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Upmarket Commuters

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



Age



Property



Home owner



Mortgaged detached

FOUR

4 bedrooms

Highest Education, Work and Finances



University degree or higher



Employed part-time



Very high household incomes

Technology and Channel Preferences



Only buy when really like



Social media offer



Direct Mail

Internet, Mobile, and Recent Holiday



Buying/browsing goods online



Photography and video apps



Beaches

Leisure Activities



Enjoy reading



Enjoy hiking and climbing



Enjoy cooking

Sustainability and Energy Spend



Likely to change to heat pump



Consider solar panels: high



Average energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Average clothing spend



Exercise once a week

Transport and Automotive



Car financed using cash



Main car bought secondhand



Travelled by train in last year