tenants
- No children
- 1 bed flats
- No qualifications
- High street supermarkets
- Fuel poverty



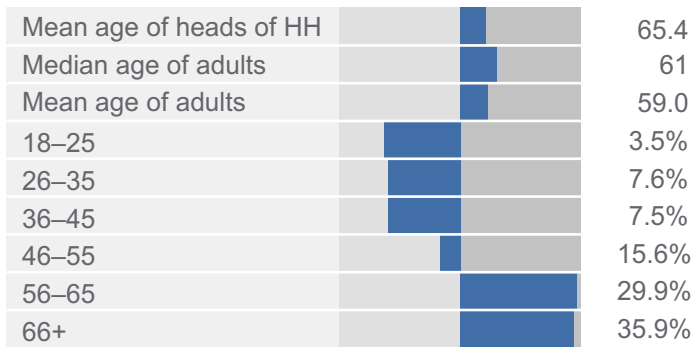


# K44 Inner City Stalwarts

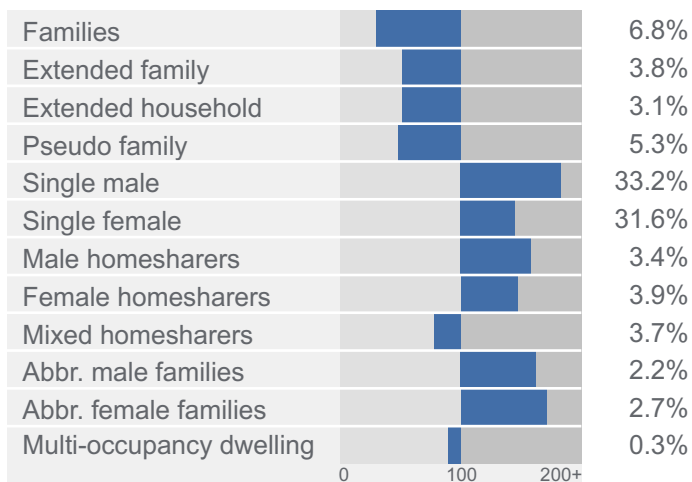
Long-term renters of inner city social flats who have witnessed many changes

🏠 0.80% | 0.65% 👤

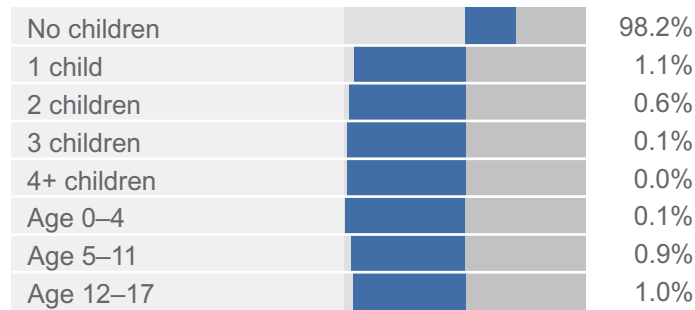
## Age



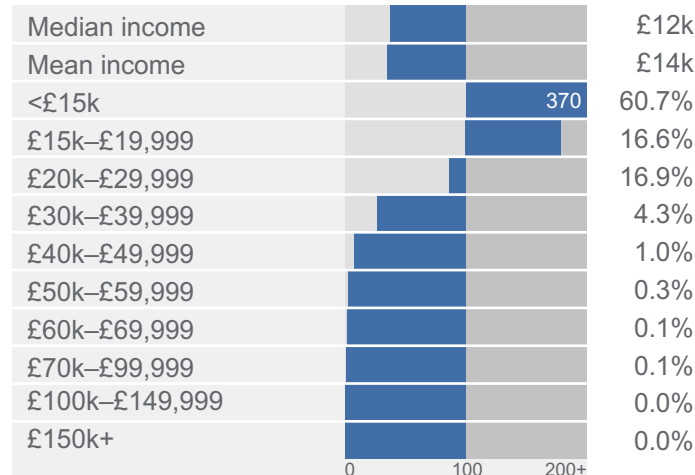
## Household composition



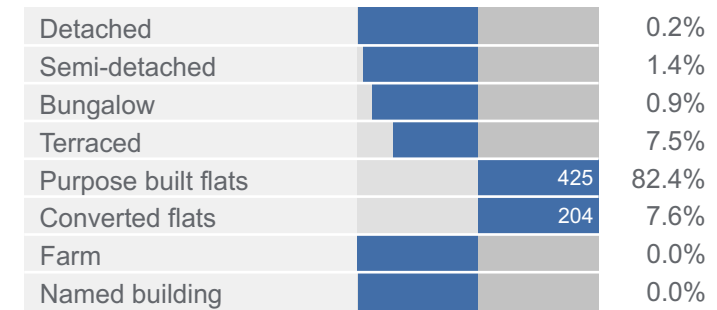
## Children<sup>1</sup>



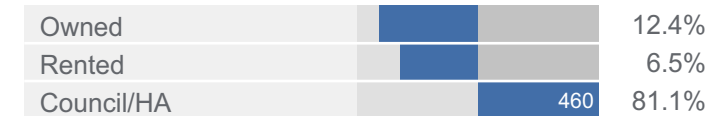
## Household income



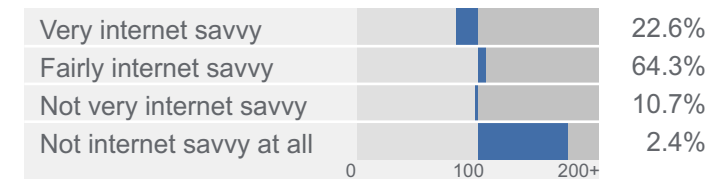
## Property<sup>2</sup>



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# K45 City Diversity

Households renting social flats in busy city suburbs where many nationalities live as neighbours

🏠 1.32% | 1.45% 👤



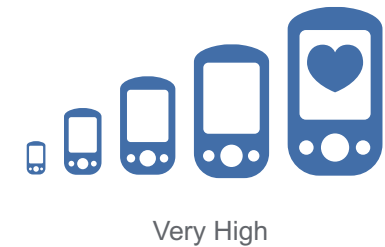
## Who We Are

<b>Age</b> <p>26–35</p> <p>147   28.4%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>160   31.3%</p>
<b>Household composition</b> <p>Homesharers + others</p> <p>225   23.5%</p>	<b>Number of children</b> <p>1</p> <p>143   19.8%</p>
<b>Tenure</b> <p>Council/HA</p> <p>413   72.9%</p>	<b>Residency type</b> <p>Flat</p> <p>400   92.5%</p>

## Advert Response Channel

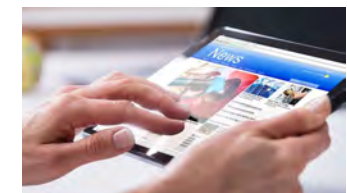
183	80	89
154	111	145

## Household Technology



## Key Features

- Council/HA flats
- Densely populated
- Would like to set up their own business
- Uber passengers
- Technology news online
- Third party car insurance

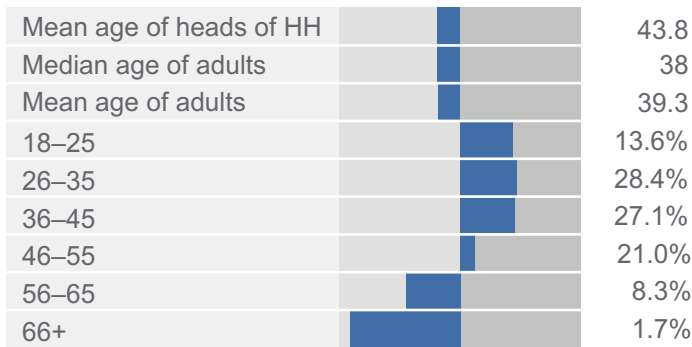


# K45 City Diversity

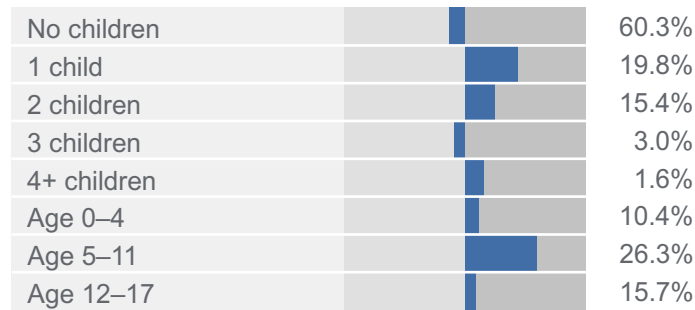
Households renting social flats in busy city suburbs where many nationalities live as neighbours

🏠 1.32% | 1.45% 👤

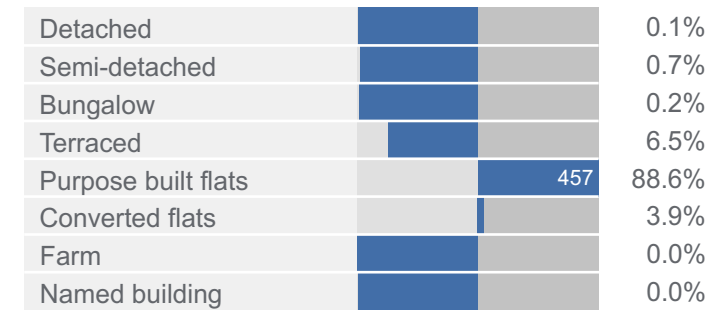
## Age



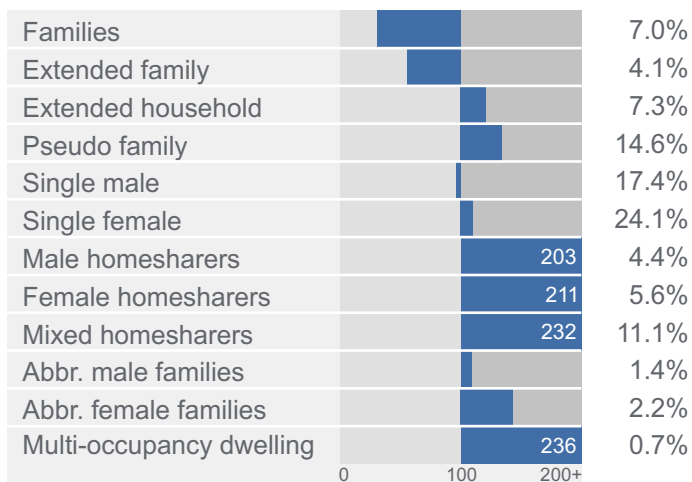
## Children<sup>1</sup>



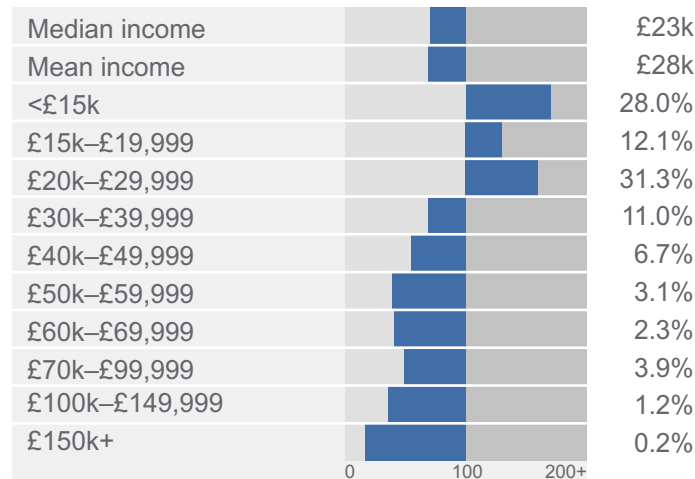
## Property<sup>2</sup>



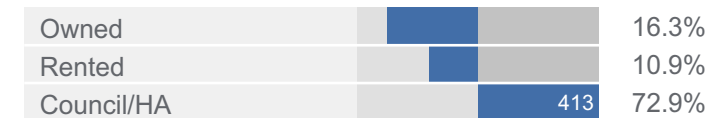
## Household composition



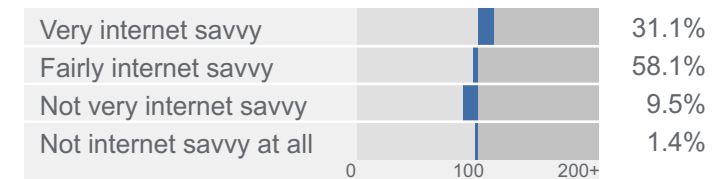
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# K46

## High Rise Residents

Tenants of social flats located in high rise blocks, often living alone

🏠 0.49% | 0.35% 👤



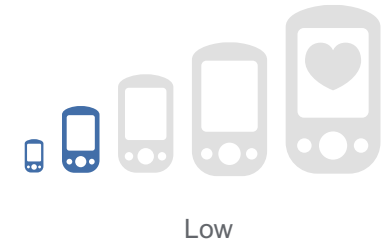
### Who We Are

<b>Age</b> <p>26–35 117   22.6%</p>	<b>Household income</b> <p>&lt;£15k 397   65.3%</p>
<b>Household composition</b> <p>Single 168   66.9%</p>	<b>Number of children</b> <p>No children 120   83.3%</p>
<b>Tenure</b> <p>Council/HA 485   85.6%</p>	<b>Residency type</b> <p>Flat 414   95.7%</p>

### Advert Response Channel

316	69	54
166	66	73

### Household Technology



### Key Features

- Council/HA flats
- Densely populated
- GCSE education
- Low discretionary income
- Electric central heating
- Fuel poverty

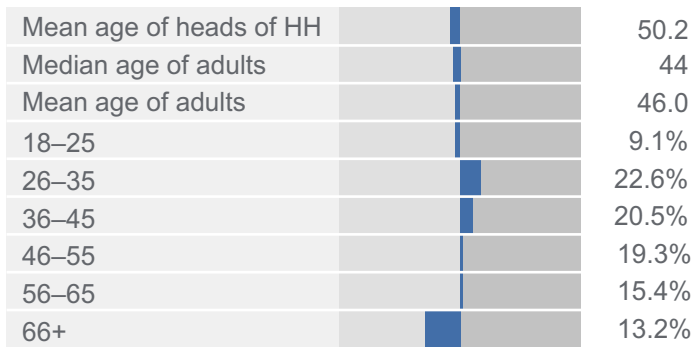


# K46 High Rise Residents

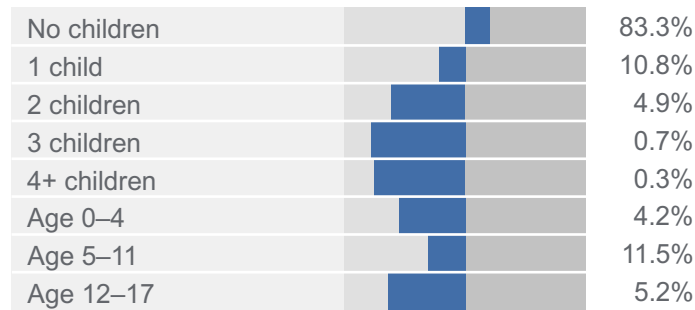
Tenants of social flats located in high rise blocks, often living alone

🏠 0.49% | 0.35% 👤

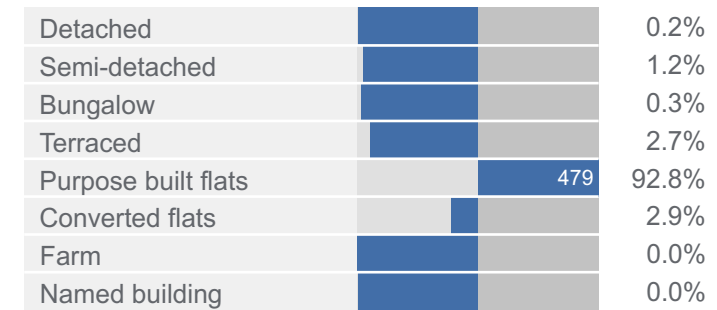
## Age



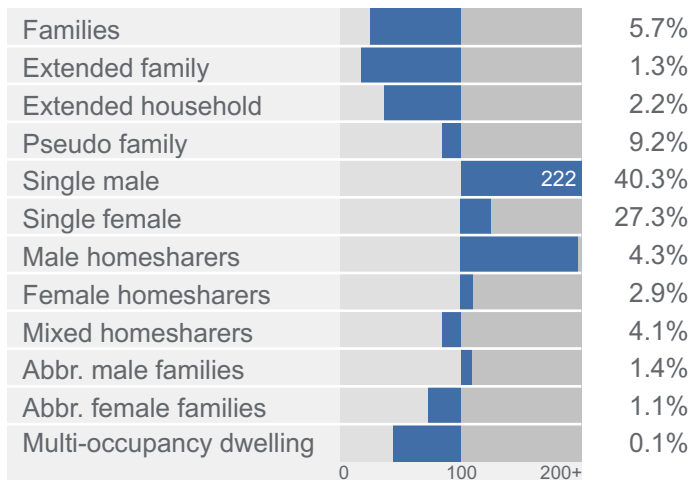
## Children<sup>1</sup>



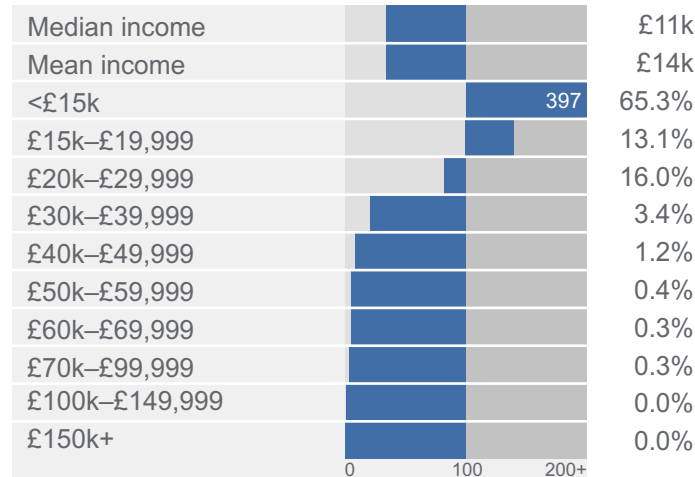
## Property<sup>2</sup>



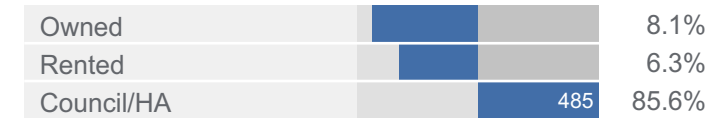
## Household composition



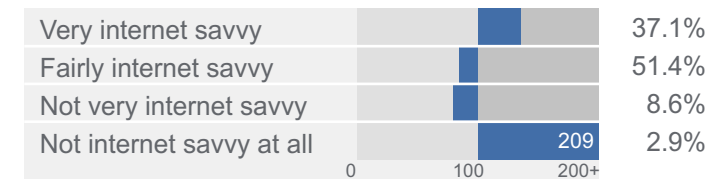
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# K47 Single Essentials

