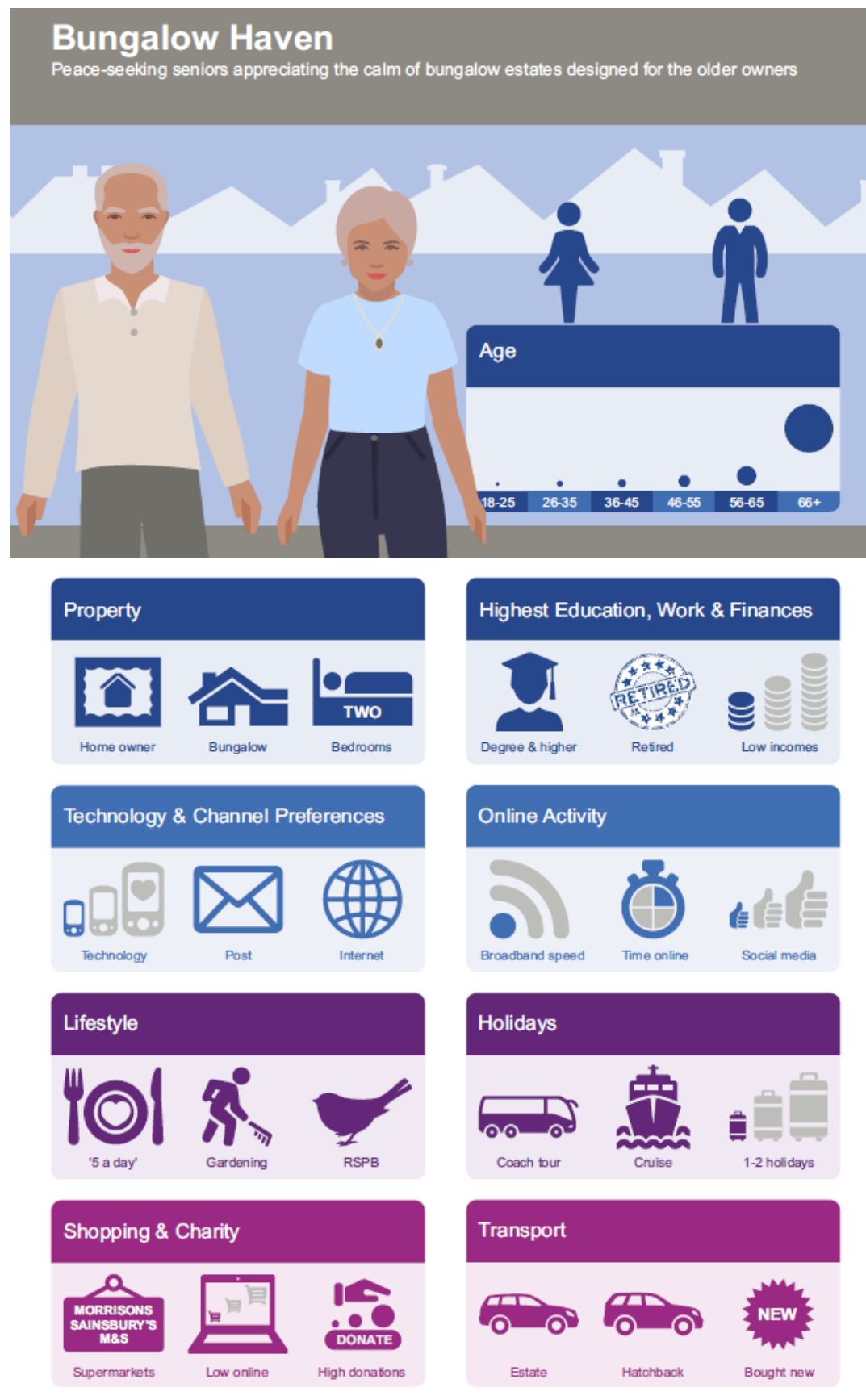
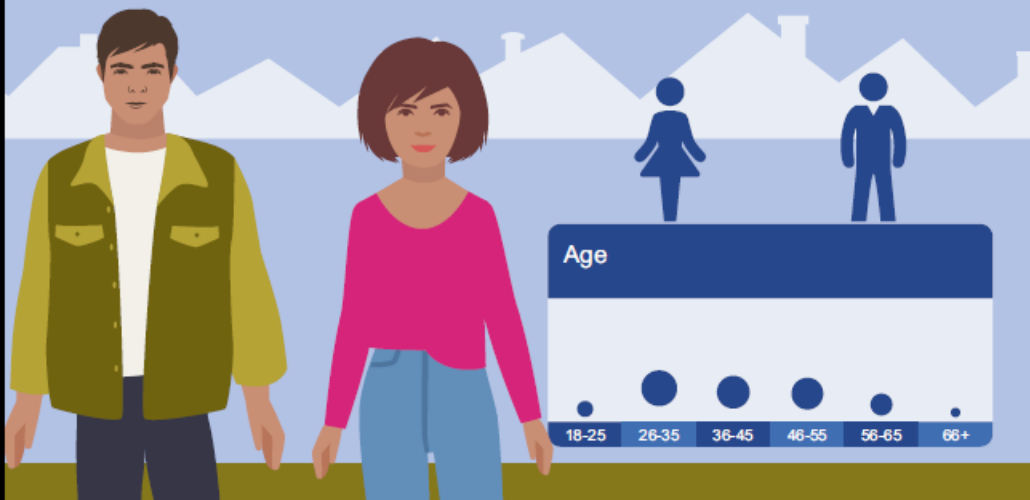


