



updated  
upmarkets  
identifying the **real** ABC1s

# The Primes



This is the older group of the three segments and are living comfortably off their healthy pensions.

9.4% (4.9m)

67.7yrs

31%



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

**52%** more likely to be 'comfortable on their present income'

**195%** more likely to have be retired

**131%** more likely to own their home outright

They struggle with technology and are not commercially receptive:

**Technology illiterate** – 'Computers confuse me, I'll never get used to them'  $i=128$ , 'If I'm going to use a new technology product, somebody has to show me how to use it'  $i=158$

**Commercially unreceptive** – 'I'm tempted to buy products I've seen advertised'  $i=29$ , 'I often notice products/brands in TV programmes/films'  $i=44$

*Index vs. All ABC1Adults*

## Reaching the Primes

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



DRAMA

$i=198$



$i=119$



$i=114$

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