



updated
upmarkets
identifying the real ABC1s

The Proactives



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

16% (8.3m)

45.5yrs

55.3%



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

48% more likely to have a higher level of education

10% more likely to own their own home

60% more likely to be interested in the Arts

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

Brand advocates – likely to convince others about financial services *i=166*, Computers/laptops *i=159*, Cars *i=149*

Early adopters – ‘I love to buy new gadgets and appliances’ *i=126*, ‘I buy new products before most of my friends’ *i=124*

Big spenders – ‘Tend to go for premium rather than standard goods and services’ *i=134*, ‘I have expensive tastes’ *i=129*

Index vs. All ABC1Adults

Reaching the Proactives

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



i=116



i=97



i=91

More information at www.channel4sales.com/updatedupmarkets