Appendix A



Bus-Route Renters

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



Property



Renting



Flat



Bedrooms

Highest Education, Work & Finances



GCSEs



Full-time



Low incomes

Technology & Channel Preferences



Technology



Post



Email

Online Activity



Broadband speed



Time online



Social media

Lifestyle



Cinema



Video games



Music

Holidays



Lakes & mountains



Backpacking



5+ holidays

Shopping & Charity



Supermarkets



Medium online



Low donations

Transport



Bus



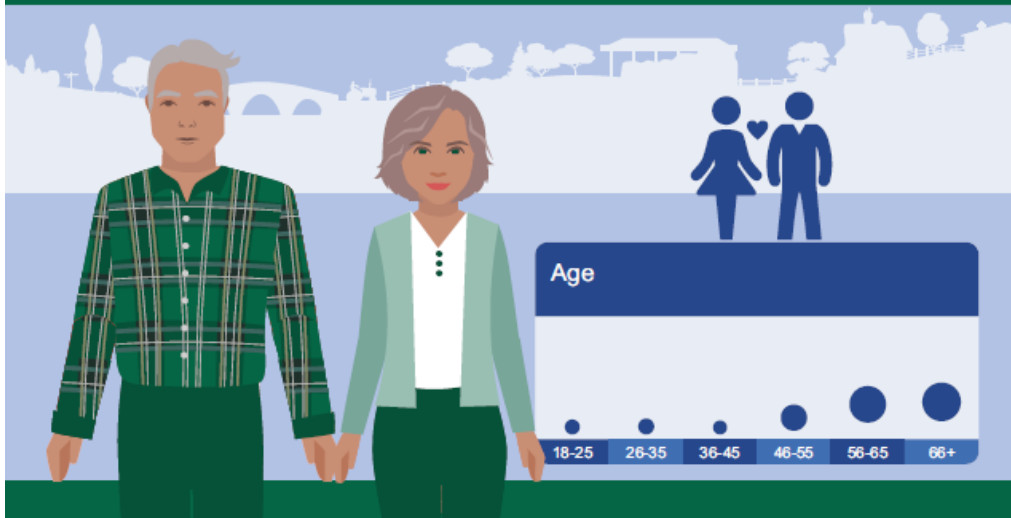
Walking



Hatchback

Scattered Homesteads

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



Property



Home owner



Detached



Bedrooms

Highest Education, Work & Finances



Vocational qualifications



Retired



Medium incomes

Technology & Channel Preferences



Technology



Internet



Email

Online Activity



Broadband speed



Time online



Social media

Lifestyle



Pet dog



Horse or pony



RSPB

Holidays



Winter sports



Lakes & mountains



1-2 holidays

Shopping & Charity



Supermarkets



Medium online



Medium donations

Transport



Off roader/SUV



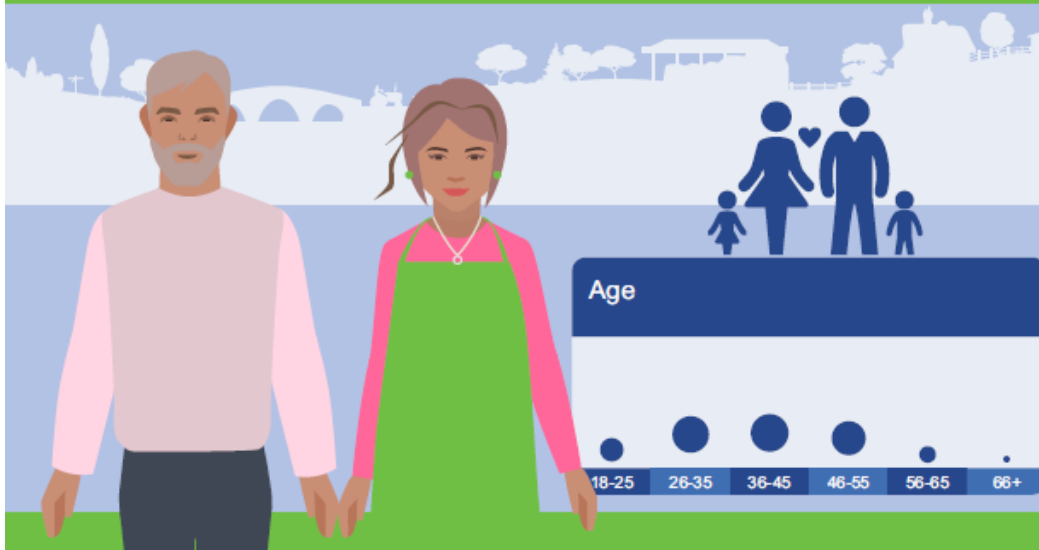
Saloon



Diesel

Local Focus

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



Property



Council / HA



Semi-detached



Bedrooms

Highest Education, Work & Finances



Few qualifications



Full-time



Medium incomes

Technology & Channel Preferences



Technology



Internet



Email

Online Activity



Broadband speed



Time online



Social media

Lifestyle



Video games



Pet rabbit



Gym

Holidays



Holiday centre



Lakes & mountains



1-2 holidays

Shopping & Charity



Supermarkets



High online



Low donations

Transport



Micro car



People carrier



Diesel