Singles renting small social flats in town centres

🏠 2.03% | 1.43% 👤



## Who We Are

<b>Age</b> <p>46–55</p> <p>136   25.7%</p>	<b>Household income</b> <p>&lt;£15k</p> <p>360   59.1%</p>
<b>Household composition</b> <p>Single</p> <p>171   67.9%</p>	<b>Number of children</b> <p>No children</p> <p>118   81.7%</p>
<b>Tenure</b> <p>Council/HA</p> <p>447   78.8%</p>	<b>Residency type</b> <p>Flat</p> <p>412   95.2%</p>

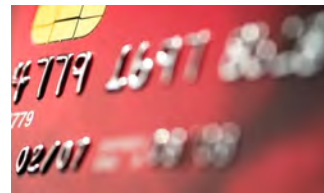
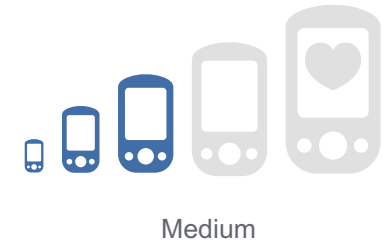
## Advert Response Channel

196	93	100
341	178	92

## Key Features

- Council/HA tenants
- Low value, 1 bed flats
- No qualifications
- Low discretionary income
- Unemployed
- Fuel poverty

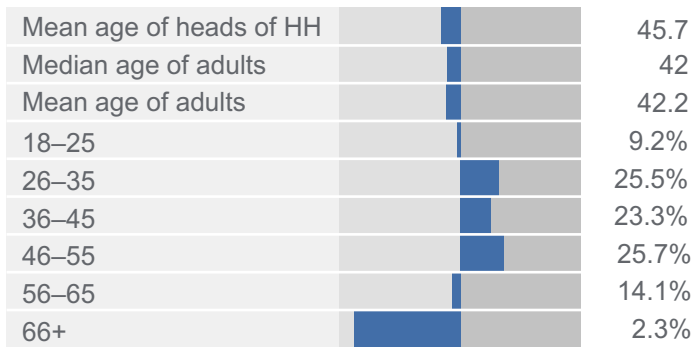
## Household Technology



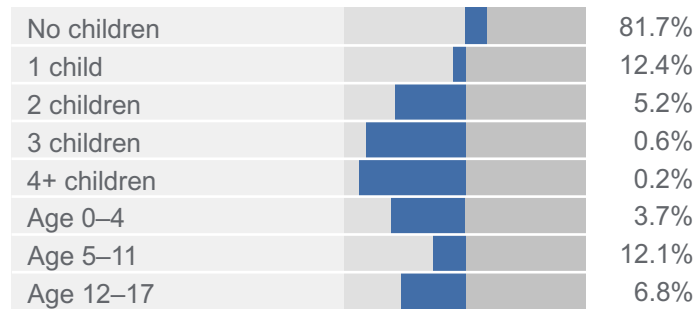
# K47 Single Essentials

Singles renting small social flats in town centres

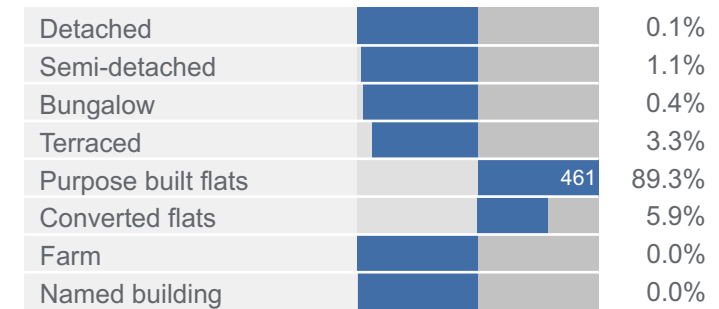
## Age



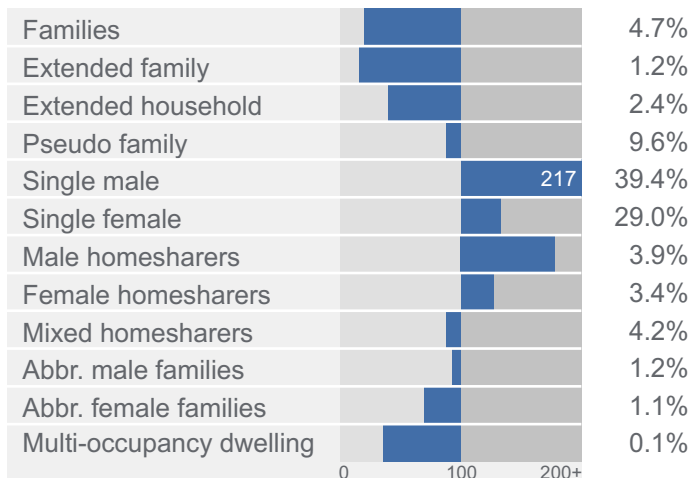
## Children<sup>1</sup>



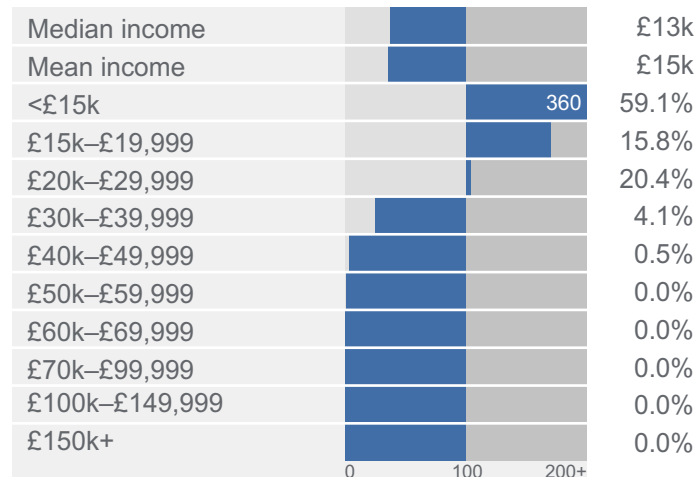
## Property<sup>2</sup>



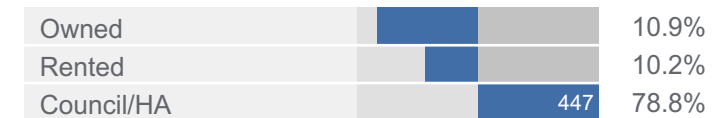
## Household composition



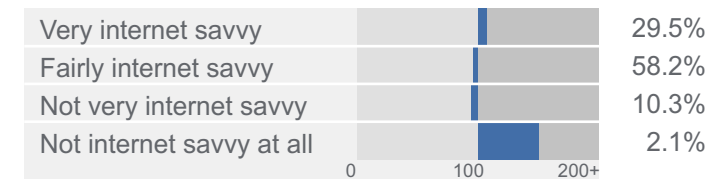
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# K48

## Mature Workers

Older social renters settled in low value homes who are experienced at budgeting

🏠 2.09% | 2.08% 👤



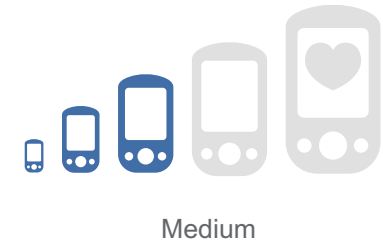
### Who We Are

<b>Age</b> <p>56–65</p> <p>239   36.5%</p>	<b>Household income</b> <p>&lt;£15k</p> <p>311   51.1%</p>
<b>Household composition</b> <p>Single</p> <p>112   44.3%</p>	<b>Number of children</b> <p>No children</p> <p>140   96.6%</p>
<b>Tenure</b> <p>Council/HA</p> <p>414   73.2%</p>	<b>Residency type</b> <p>Terraced</p> <p>191   48.1%</p>

### Advert Response Channel

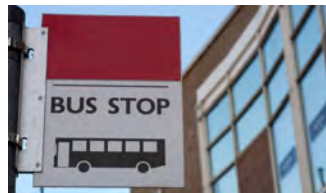
88	121	89
128	168	95

### Household Technology



### Key Features

- Council/HA tenants
- Low value properties
- No qualifications
- Low discretionary income
- Fuel and water poverty
- Solar panels



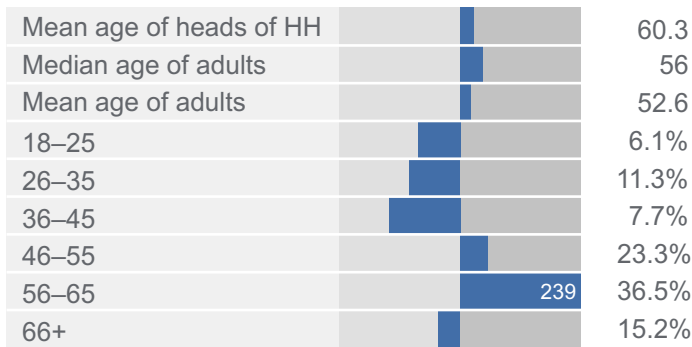


# K48 Mature Workers

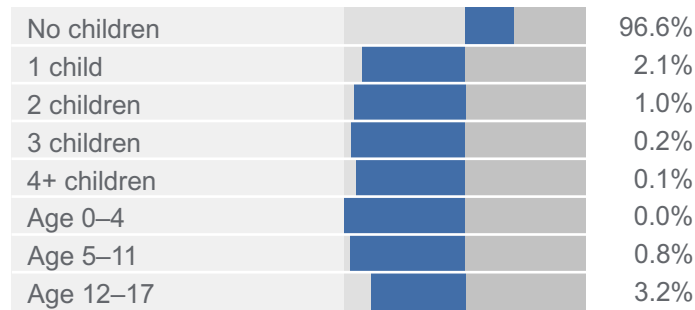
Older social renters settled in low value homes who are experienced at budgeting

🏠 2.09% | 2.08% 👤

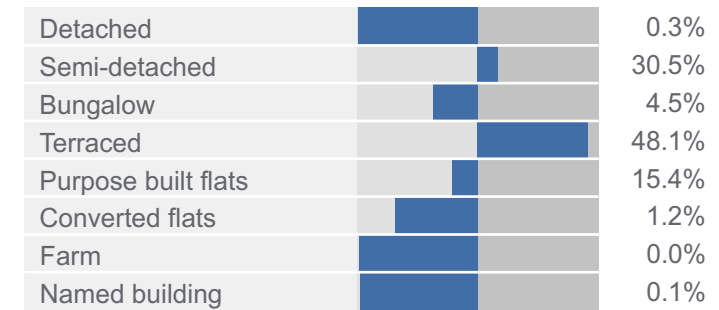
## Age



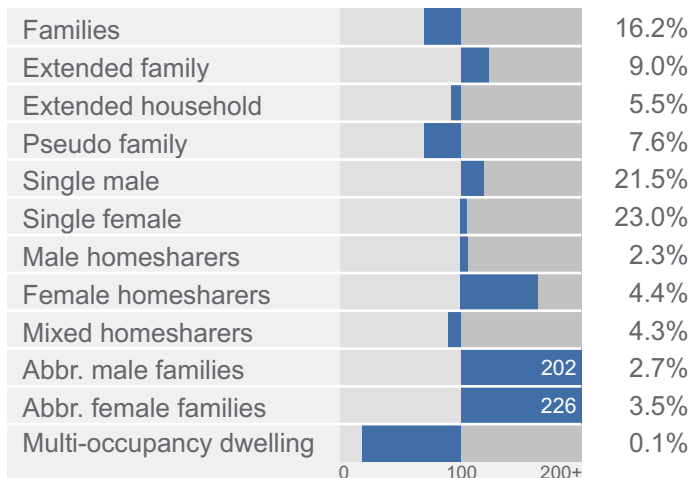
## Children<sup>1</sup>



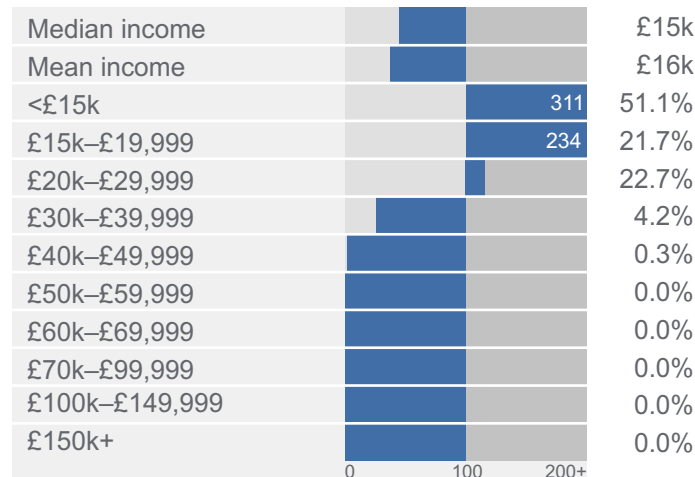
## Property<sup>2</sup>



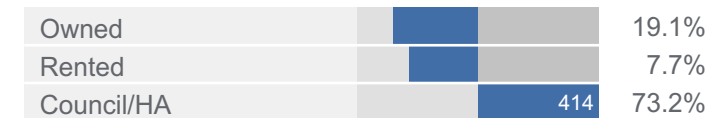
## Household composition



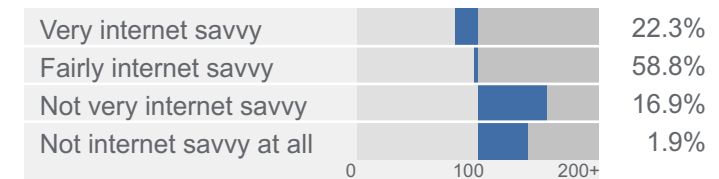
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# L49

## Flatlet Seniors

Ageing singles with basic income renting small flats in centrally located developments

🏠 1.20% | 0.68% 👤



### Who We Are

<b>Age</b> <p>66+</p> <p>314   58.0%</p>	<b>Household income</b> <p>&lt;£15k</p> <p>524   86.1%</p>
<b>Household composition</b> <p>Single</p> <p>205   81.4%</p>	<b>Number of children</b> <p>No children</p> <p>144   99.7%</p>
<b>Tenure</b> <p>Council/HA</p> <p>454   80.2%</p>	<b>Residency type</b> <p>Flat</p> <p>396   91.6%</p>

### Advert Response Channel

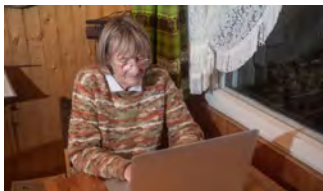
113	95	54
12	72	61

### Household Technology



### Key Features

- Retired singles
- Low value council/HA flats
- 1 bedroom
- No qualifications
- Low discretionary income
- Fuel and water poverty



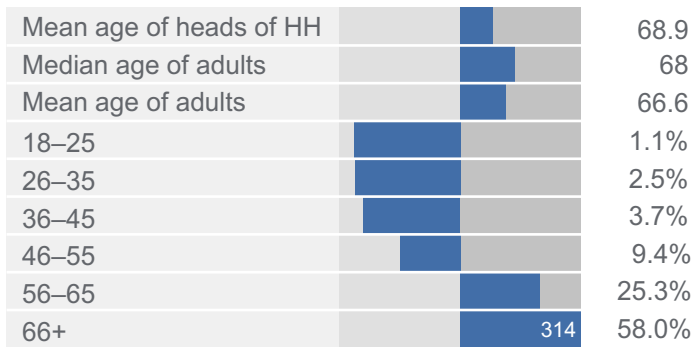
# L49

## Flatlet Seniors

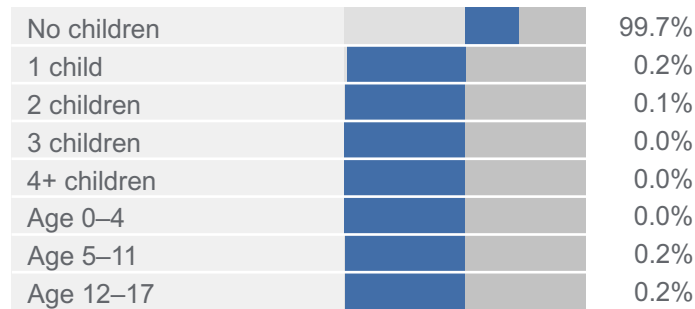
Ageing singles with basic income renting small flats in centrally located developments

🏠 1.20% | 0.68% 👤

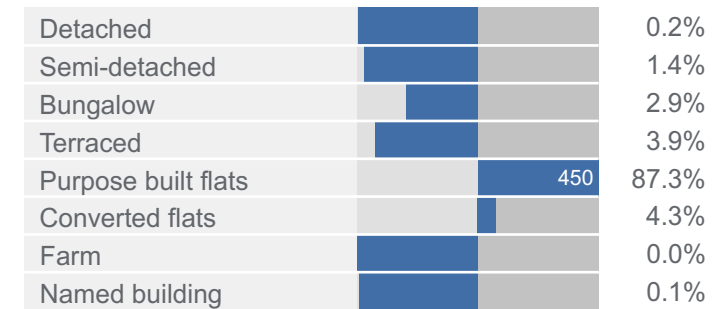
### Age



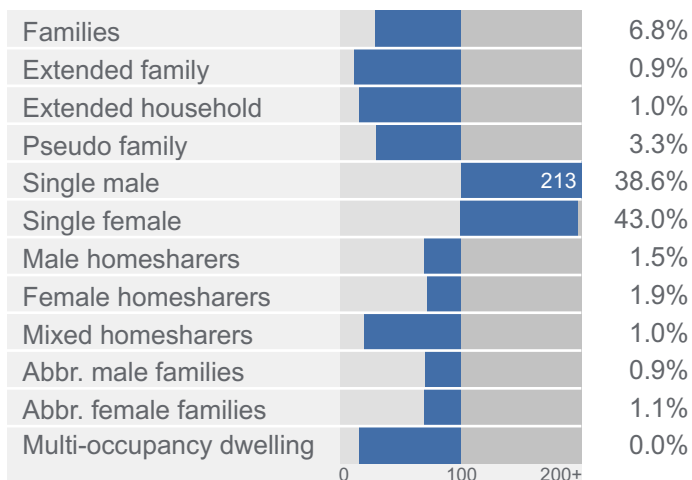
### Children<sup>1</sup>



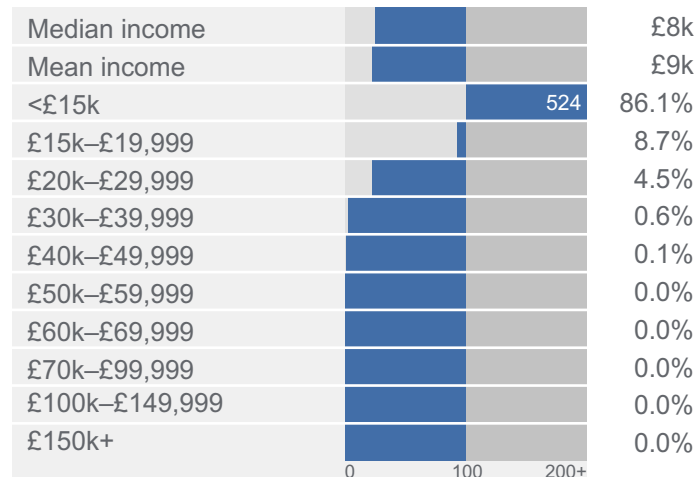
### Property<sup>2</sup>



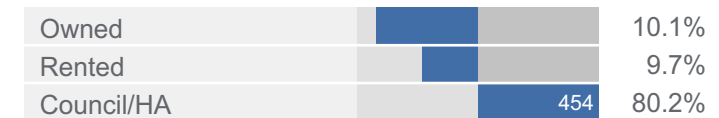
### Household composition



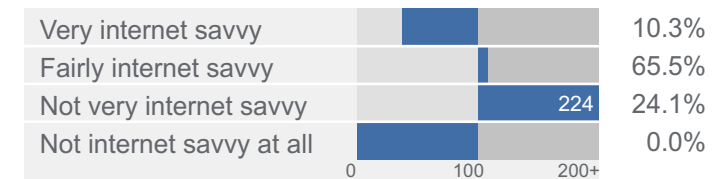
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# L50

