



updated
upmarkets
identifying the real ABC1s

The Practicals



A young aspirational yet conservative group who are followers, not leaders.

10.5% (5.4m) | £45,366 | 39.4yrs | 61% 

The Practicals are high in capital, but are a traditional group who stick to what they know:

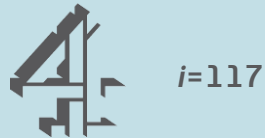
- +35% family income Vs. ABC1 Adults
- 49% more likely to have a degree
- 77% more likely to be buying a home
- 21% less likely to agree that they 'like taking risks'

They are not early adopters and use technology which is tried and tested:

- **Brand passive** – 10% less likely to agree that 'people come to me for advice before buying new things'
- **Followers** – 'Usually first amongst friends to know what's going on' *i*=75, 'I love to buy new gadgets and appliances' *i*=89
- **Practical spenders** – 'Wait until new technology becomes cheaper before considering a purchase' *i*=105

Index vs. All ABC1Adults

Reaching the Practicals



Index vs. All adults

Brands



More information at www.channel4sales.com/updatedupmarkets