CONNECTING THE DEMOGRAPHIC DOTS

SEX
Male
Female

AGE
18-24
25-39
40-54
55+

REGION
Central Scotland
East Anglia
London
Midlands
North East
South Coast
West Country

FOOD SHOP
Aldi
Asda
Co-operative
Sainsbury's
Tesco
Waitrose

CAR
Audi
BMW
Fiat
Honda
Mercedes
Mini
Renault
Seat
Vauxhall
Volkswagen

BANK
Barclays
Co-operative Bank
First Direct
Halifax
HSBC
Lloyds
Natwest
RBS
Santander
TSB

SPORT
American football
Basketball
Boxing
Darts
Football
Formula 1
Horse racing
Motorsports
Rugby Union
Swimming
Tennis

MAGAZINE
Cosmopolitan
Economist
Empire
Glamour
Good Food
Good Housekeeping
GQ
Look
Men's Health
OK!
The Week
Top Gear
Vogue

INTERESTS
Beauty/grooming
Cars/motoring
Drama
Fashion/design/cosmetics
Food/drink
Mobile applications
Movies
People/celebrities
Travel/holidays
UK news

TIME ONLINE
Hours per week
6-10
11-15
16-20
21-25
26-30
31-35
41-45
50+

POLITICS
Left (-3) to right (+3)
-3
-2
-1
0
1
2
3

NEWS-PAPER
Daily Mail
Daily Telegraph
Guardian
Sun
Times

PETS
Bird
Cat
Dog
Fish

SPARE MONEY
£ per month
<£125
£125-499
£500-999
>£1,000

CUSTOMERS/FANS OF...
- Apple
- British Airways
- Burberry
- Calvin Klein
- Coca-Cola
- Donald Trump
- *Downton Abbey* (TV)
- easyJet
- *Great British Bake-off* (TV)
- John Lewis
- Justin Bieber
- Kim Kardashian
- Marks & Spencer
- Nando's
- Netflix
- Primark
- Selfridges
- *Top Gear* (TV)

All data is sourced from YouGov's Profiles Lite online tool, which uses "Z scores", a statistical way of measuring the significance of differences compared with the rest of the UK