## Pocket Pensions

Penny-wise elderly singles renting in developments of compact social homes

🏠 1.30% | 0.79% 👤



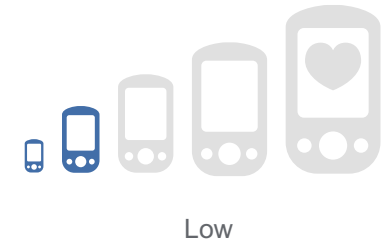
### Who We Are

<b>Age</b> <p>66+</p> <p>368   68.0%</p>	<b>Household income</b> <p>&lt;£15k</p> <p>533   87.6%</p>
<b>Household composition</b> <p>Single</p> <p>197   78.3%</p>	<b>Number of children</b> <p>No children</p> <p>144   99.8%</p>
<b>Tenure</b> <p>Council/HA</p> <p>511   90.2%</p>	<b>Residency type</b> <p>Bungalow</p> <p>596   42.4%</p>

### Advert Response Channel

105	111	79
33	25	58

### Household Technology



### Key Features

- Retired singles
- Council/HA tenants
- 1 bed bungalows
- No qualifications
- Very low discretionary income
- Fuel and water poverty



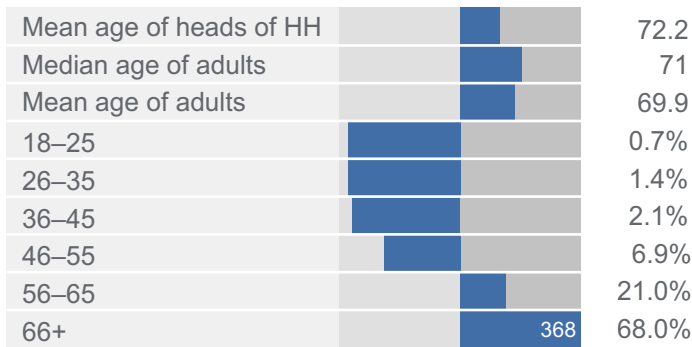
# L50

## Pocket Pensions

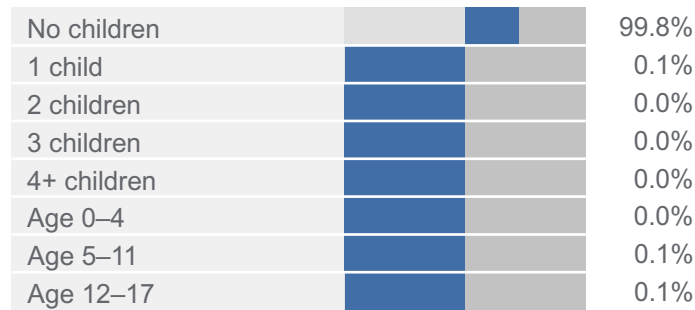
Penny-wise elderly singles renting in developments of compact social homes

🏠 1.30% | 0.79% 👤

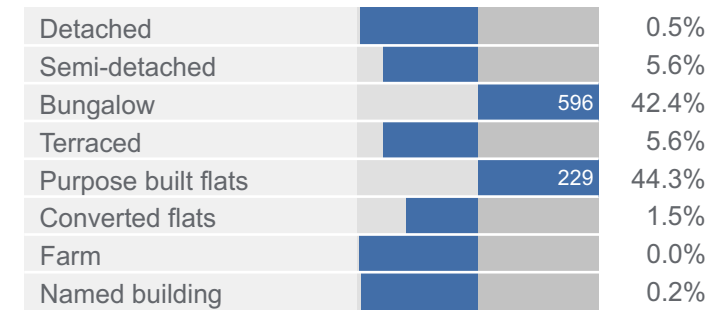
### Age



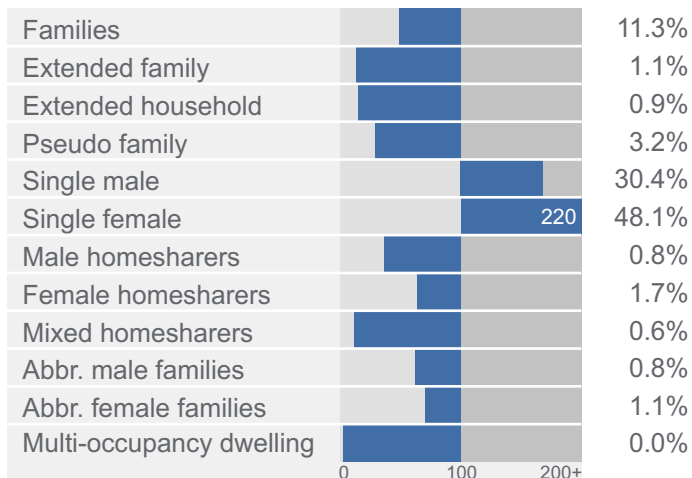
### Children<sup>1</sup>



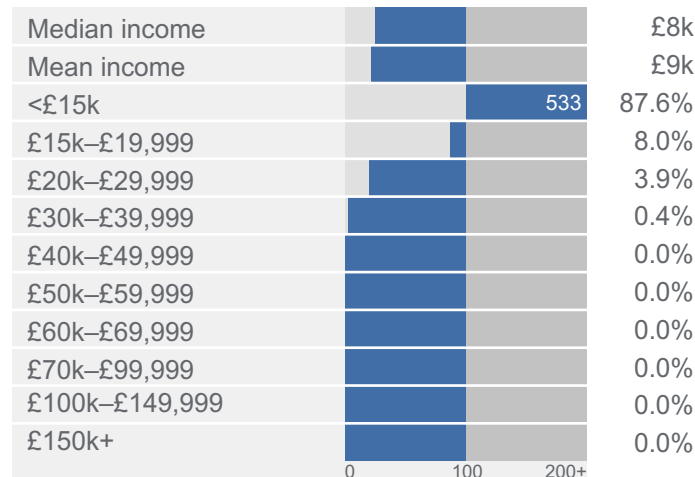
### Property<sup>2</sup>



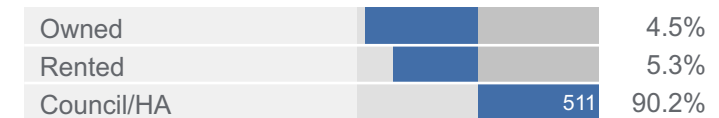
### Household composition



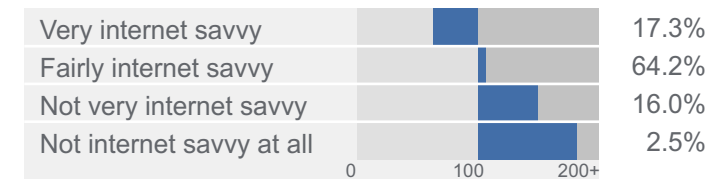
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# L51

## Retirement Communities

Elderly living in specialised accommodation including retirement homes, villages and complexes

🏠 1.06% | 0.56% 👤



### Who We Are

<b>Age</b> <p>66+</p> <p>456   84.3%</p>	<b>Household income</b> <p>&lt;£15k</p> <p>400   65.8%</p>
<b>Household composition</b> <p>Single</p> <p>207   82.1%</p>	<b>Number of children</b> <p>No children</p> <p>144   99.9%</p>
<b>Tenure</b> <p>Council/HA</p> <p>124   21.8%</p>	<b>Residency type</b> <p>Flat</p> <p>397   91.9%</p>

### Advert Response Channel

124	88	28
20	18	121

### Household Technology



### Key Features

- Retired singles
- Pre-war generation
- 1 bed purpose built flats
- University degrees
- Very low-tech households
- Have wills



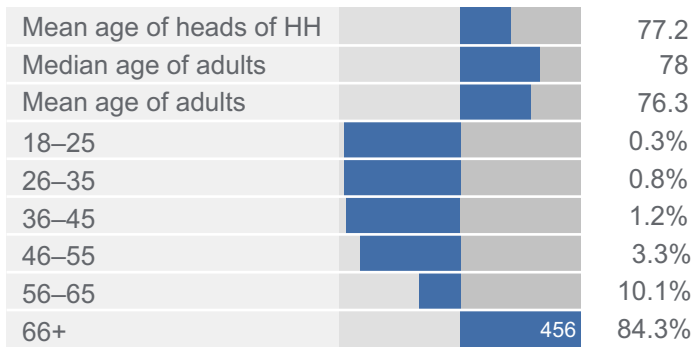
# L51

## Retirement Communities

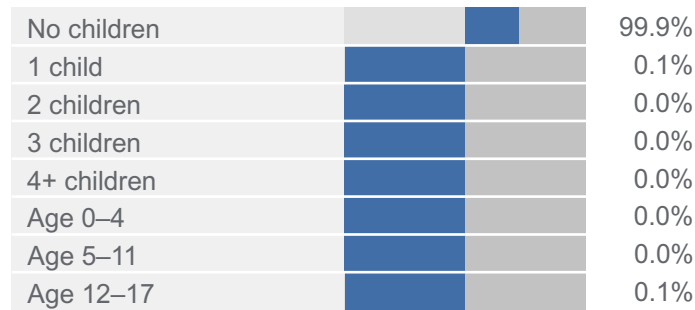
Elderly living in specialised accommodation including retirement homes, villages and complexes

🏠 1.06% | 0.56% 👤

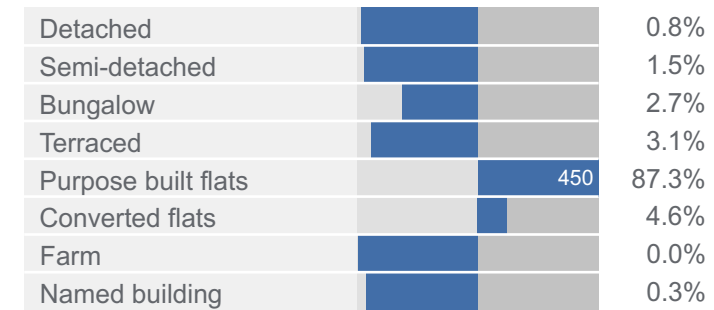
### Age



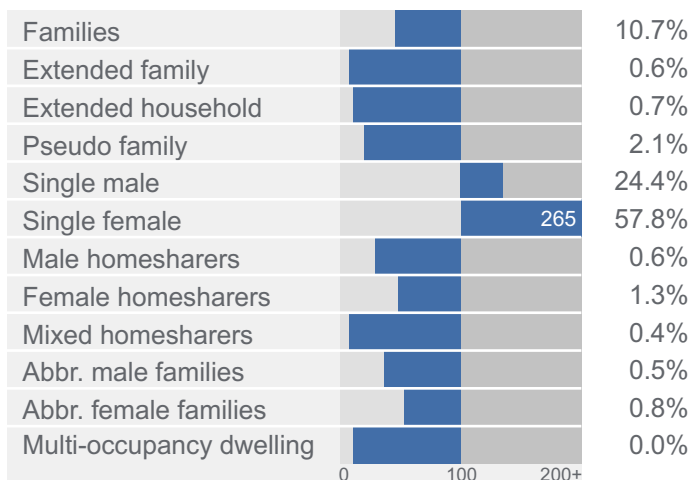
### Children<sup>1</sup>



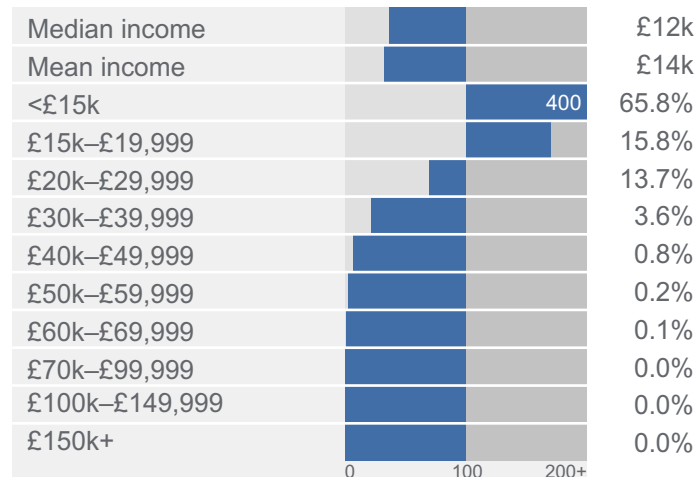
### Property<sup>2</sup>



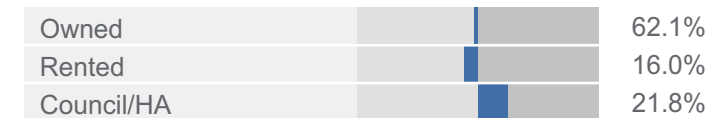
### Household composition



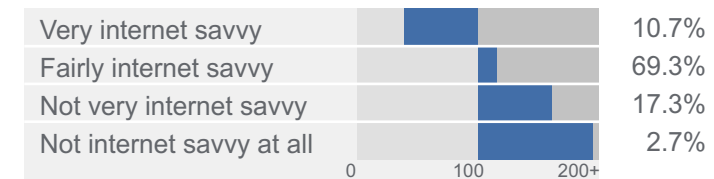
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters

🏠 1.29% | 0.99% 👤



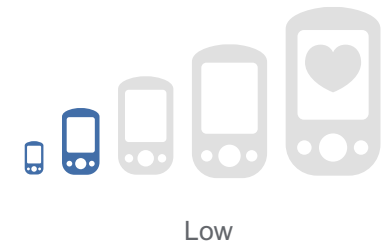
## Who We Are

<b>Age</b> <p>66+</p> <p>415   76.7%</p>	<b>Household income</b> <p>&lt;£15k</p> <p>473   77.8%</p>
<b>Household composition</b> <p>Single</p> <p>163   64.5%</p>	<b>Number of children</b> <p>No children</p> <p>144   99.8%</p>
<b>Tenure</b> <p>Council/HA</p> <p>532   93.9%</p>	<b>Residency type</b> <p>Terraced</p> <p>147   37.1%</p>

## Advert Response Channel

30	66	95
178	72	132

## Household Technology



## Key Features

- Retired singles
- Council/HA tenants
- No qualifications
- Very low discretionary income
- Established in community
- Fuel and water poverty



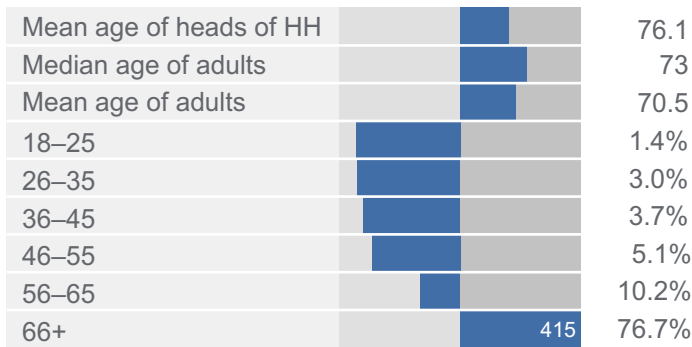


# L52 Estate Veterans

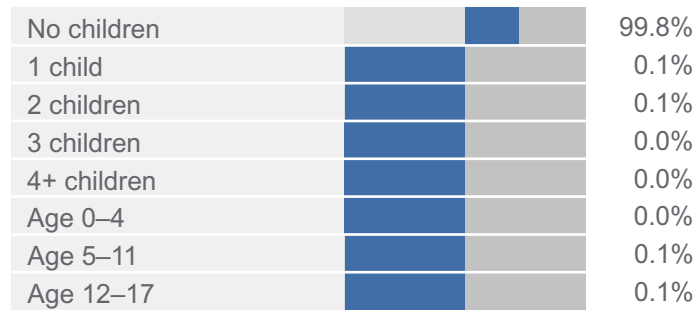
Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters

🏠 1.29% | 0.99% 👤

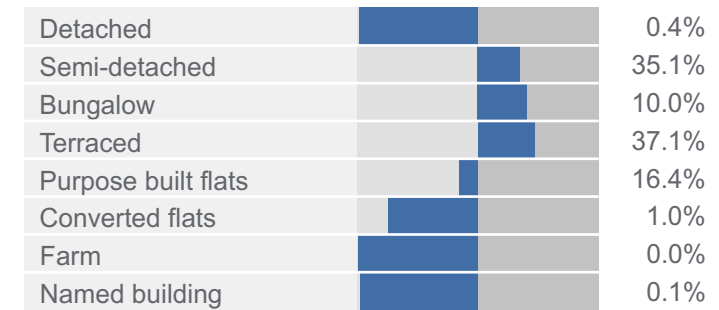
## Age



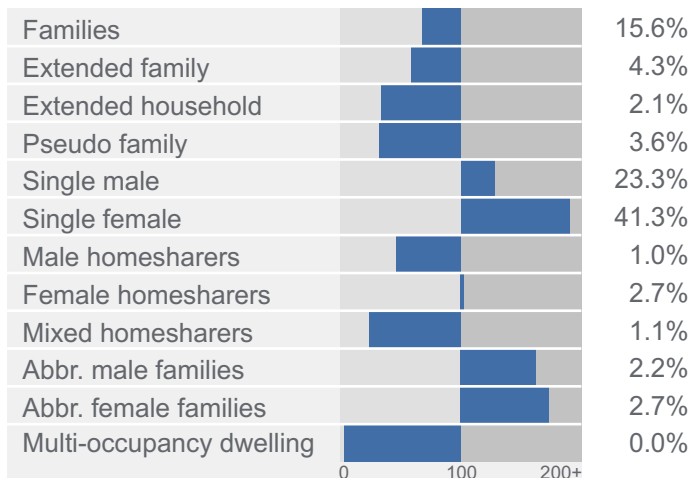
## Children<sup>1</sup>



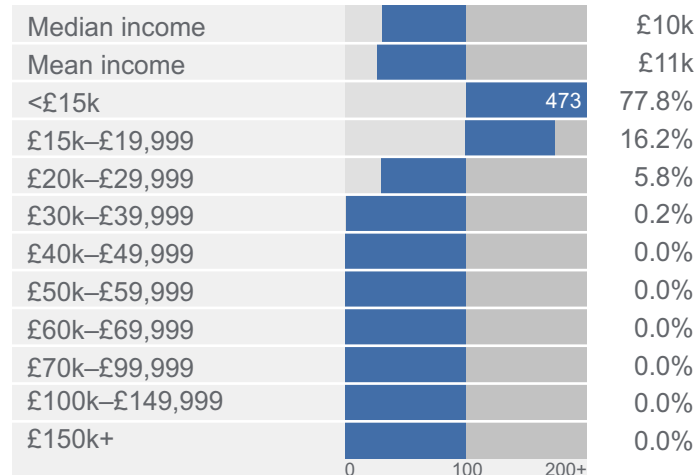
## Property<sup>2</sup>



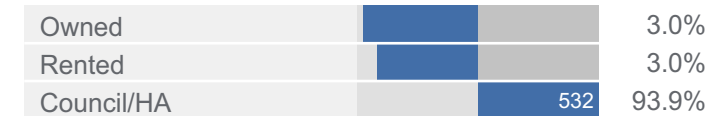
## Household composition



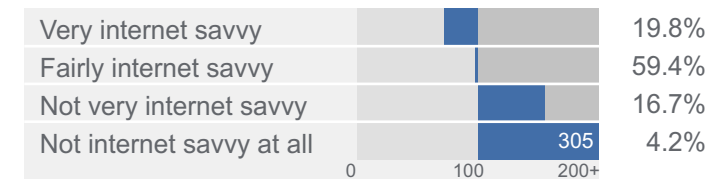
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# L53 Seasoned Survivors

