



StrappedUK

Loan Takers Profile

Number	Segment Name	Takers Sample %	StrappedUK Base %	Index	0	100	200
1	Blessed Not stressed	1.48%	4.99%	30			
2	Batch Cookers	3.49%	7.55%	46			
3	Can Pay Won't Pay	1.10%	2.23%	49			
4	Every Little Helps	8.20%	14.36%	57			
5	Coupon Cutters	7.63%	11.45%	67			
6	Switch off the Light	2.96%	4.40%	67			
7	Food Bank Explorers	5.86%	7.79%	75			
8	Learning to Lidl	2.49%	2.89%	86			
9	Gas Guzzlers	13.72%	12.19%	113			
10	Eat Now Pay Later	8.91%	6.92%	129			
11	Netflix and Leave	12.98%	7.47%	174			
12	Feed or Fuel	14.51%	8.17%	178			
13	Fuel Fatalism	9.02%	4.27%	211			
14	Scrimp and Save	7.22%	3.54%	204			
15	Unclassified	0.42%	1.78%	24			