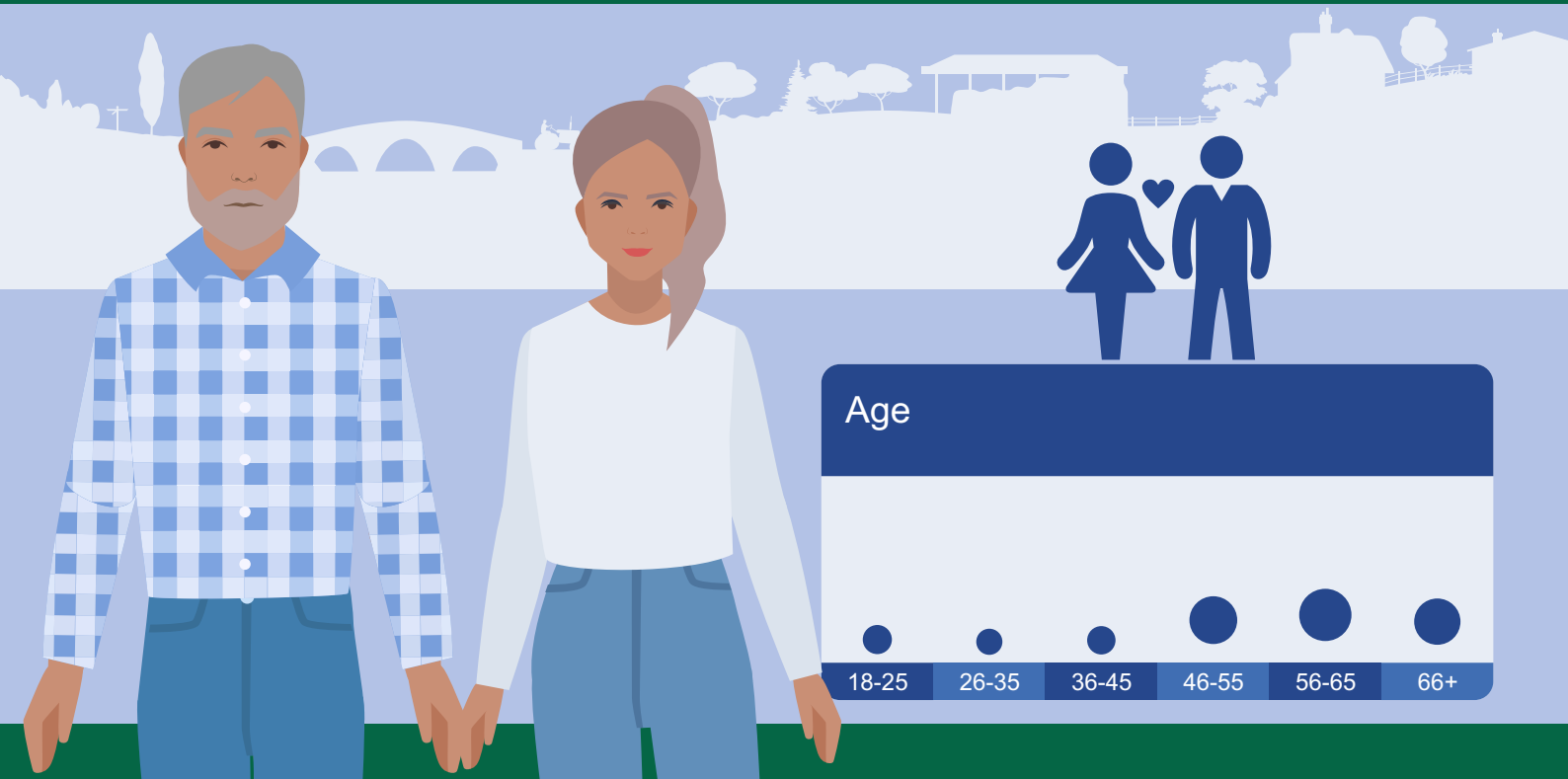


# Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



### Property

- Home owner
- Mortgaged detached
- Bedrooms: FIVE+

### Highest Education, Work & Finances

- Degree & higher
- Full & part-time
- High incomes

### Technology & Channel Preferences

- Technology
- In-store
- Internet

### Online Activity

- Broadband speed
- Time online
- Social media

### Lifestyle

- Cycling
- Horse or pony
- Pet dog

### Holidays

- Winter sports
- Lakes & mountains
- 5+ holidays

### Shopping & Charity

- Supermarkets: WAITROSE, SAINSBURY'S, TESCO
- High online
- High donations: DONATE

### Transport

- Estate
- Convertible
- Diesel