Single elderly who are long-term owners of their low value properties which provide some financial security

🏠 1.61% | 1.14% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>461   85.3%</p>	<b>Household income</b> <p>&lt;£15k</p> <p>408   67.0%</p>
<b>Household composition</b> <p>Single</p> <p>183   72.8%</p>	<b>Number of children</b> <p>No children</p> <p>144   99.9%</p>
<b>Tenure</b> <p>Owned</p> <p>129   83.0%</p>	<b>Residency type</b> <p>Terraced</p> <p>224   56.3%</p>

## Advert Response Channel

64	91	85
5	70	105

## Household Technology



## Key Features

- Retired singles
- Pre-war generation
- No qualifications
- Worked in metals and mining
- Fuel and water poverty
- Solar panels



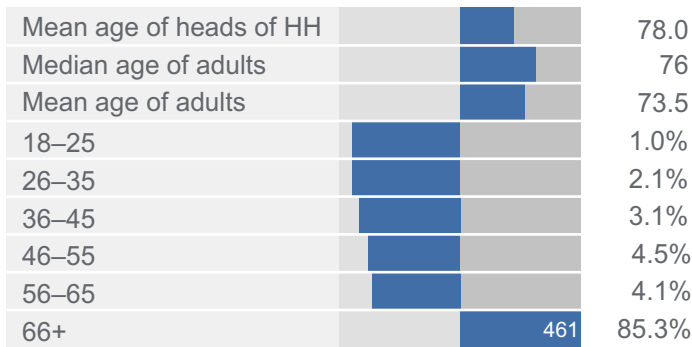
# L53

## Seasoned Survivors

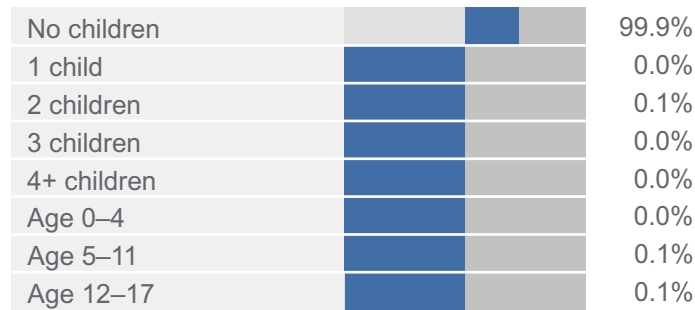
Single elderly who are long-term owners of their low value properties which provide some financial security

🏠 1.61% | 1.14% 👤

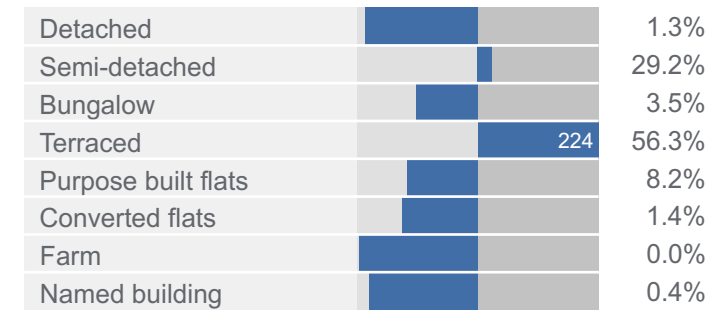
### Age



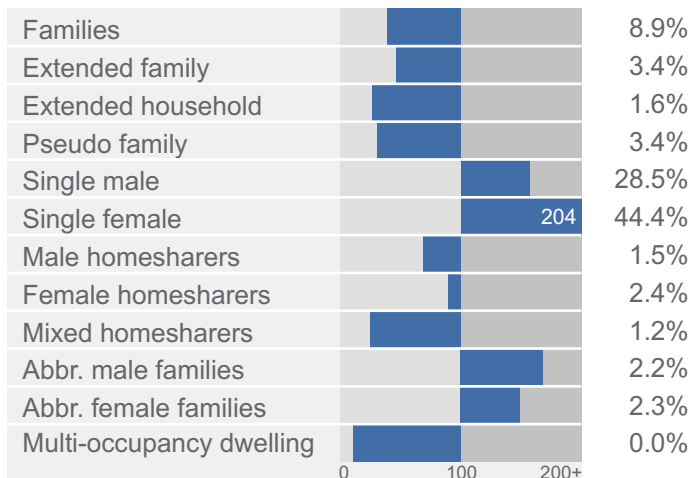
### Children<sup>1</sup>



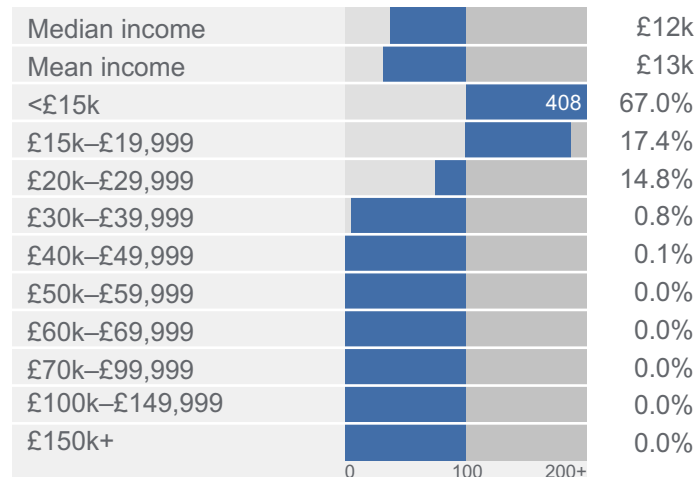
### Property<sup>2</sup>



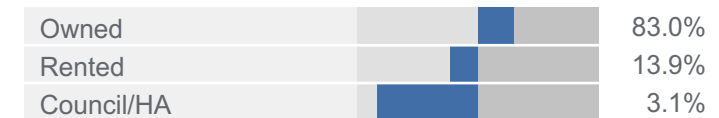
### Household composition



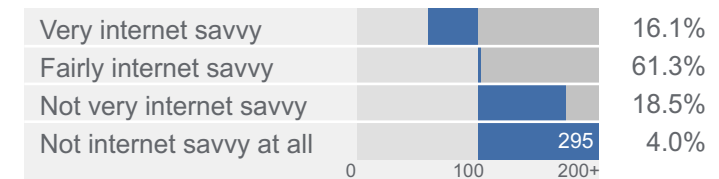
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# M54

## Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs

🏠 1.41% | 1.50% 👤



### Who We Are

<b>Age</b> <p>66+</p> <p>236   43.7%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>265   51.9%</p>
<b>Household composition</b> <p>Family</p> <p>378   86.5%</p>	<b>Number of children</b> <p>No children</p> <p>144   99.3%</p>
<b>Tenure</b> <p>Owned</p> <p>131   84.3%</p>	<b>Residency type</b> <p>Terraced</p> <p>203   51.0%</p>

### Advert Response Channel

65	99	114
177	34	102

### Household Technology



### Key Features

- Married baby boomers
- Homeowners
- Established in community
- No qualifications
- Low household income
- Solar panels

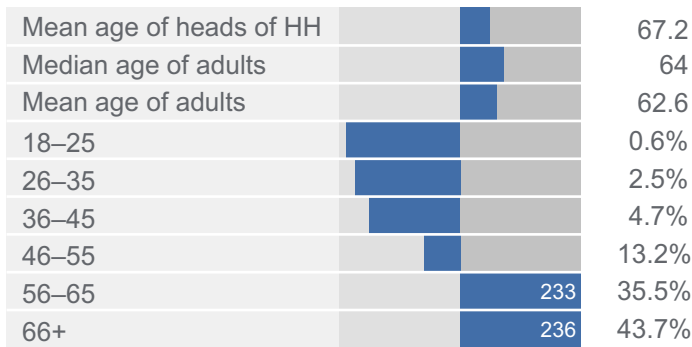


# M54 Down-to-Earth Owners

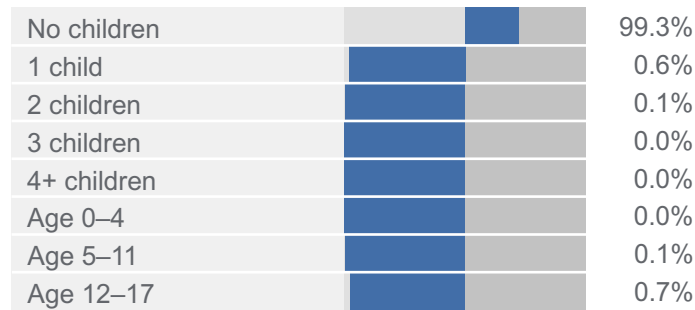
Ageing couples who have owned their inexpensive home for many years while working in routine jobs

🏠 1.41% | 1.50% 👤

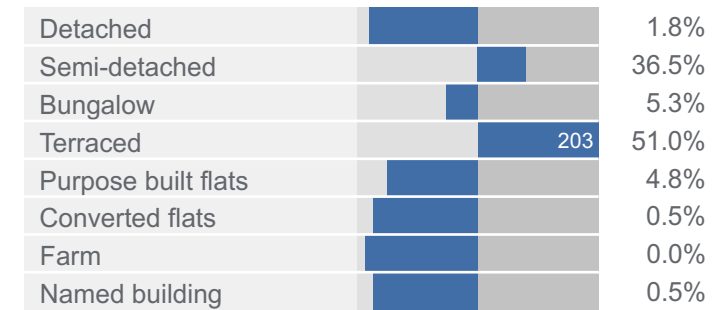
## Age



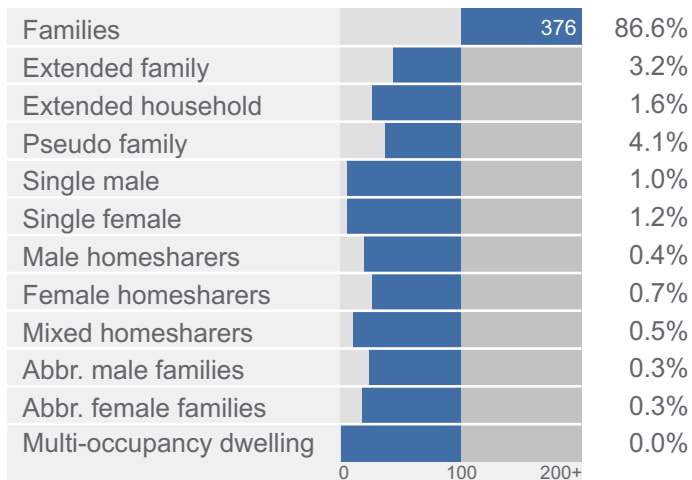
## Children<sup>1</sup>



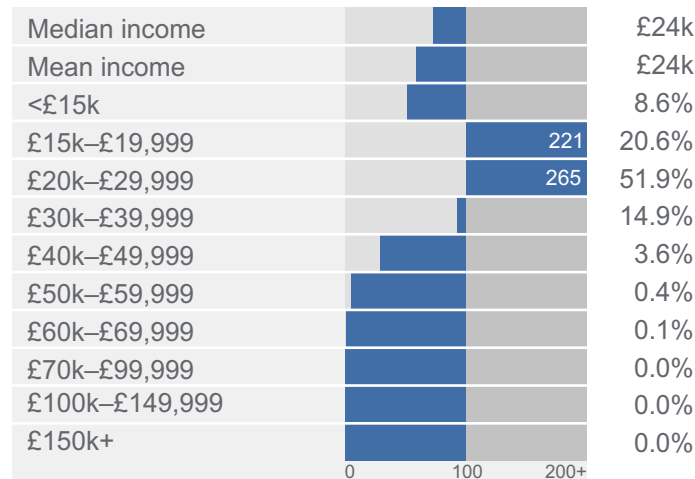
## Property<sup>2</sup>



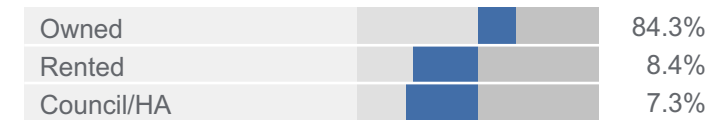
## Household composition



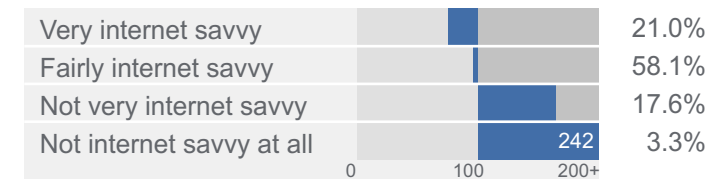
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# M55

## Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence

🏠 1.45% | 2.56% 👤



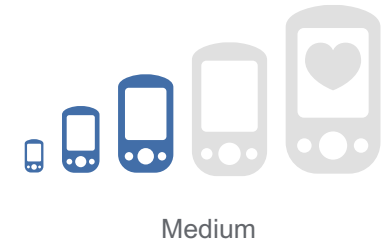
### Who We Are

<b>Age</b> <p>56–65</p> <p>201   30.6%</p>	<b>Household income</b> <p>£30k–£39,999</p> <p>210   33.7%</p>
<b>Household composition</b> <p>Family + other adults</p> <p>530   85.4%</p>	<b>Number of children</b> <p>No children</p> <p>143   99.1%</p>
<b>Tenure</b> <p>Owned</p> <p>134   86.5%</p>	<b>Residency type</b> <p>Terraced</p> <p>181   45.5%</p>

### Advert Response Channel

72	81	89
99	122	139

### Household Technology



### Key Features

- Homeowners
- Adult children at home
- 3 bedrooms
- Low outstanding mortgage
- Established in community
- Solar panels



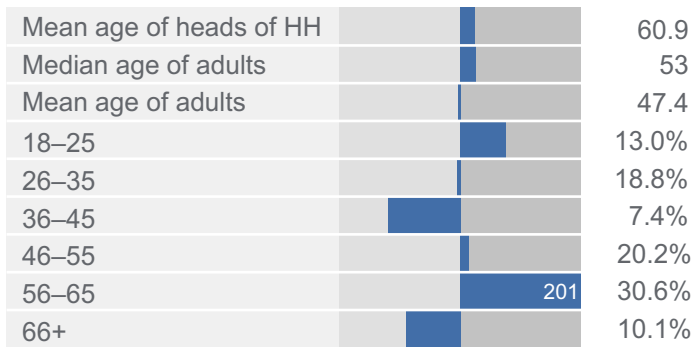
# M55

## Back with the Folks

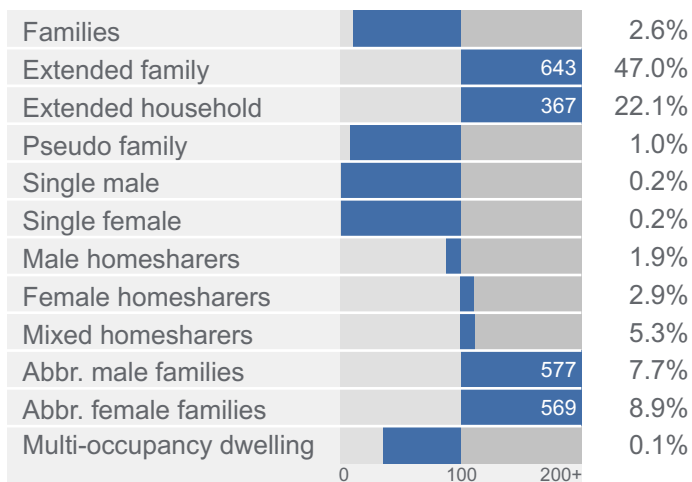
Older owners whose adult children are sharing their modest home while striving to gain independence

🏠 1.45% | 2.56% 👤

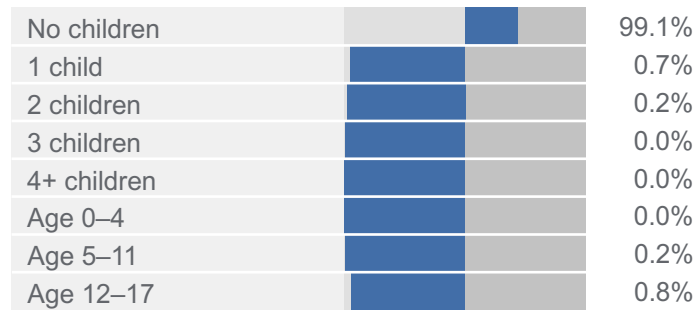
### Age



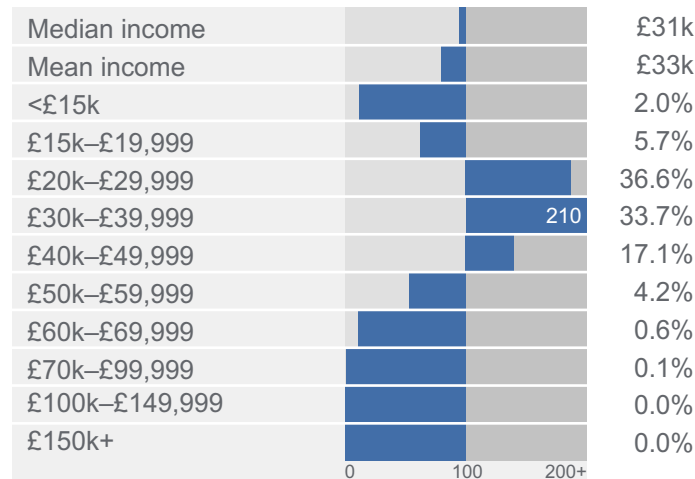
### Household composition



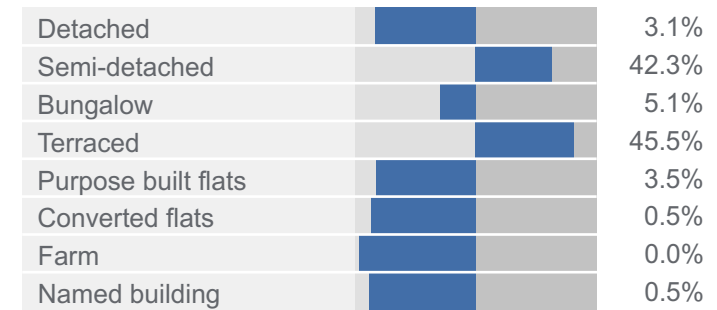
### Children<sup>1</sup>



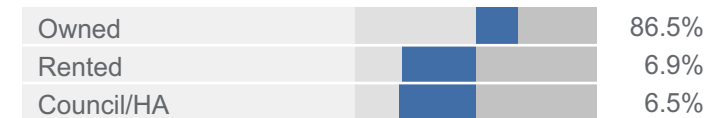
### Household income



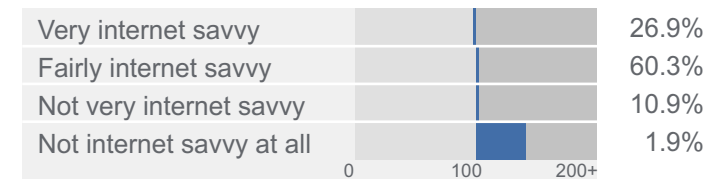
### Property<sup>2</sup>



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages

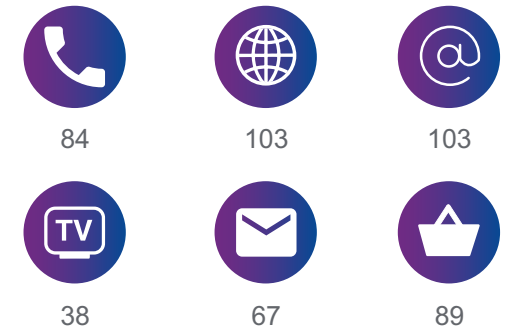
🏠 2.14% | 1.36% 👤



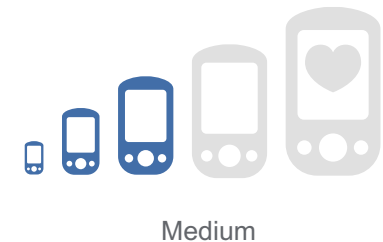
## Who We Are

<b>Age</b> <p>56–65</p> <p>270   41.1%</p>	<b>Household income</b> <p>£15k–£19,999</p> <p>261   24.3%</p>
<b>Household composition</b> <p>Single</p> <p>203   80.5%</p>	<b>Number of children</b> <p>No children</p> <p>141   97.2%</p>
<b>Tenure</b> <p>Owned</p> <p>132   85.3%</p>	<b>Residency type</b> <p>Terraced</p> <p>208   52.4%</p>

