

Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions



Age

18-25 26-35 36-45 46-55 56-65 66+

Property



Home owner



Detached



Bedrooms

Highest Education, Work & Finances



Degree & higher



Retired



High incomes

Technology & Channel Preferences



Technology



Telephone



Post

Online Activity



Broadband speed



Time online



Social media

Lifestyle



'5 a day'



Gym



Performing arts

Holidays



Cruise



Lakes & mountains



5+ holidays

Shopping & Charity



Supermarkets



Low online



High donations

Transport



Off roader/SUV



Hybrid



Bought new