



updated  
upmarkets  
identifying the real ABC1s

# The Primes



An older group living comfortably off their healthy pensions.

11% (5.6m) | £36,425 | 67.4yrs | 33% 

The Primes have earned their money and are now enjoying the finer things in life:

- 63% more likely to be 'comfortable on their present income'
- 171% more likely to have be retired
- 142% more likely to own home outright
- 'Only shop at supermarkets that sell good quality fresh food'  $i=119$

They struggle with technology and are not commercially receptive:

- **Technology illiterate** – 'Computers confuse me, I'll never get used to them'  $i=138$ , 'If I'm going to use a new technology product, somebody has to show me how to use it'  $i=162$
- **Commercially unreceptive** – 'I'm tempted to buy products I've seen advertised'  $i=45$ , 'I often notice products/brands in TV programmes/flms'  $i=45$

*Index vs. All ABC1Adults*

## Reaching the Practicals

  $i=102$

  $i=95$

  $i=95$

*Index vs. All adults*

## Brands

YOUR M&S

The Daily Telegraph



Mercedes-Benz



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