

Sandra

Married, retired woman in her late 60s. Has adult children who no longer live in the family home and grandchildren.

Lower than average income from pension, previously worked as a receptionist.

Gets news from national newspapers and television.

Facebook is the only social media channel she uses, mainly to keep in touch with family and friends.

Hobbies and interests include: family, local issues, gardening, crafts, saving money.

Josh

Single man in his early 20s, lives at home with parents.

Lower than average income from a job in construction.

Mostly gets news from social media.

Regularly uses multiple social media channels – Facebook, Instagram, Snapchat, Twitter.

Hobbies and interests include: sports, drinking/socialising with friends, cars, video games.

Rachel

Married woman in her mid-30s, has two small children.

Above average income from a job in IT.

Gets news online and on television.

Has social media accounts but doesn't have that much time to use them – Facebook, Twitter, Instagram, LinkedIn.

Hobbies and interests include: family holidays and days out, running, cooking, children's activities.