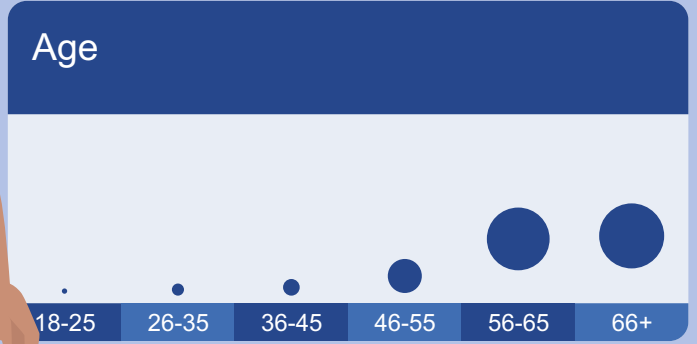


# Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



### Property

- Home owner
- Detached
- Bedrooms

### Highest Education, Work & Finances

- Degree & higher
- Retired
- High incomes

### Technology & Channel Preferences

- Technology
- Internet
- In-store

### Online Activity

- Broadband speed
- Time online
- Social media

### Lifestyle

- Cycling
- Gardening
- '5 a day'

### Holidays

- Cruise
- Escorted tour
- 5+ holidays

### Shopping & Charity

- Supermarkets
- Low online
- High donations

### Transport

- Micro car
- Convertible
- Bought new