## Advert Response Channel



## Household Technology



## Key Features

- Middle-aged singles
- No children
- Low value, terraced houses
- Low discretionary income
- Access internet from home
- Watch TV



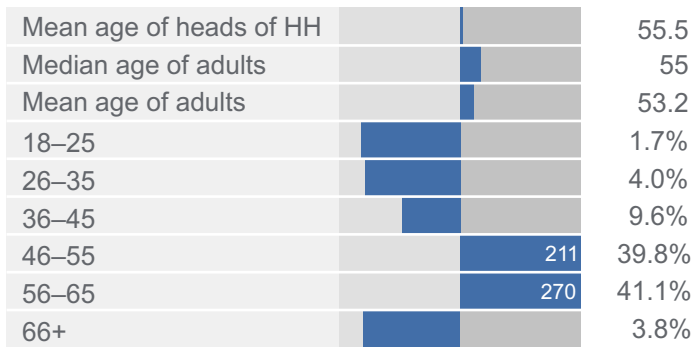


# M56 Self Supporters

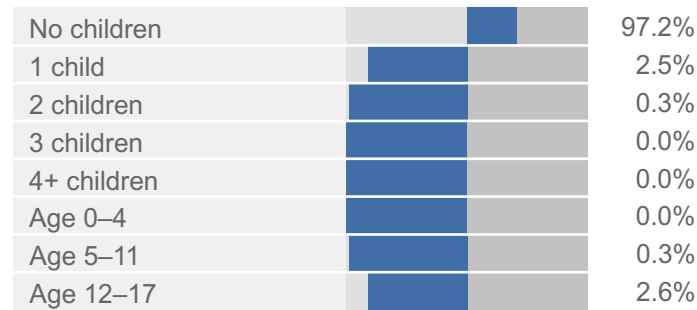
Hard-working mature singles who own their budget houses and earn modest wages

🏠 2.14% | 1.36% 👤

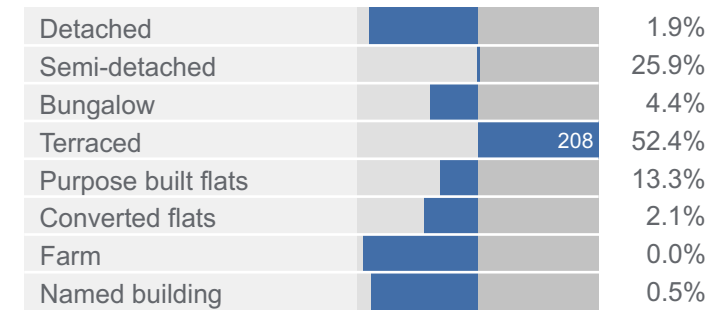
## Age



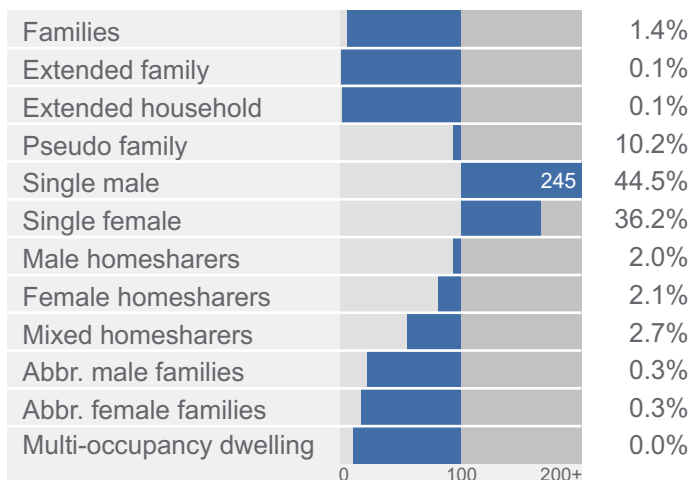
## Children<sup>1</sup>



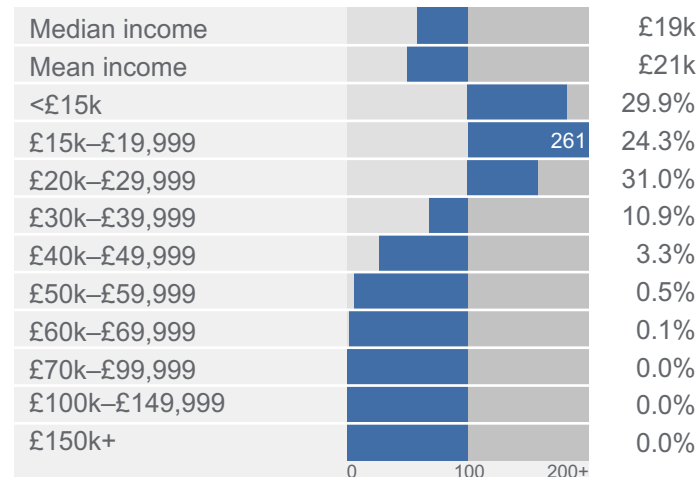
## Property<sup>2</sup>



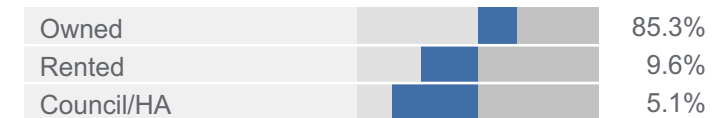
## Household composition



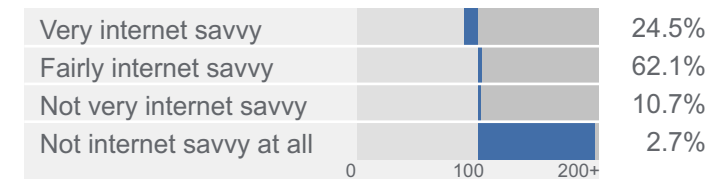
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# N57 Community Elders

Established older households owning city homes in diverse neighbourhoods

🏠 1.09% | 1.29% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>229   42.3%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>178   34.9%</p>
<b>Household composition</b> <p>Family + other adults</p> <p>192   30.9%</p>	<b>Number of children</b> <p>No children</p> <p>143   98.7%</p>
<b>Tenure</b> <p>Owned</p> <p>127   81.8%</p>	<b>Residency type</b> <p>Terraced</p> <p>220   55.4%</p>

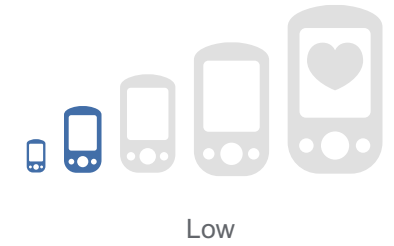
## Advert Response Channel

138	128	133
31	84	158

## Key Features

- Older singles
- Inter-war terraces
- Established in community
- No outstanding mortgage
- Comprehensive car insurance
- Watch TV

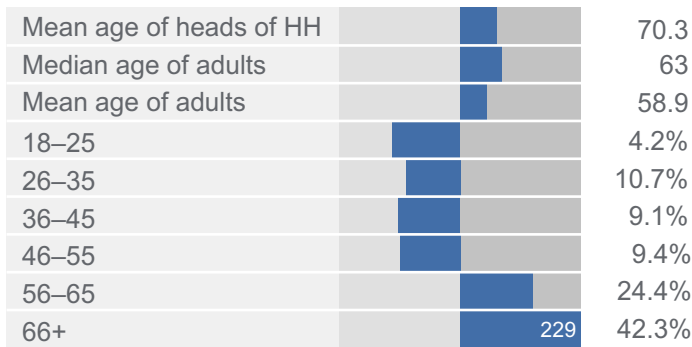
## Household Technology



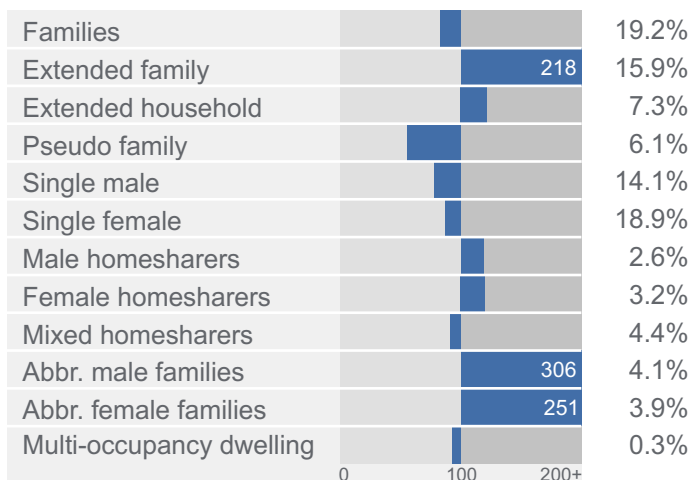
# N57 Community Elders

Established older households owning city homes in diverse neighbourhoods

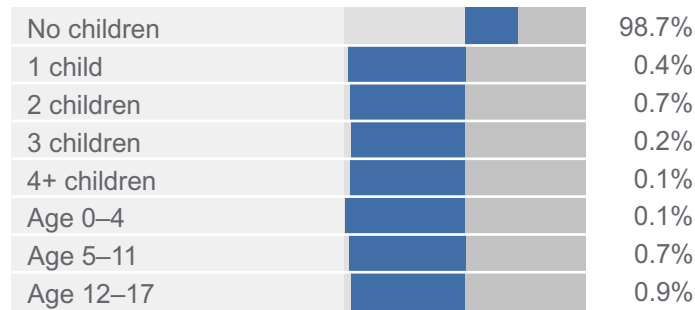
## Age



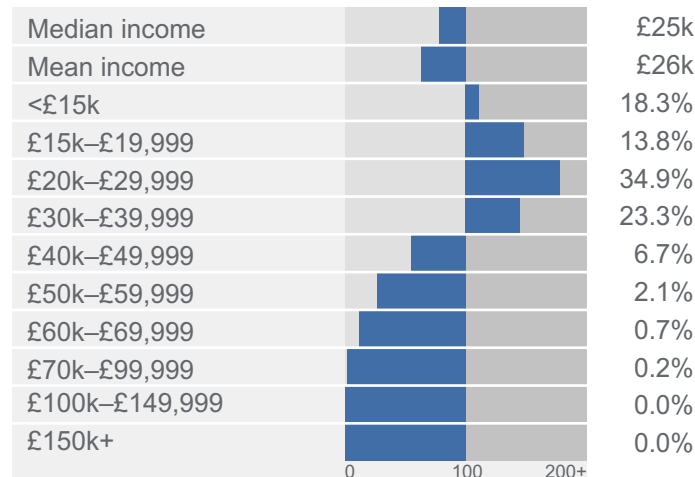
## Household composition



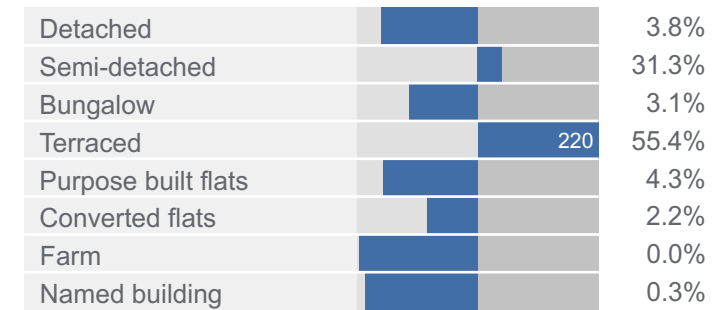
## Children<sup>1</sup>



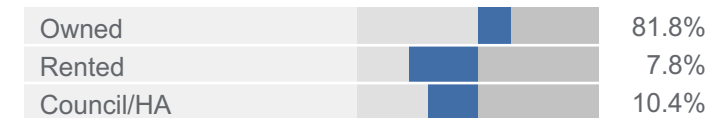
## Household income



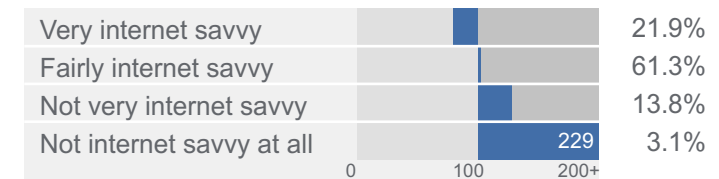
## Property<sup>2</sup>



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# N58 Culture & Comfort

Thriving families with good incomes in diverse suburbs

🏠 1.57% | 2.37% 👤



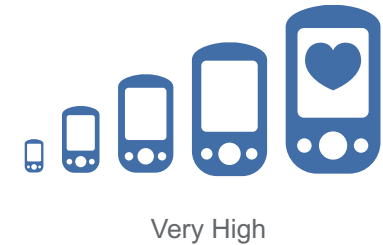
## Who We Are

<b>Age</b> <p>36–45</p> <p>147   27.4%</p>	<b>Household income</b> <p>£40k–£49,999</p> <p>178   21.8%</p>
<b>Household composition</b> <p>Homesharers + others</p> <p>258   27.0%</p>	<b>Number of children</b> <p>2</p> <p>198   24.7%</p>
<b>Tenure</b> <p>Rented</p> <p>157   28.3%</p>	<b>Residency type</b> <p>Terraced</p> <p>252   63.6%</p>

## Advert Response Channel

189	107	130
122	293	83

## Household Technology



## Key Features

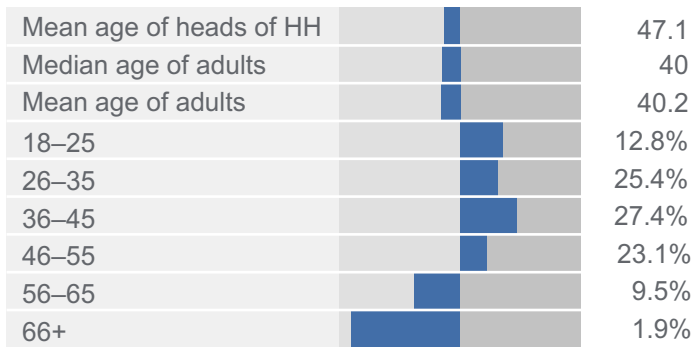
- Homesharers in inter-war terraces
- 3 bedrooms
- Want to get to the top in their career
- Internet via smartphone
- Uber passengers
- Train ticket sites



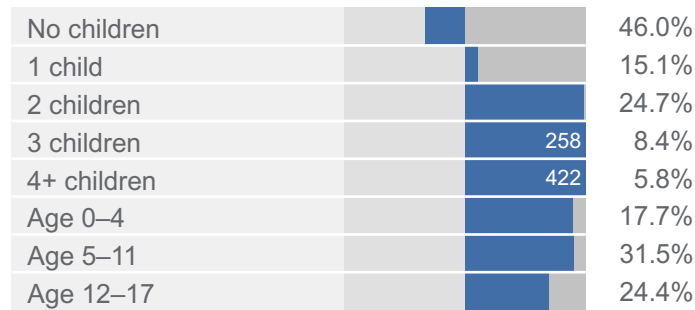
# N58 Culture & Comfort

Thriving families with good incomes in diverse suburbs

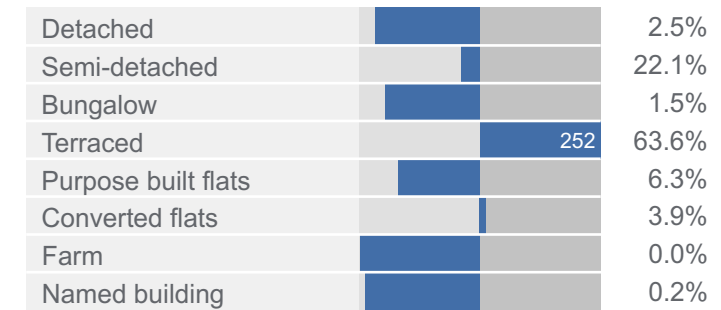
## Age



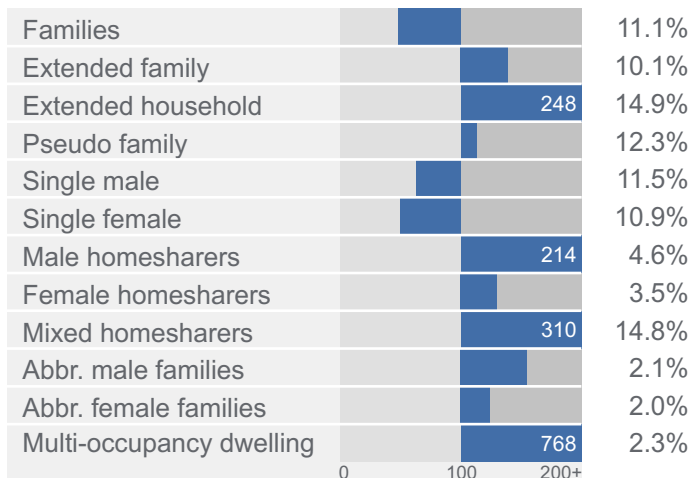
## Children<sup>1</sup>



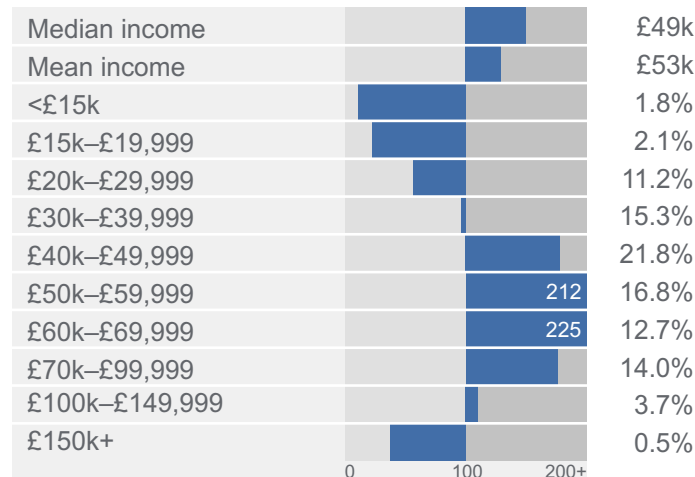
## Property<sup>2</sup>



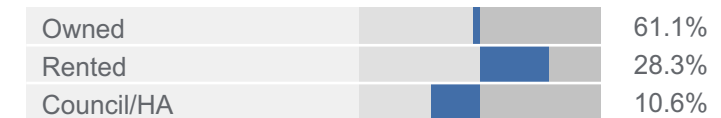
## Household composition



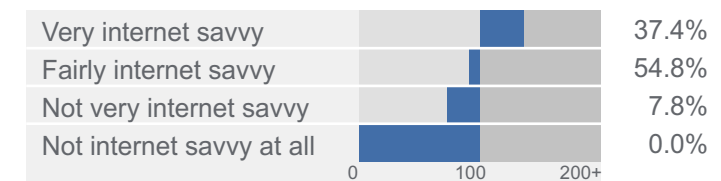
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# N59 Large Family Living

