

A circular graphic is split vertically. The left half shows the Taj Mahal at sunset, and the right half shows a close-up of Queen Elizabeth II's face from a banknote. The text 'updated upmarkets' is overlaid on this graphic.

updated
upmarkets
identifying the **real** ABC1s

The Proactives



Forward thinkers, rich in economic and cultural capital. Early adopters, brand advocates, commercially receptive.

11% (5.6m)

£41,659

47.2yrs

60%



The Proactives are the most forward thinking of the segments and represent a **significant upgrade** on the standard ABC1 audience:

- +19% family income Vs. ABC1 Adults
- 48% more likely to have a degree
- 69% more likely to own home outright
- 'Interested in the Arts' *i*=175

Proactives are also the **most attractive** segment for **advertisers**:

- **Brand advocates** – likely to convince others about financial services *i*=176, Computers/laptops *i*=163, Cars *i*=156
- **Early adopters** – 'I love to buy new gadgets and appliances' *i*=140, 'I buy new products before most of my friends' *i*=146
- **Big spenders** – 'Tend to go for premium rather than standard goods and services' *i*=166, 'I have expensive tastes' *i*=150

Index vs. All ABC1Adults

Reaching the Proactives



i=128



i=104



i=96

Index vs. All adults

Brands



Waitrose

the guardian Lindt



LEXUS

