



updated  
upmarkets  
identifying the real ABC1s

# The Practicals



The younger skewing of the 3 segments. An aspirational yet conservative group who are followers, not leaders.

8.3% (4.3m)

38.5yrs

44%



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

- 30% more likely to have a higher level of education
- 10% more likely to own their own home
- 17% less likely to agree that they 'like taking risks'

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

**Brand passive** – 14% 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'  $i=62$ , 'I love to buy new gadgets and appliances'  $i=90$

**Practical spenders** – 'Wait until new technology becomes cheaper before considering a purchase'  $i=99$

*Index vs. All ABC1Adults*

## Reaching the Practicals

Watched in the last week...  
(Index vs. all adults)



$i=130$



$i=119$



$i=119$

More information at [www.channel4sales.com/updatedupmarkets](http://www.channel4sales.com/updatedupmarkets)