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

🏠 0.80% | 1.08% 👤



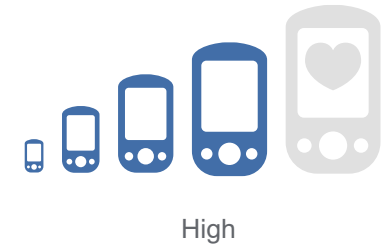
## Who We Are

<b>Age</b> <p>36–45</p> <p>155   29.0%</p>	<b>Household income</b> <p>£30k–£39,999</p> <p>196   31.5%</p>
<b>Household composition</b> <p>Homesharers + others</p> <p>303   31.7%</p>	<b>Number of children</b> <p>4+</p> <p>1863   25.7%</p>
<b>Tenure</b> <p>Rented</p> <p>143   25.7%</p>	<b>Residency type</b> <p>Terraced</p> <p>300   75.7%</p>

## Advert Response Channel

225	101	172
201	183	61

## Household Technology



## Key Features

- Homesharers with school age children
- Large households
- Terraces
- Have never worked
- Low discretionary income
- Not internet savvy at all

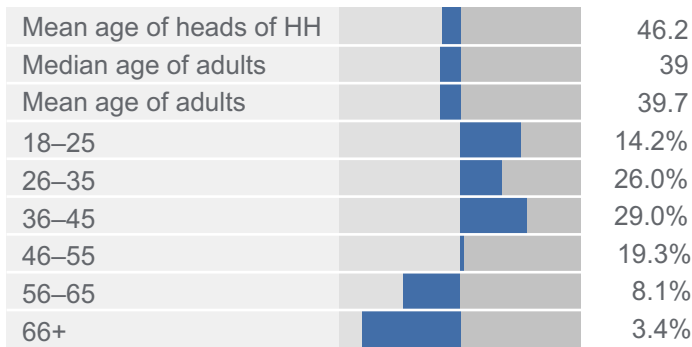


# N59 Large Family Living

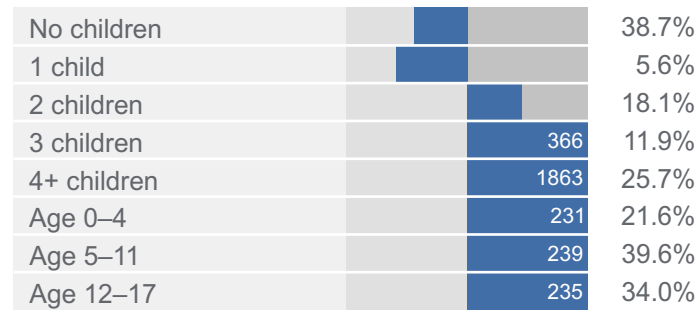
Large families living in traditional terraces in neighbourhoods with a strong community identity

🏠 0.80% | 1.08% 👤

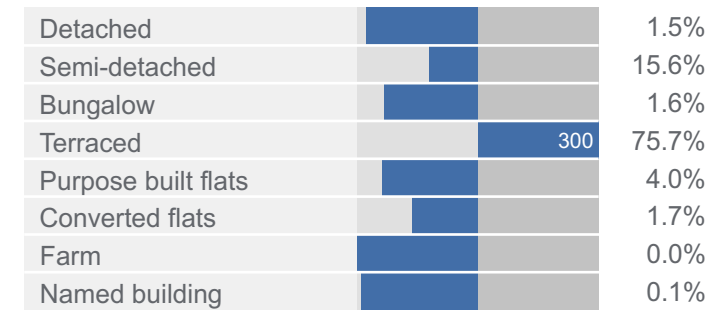
## Age



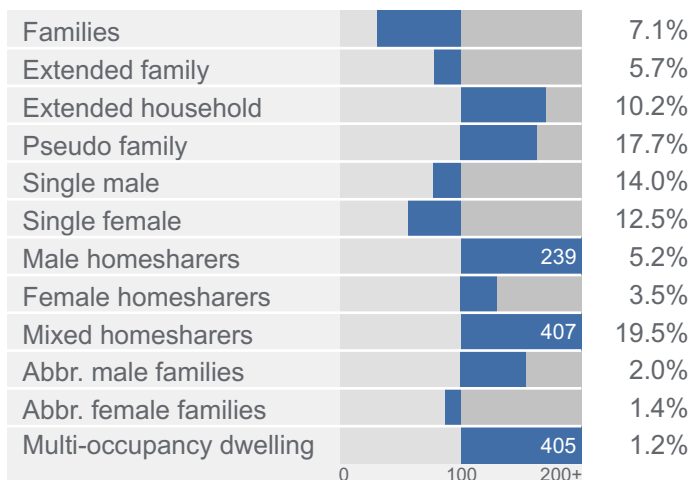
## Children<sup>1</sup>



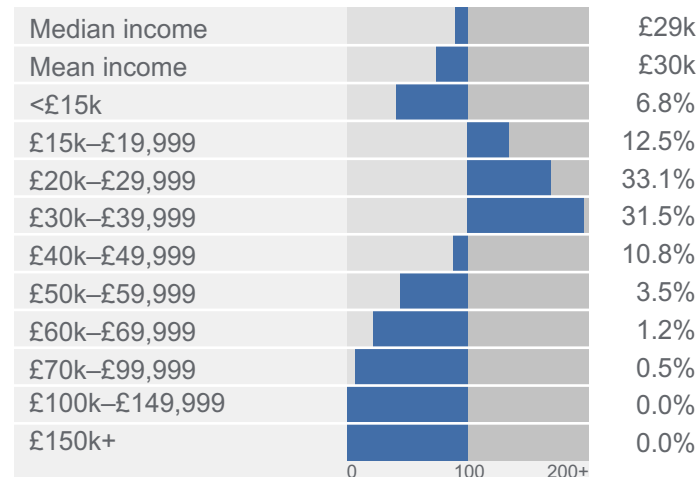
## Property<sup>2</sup>



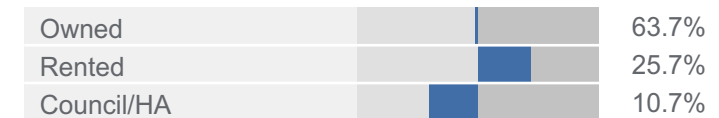
## Household composition



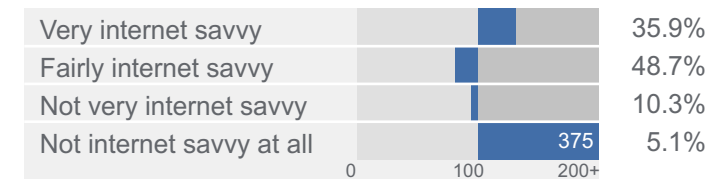
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities

🏠 1.31% | 0.97% 👤



## Who We Are

<b>Age</b> <p>66+</p> <p>235   43.4%</p>	<b>Household income</b> <p>&lt;£15k</p> <p>204   33.5%</p>
<b>Household composition</b> <p>Single</p> <p>166   65.7%</p>	<b>Number of children</b> <p>No children</p> <p>144   99.4%</p>
<b>Tenure</b> <p>Rented</p> <p>156   27.9%</p>	<b>Residency type</b> <p>Flat</p> <p>301   69.6%</p>

## Advert Response Channel

97	87	50
99	18	73

## Household Technology



## Key Features

- Retired singles
- Baby boomers
- Purpose built flats
- 1 or 2 bedrooms
- No outstanding mortgage
- Visual arts and design sites



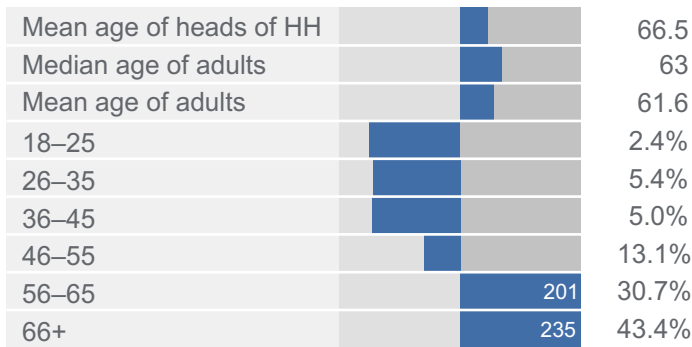


# N60 Ageing Access

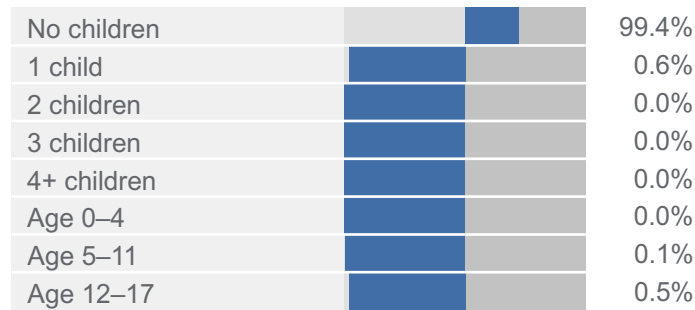
Older residents owning small inner suburban properties with good access to amenities

🏠 1.31% | 0.97% 👤

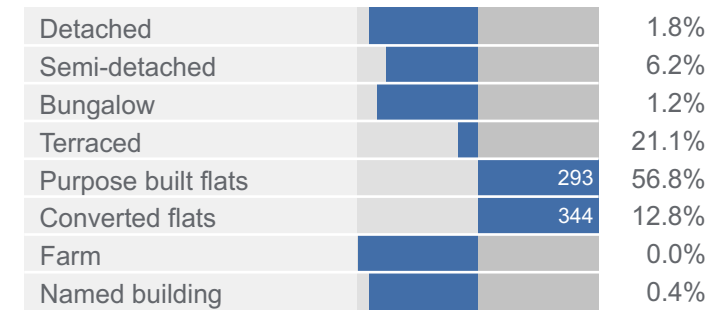
## Age



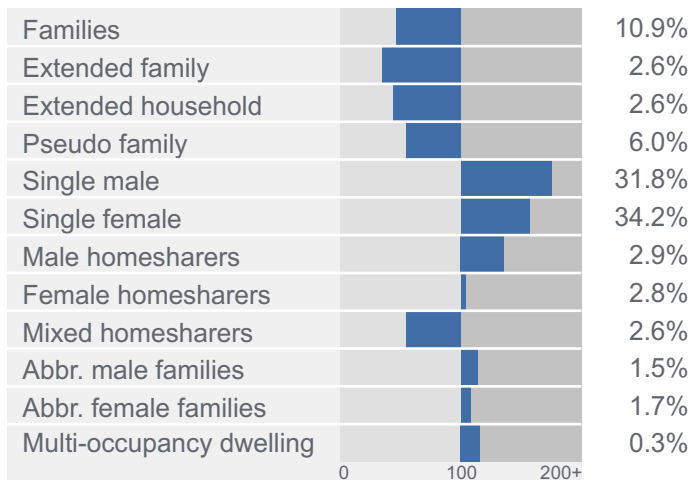
## Children<sup>1</sup>



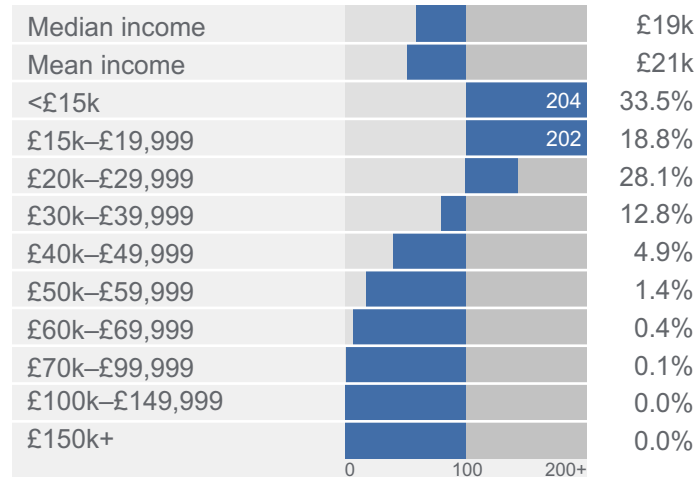
## Property<sup>2</sup>



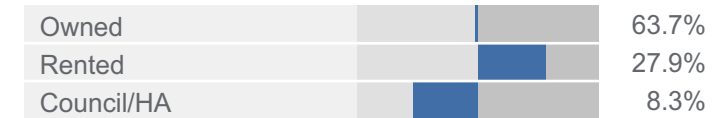
## Household composition



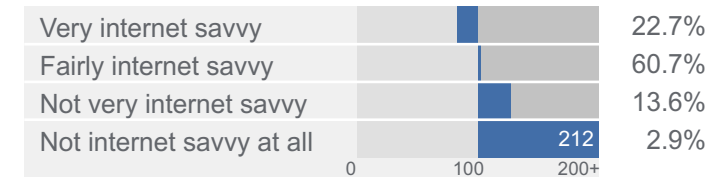
## Household income



## Tenure



## Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# 061

## Career Builders

Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties

🏠 1.77% | 1.57% 👤



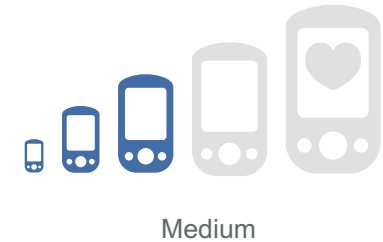
### Who We Are

<b>Age</b> 26–35 246   47.5%	<b>Household income</b> £40k–£49,999 230   28.2%
<b>Household composition</b> Single 125   49.6%	<b>Number of children</b> No children 118   81.5%
<b>Tenure</b> Rented 323   58.0%	<b>Residency type</b> Flat 324   75.0%

### Advert Response Channel

147	126	180
228	115	160

### Household Technology



### Key Features

- Young singles and homesharers
- Rent flats
- University degrees
- Work full-time
- Access internet at work
- Don't use landlines



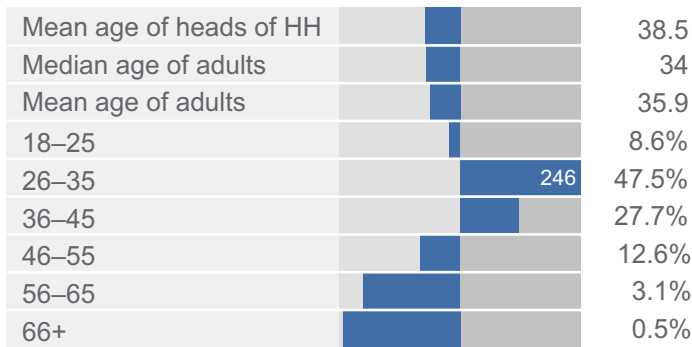
# O61

## Career Builders

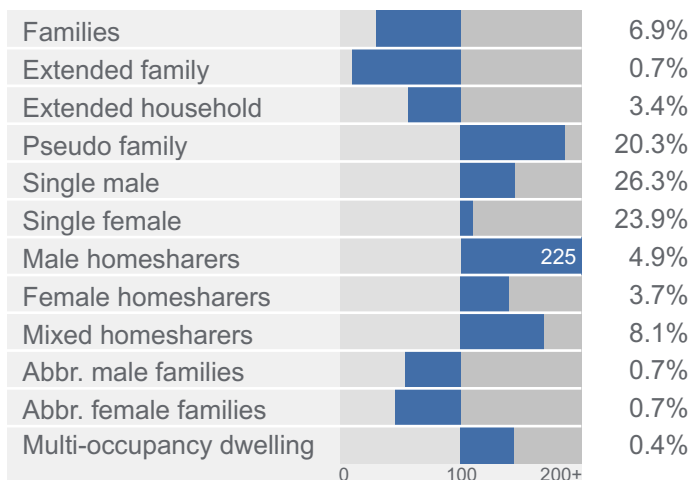
Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties

🏠 1.77% | 1.57% 👤

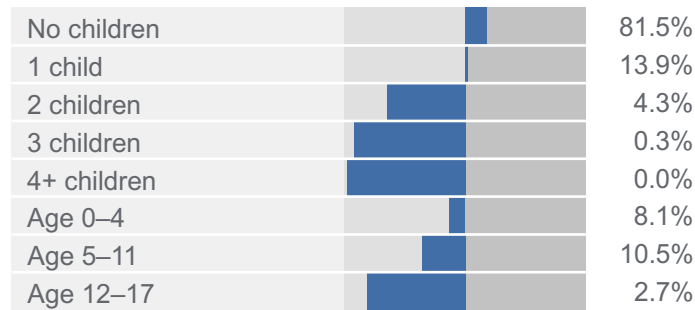
### Age



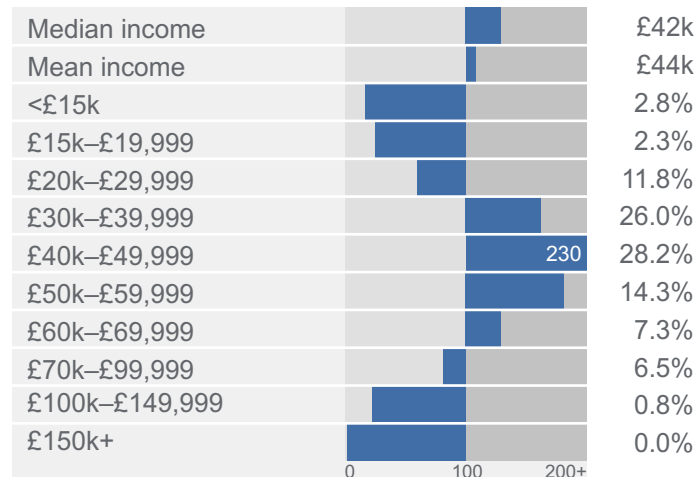
### Household composition



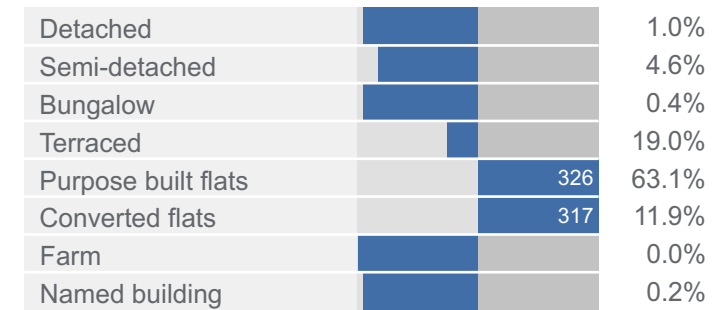
### Children<sup>1</sup>



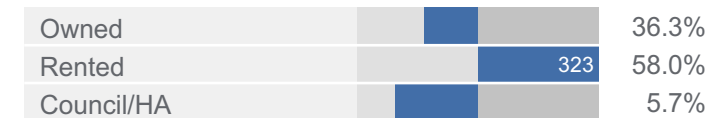
### Household income



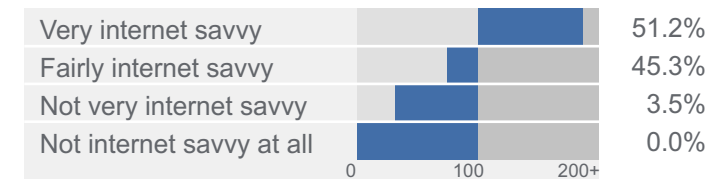
### Property<sup>2</sup>



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# 062

## Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life

🏠 1.24% | 0.84% 👤



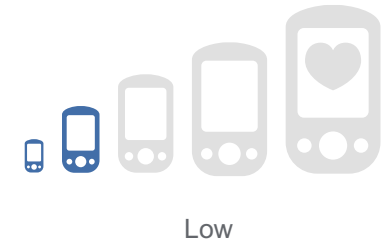
### Who We Are

<b>Age</b> <p>26–35</p> <p>245   47.3%</p>	<b>Household income</b> <p>£30k–£39,999</p> <p>181   29.0%</p>
<b>Household composition</b> <p>Single</p> <p>159   63.0%</p>	<b>Number of children</b> <p>No children</p> <p>139   96.3%</p>
<b>Tenure</b> <p>Rented</p> <p>382   68.7%</p>	<b>Residency type</b> <p>Flat</p> <p>424   98.0%</p>

### Advert Response Channel

79	117	156
172	151	141

### Household Technology



### Key Features

- Rent 1 bed flats
- University degrees
- Access internet at work
- Electric central heating
- Low environmental impact gap
- Walk to shops



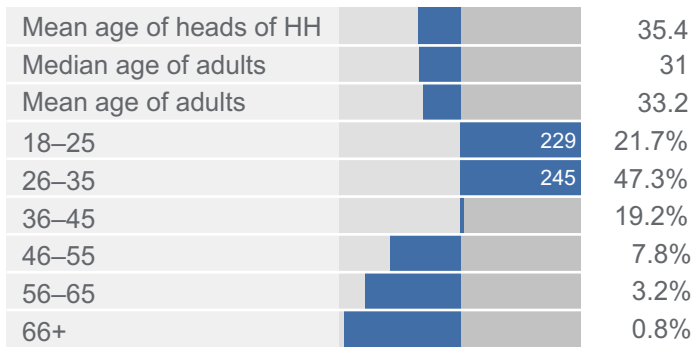
# O62

## Central Pulse

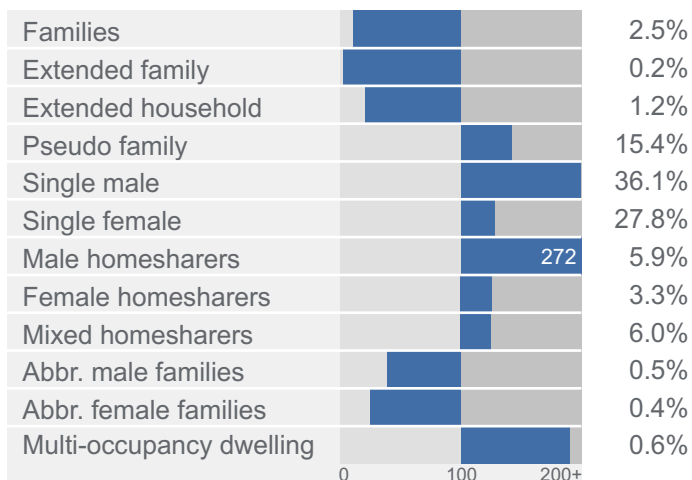
City-loving youngsters renting central flats in vibrant locations close to jobs and night life

🏠 1.24% | 0.84% 👤

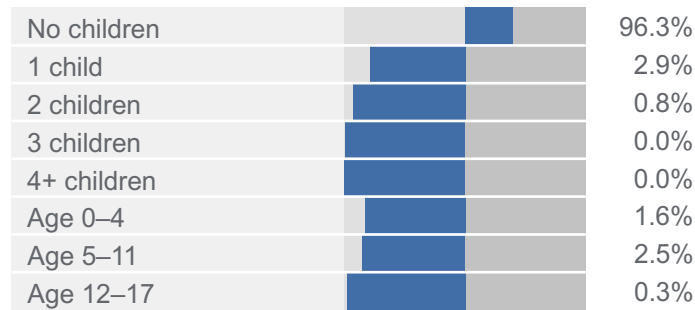
### Age



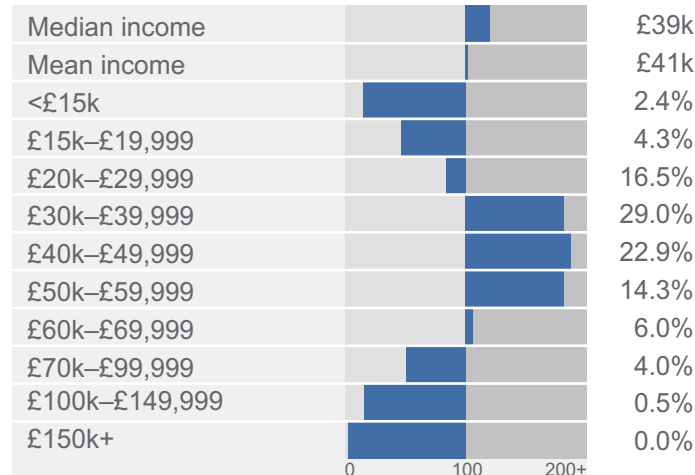
### Household composition



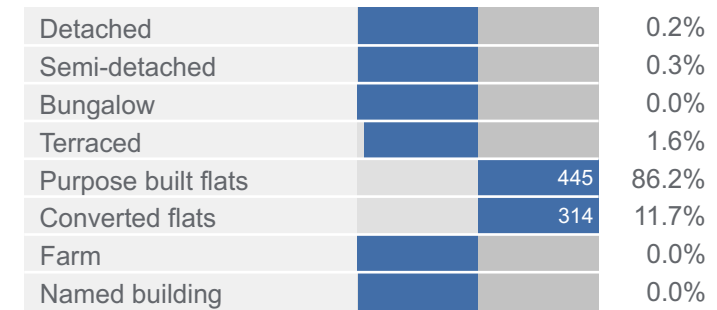
### Children<sup>1</sup>



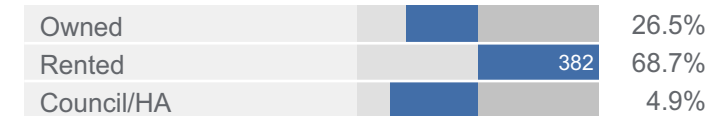
### Household income



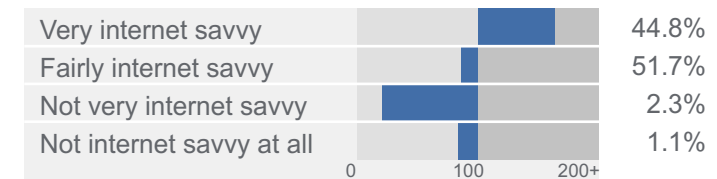
### Property<sup>2</sup>



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# 063

## Flexible Workforce

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

🏠 1.31% | 1.44% 👤



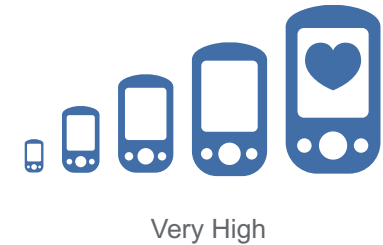
### Who We Are

<b>Age</b> 26–35 216   41.7%	<b>Household income</b> £40k–£49,999 201   24.7%
<b>Household composition</b> Homesharers + others 279   29.2%	<b>Number of children</b> No children 116   80.0%
<b>Tenure</b> Rented 326   58.5%	<b>Residency type</b> Flat 364   84.2%

### Advert Response Channel

153	134	211
171	153	118

### Household Technology



### Key Features

- Young singles and homesharers
- Millennials
- Rent flats
- Want to get to the top in their career
- Don't use landlines
- Third party car insurance



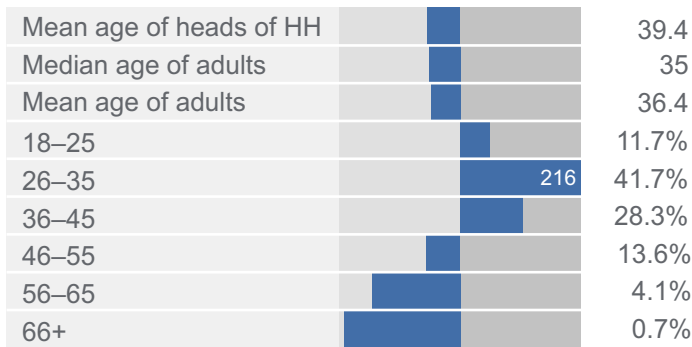
# O63

## Flexible Workforce

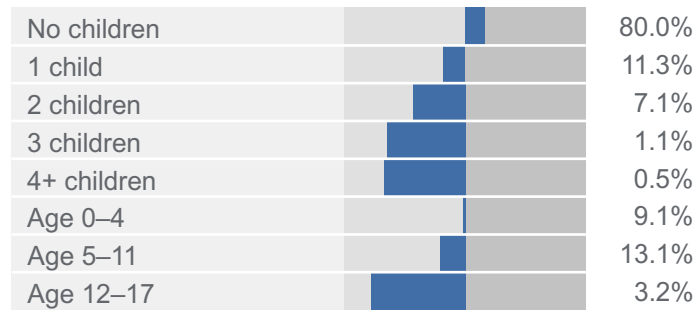
Successful young renters ready to move to follow worthwhile incomes from service sector jobs

🏠 1.31% | 1.44% 👤

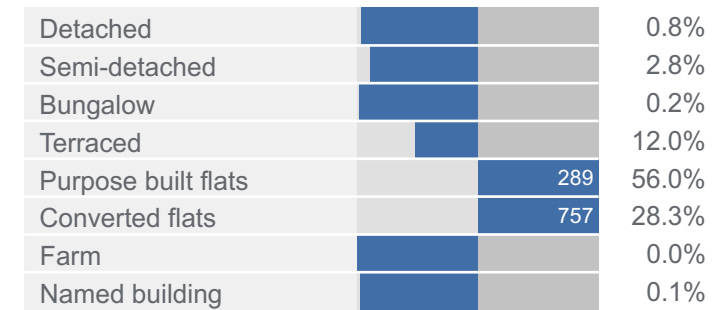
### Age



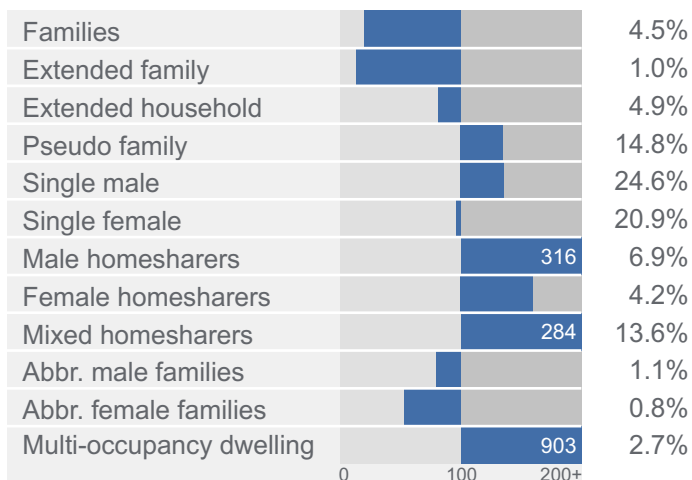
### Children<sup>1</sup>



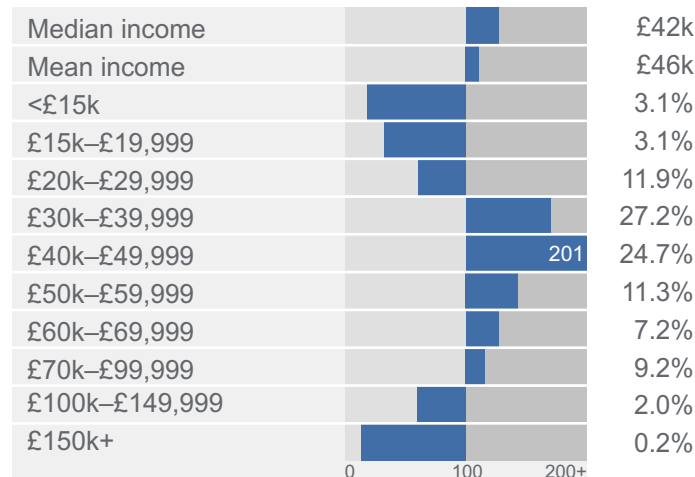
### Property<sup>2</sup>



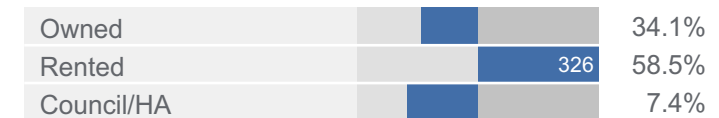
### Household composition



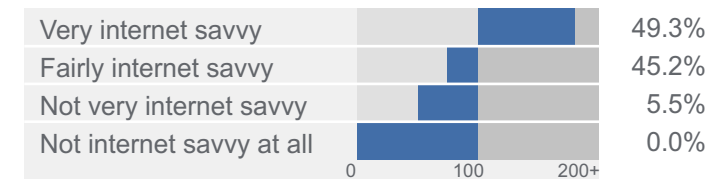
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

# O64

## Bus-Route Renters

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

🏠 2.04% | 1.41% 👤



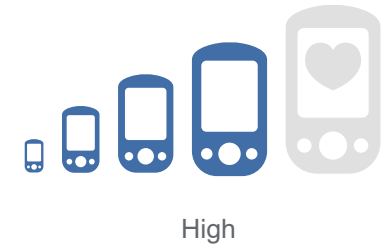
### Who We Are

<b>Age</b> <p>26–35</p> <p>163   31.5%</p>	<b>Household income</b> <p>£20k–£29,999</p> <p>187   36.6%</p>
<b>Household composition</b> <p>Single</p> <p>172   68.5%</p>	<b>Number of children</b> <p>No children</p> <p>134   92.5%</p>
<b>Tenure</b> <p>Rented</p> <p>318   57.1%</p>	<b>Residency type</b> <p>Flat</p> <p>412   95.2%</p>

### Advert Response Channel

65	95	123
114	80	127

### Household Technology



### Key Features

- Young singles and homesharers
- No children
- Rented 1 bed flats
- Work full-time
- Text messages
- Electric central heating





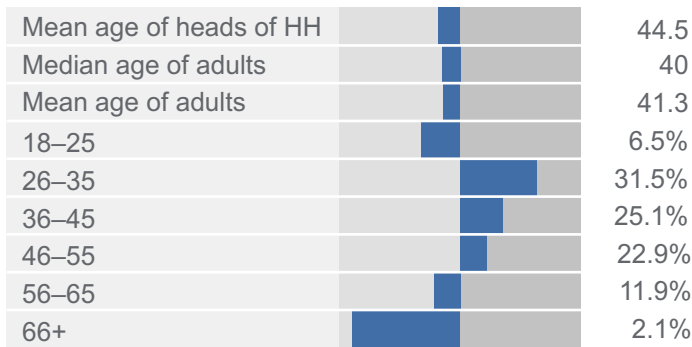
# O64

## Bus-Route Renters

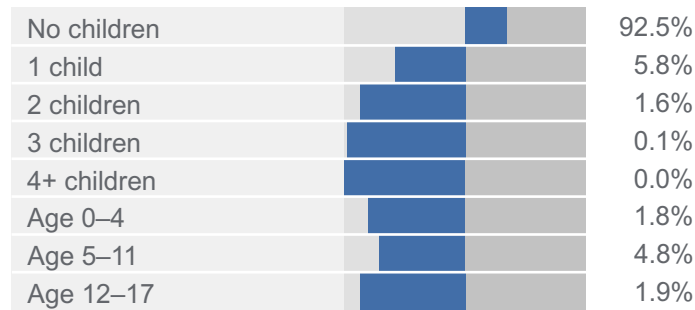
Singles renting affordable private flats further away from central amenities and often on main roads

🏠 2.04% | 1.41% 👤

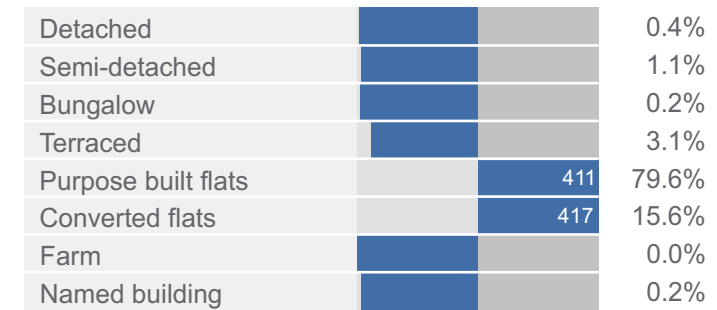
### Age



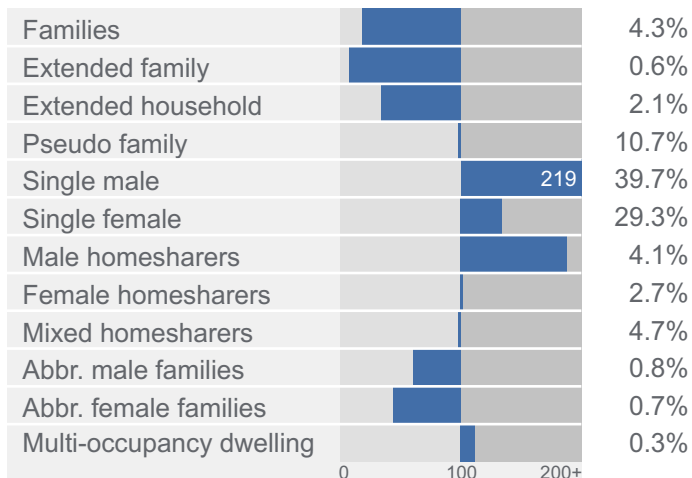
### Children<sup>1</sup>



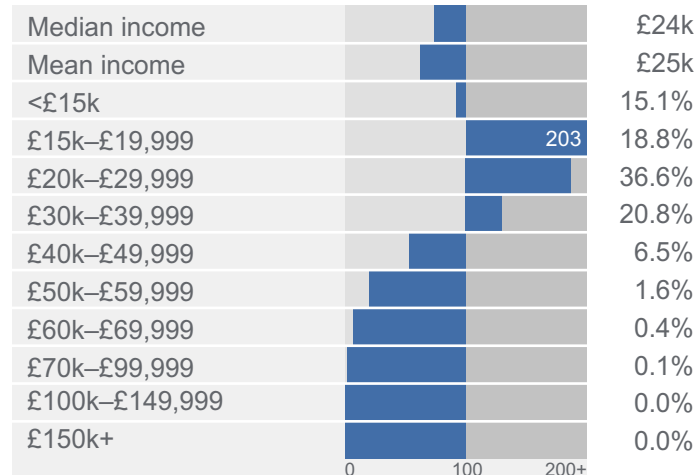
### Property<sup>2</sup>



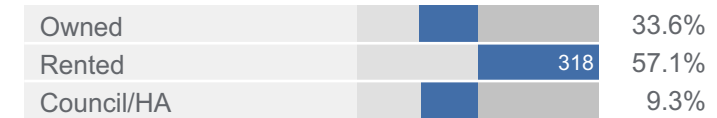
### Household composition



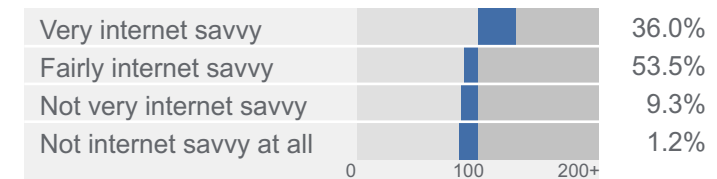
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.  
2. Includes variables from the Residency type and Property type topics.

# 065

## Learners & Earners

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

🏠 0.76% | 0.75% 👤



### Who We Are

<b>Age</b> <p>26–35</p> <p>154   29.8%</p>	<b>Household income</b> <p>£30k–£39,999</p> <p>141   22.7%</p>
<b>Household composition</b> <p>Homesharers + others</p> <p>232   24.3%</p>	<b>Number of children</b> <p>No children</p> <p>117   80.6%</p>
<b>Tenure</b> <p>Rented</p> <p>293   52.7%</p>	<b>Residency type</b> <p>Terraced</p> <p>183   46.2%</p>

### Advert Response Channel

77	92	96
99	121	69

### Household Technology



Very High

### Key Features

- Full-time students
- Provider maintained properties
- Very internet savvy
- Don't use landlines
- Shop online
- Spend little on main shop



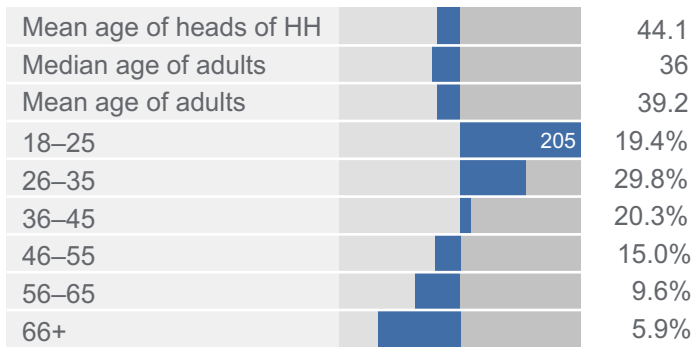
# O65

## Learners & Earners

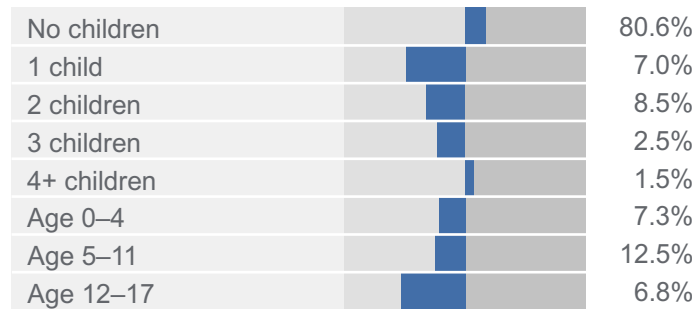
Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations

🏠 0.76% | 0.75% 👤

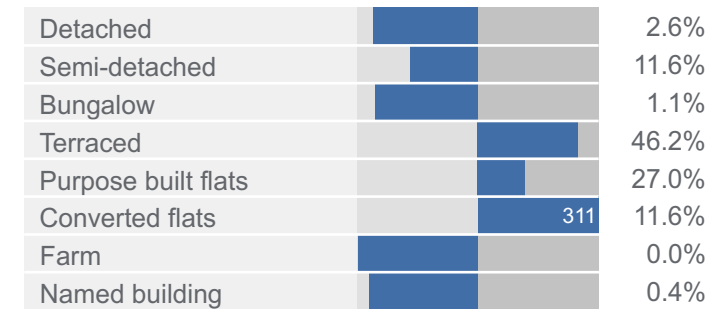
### Age



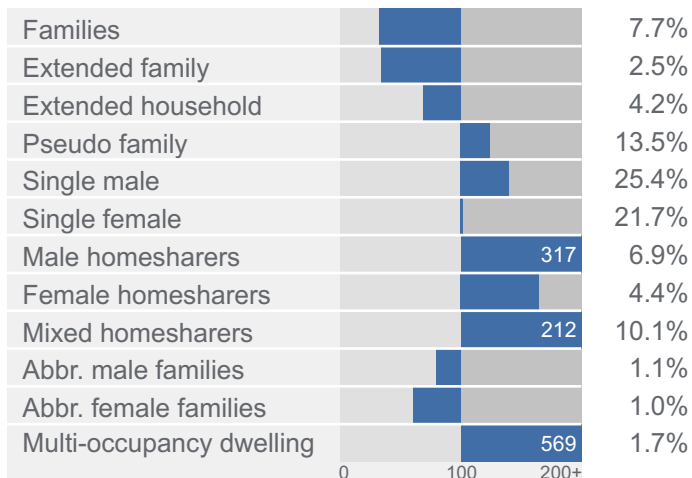
### Children<sup>1</sup>



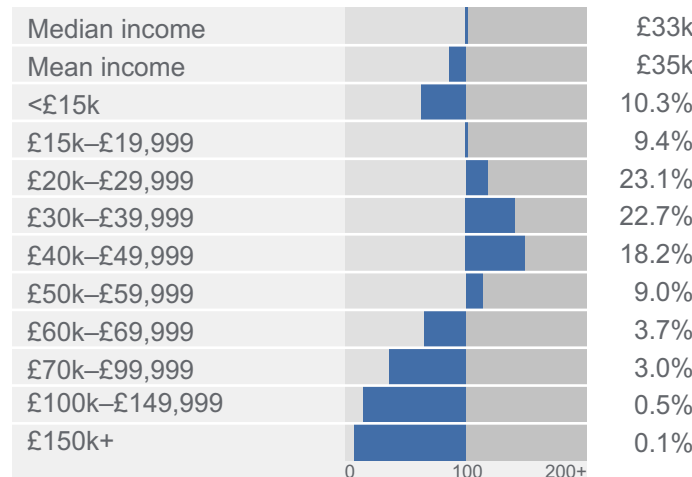
### Property<sup>2</sup>



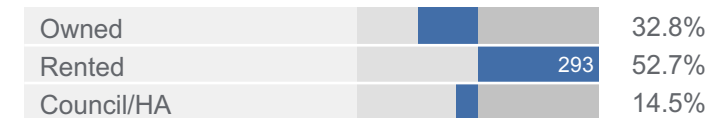
### Household composition



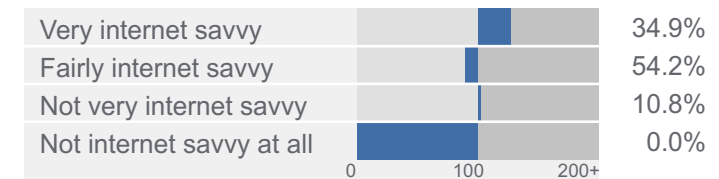
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

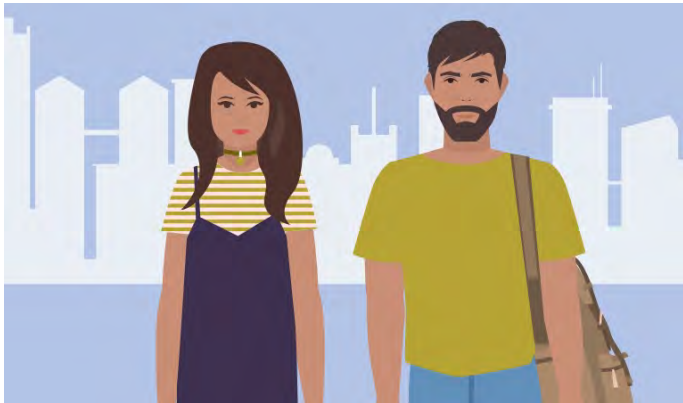
2. Includes variables from the Residency type and Property type topics.

# O66

## Student Scene

Students living in high density accommodation close to universities and educational centres

🏠 0.64% | 0.50% 👤



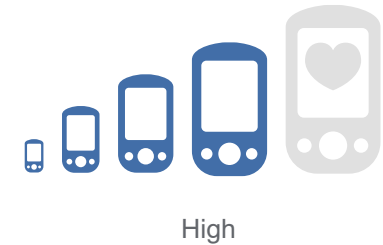
### Who We Are

<b>Age</b> <p>18–25</p> <p>631   59.6%</p>	<b>Household income</b> <p>£40k–£49,999</p> <p>198   24.2%</p>
<b>Household composition</b> <p>Single</p> <p>147   58.3%</p>	<b>Number of children</b> <p>No children</p> <p>135   93.3%</p>
<b>Tenure</b> <p>Rented</p> <p>379   68.1%</p>	<b>Residency type</b> <p>Flat</p> <p>320   74.0%</p>

### Advert Response Channel

76	76	115
7	60	117

### Household Technology



### Key Features

- Full-time students
- Communal establishments
- Internet access in library
- High social networking
- Watch videos online
- Walk to shops



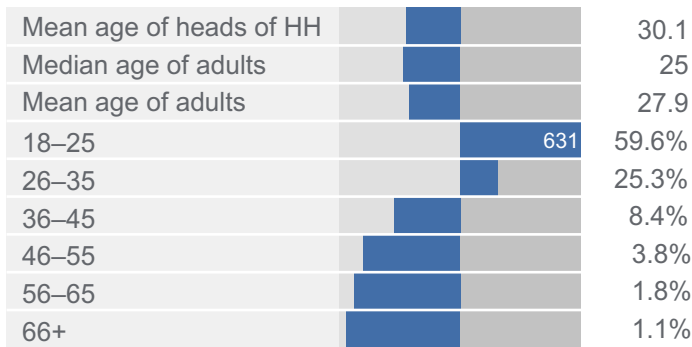
# O66

## Student Scene

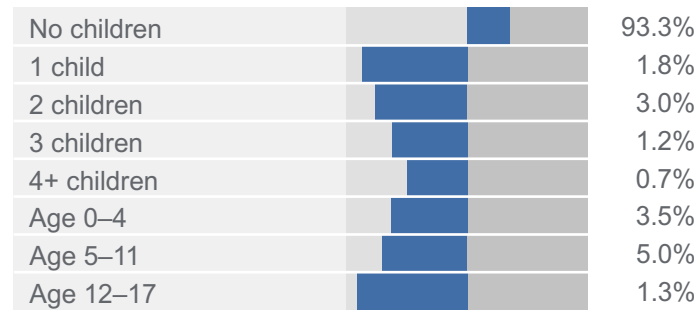
Students living in high density accommodation close to universities and educational centres

🏠 0.64% | 0.50% 👤

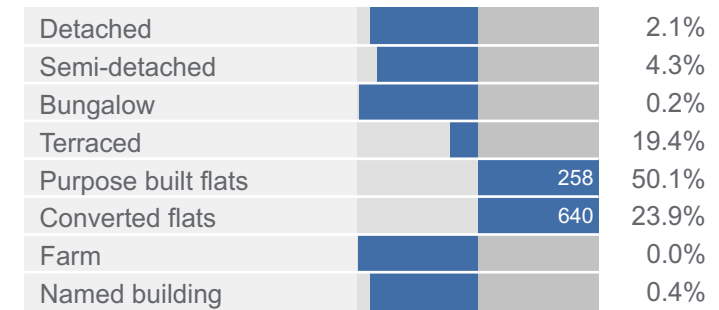
### Age



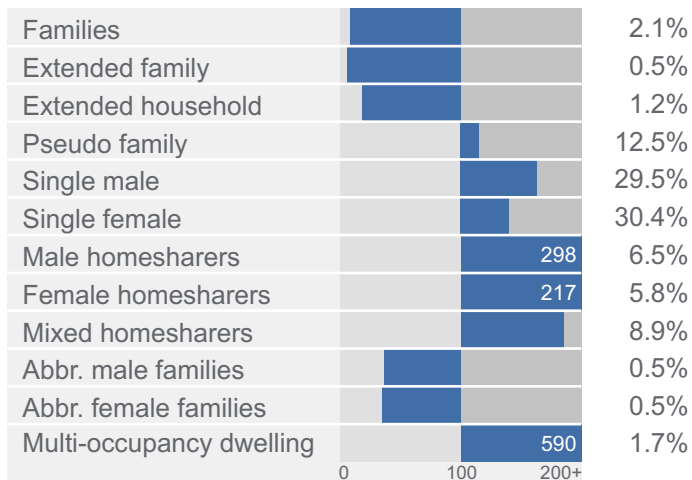
### Children<sup>1</sup>



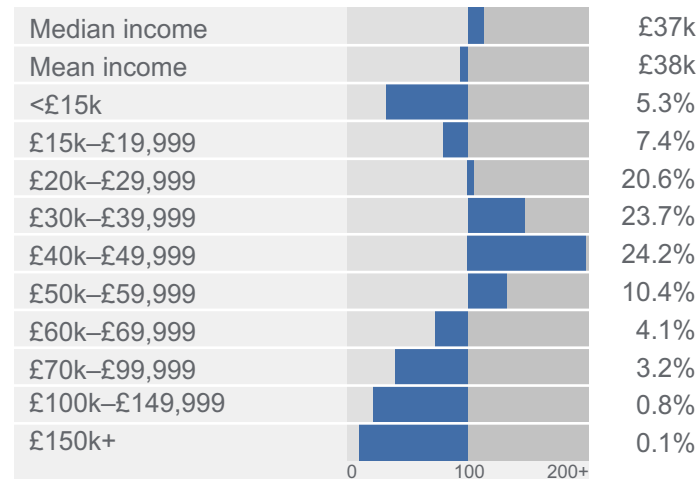
### Property<sup>2</sup>



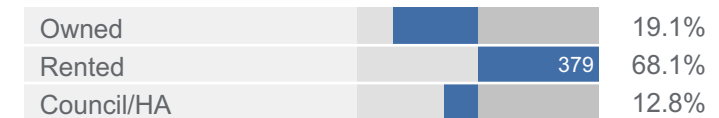
### Household composition



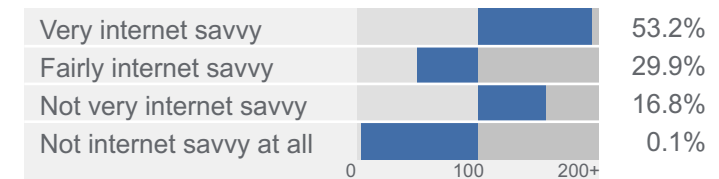
### Household income



### Tenure



### Internet savviness



1. Includes variables from the Number of children and Age of children topics.

2. Includes variables from the Residency type and Property type topics.

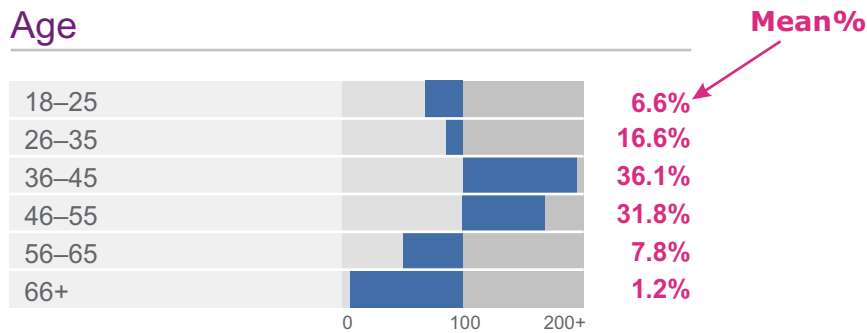
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

For each group and type, the charts show the **Means** and **Index** for each variable.

### Understanding Means and Index

**Means** show the percentage of this group or type with a particular characteristic.

For example, consider the Age composition of Group G:



This shows that:

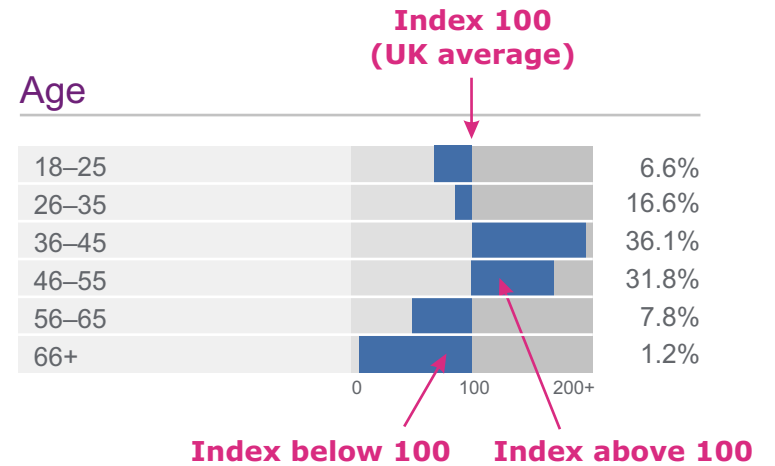
- 6.6%** of Group G are aged 18-25
- 16.6%** of Group G are aged 26-35
- 36.1%** of Group G are aged 36-45
- 31.8%** of Group G are aged 46-55
- 7.8%** of Group G are aged 56-65
- 1.2%** of Group G are aged 66+

The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the UK.

An **Index of 100** is the average.

An **Index greater than 100** shows that this variable is over-represented when compared with the average.

An **Index less than 100** shows that this variable is under-represented when compared with the average.



The chart shows the Index value from 0 to 200. If the Index value is greater than 200, the bar is shown as 200 along with the exact Index.



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