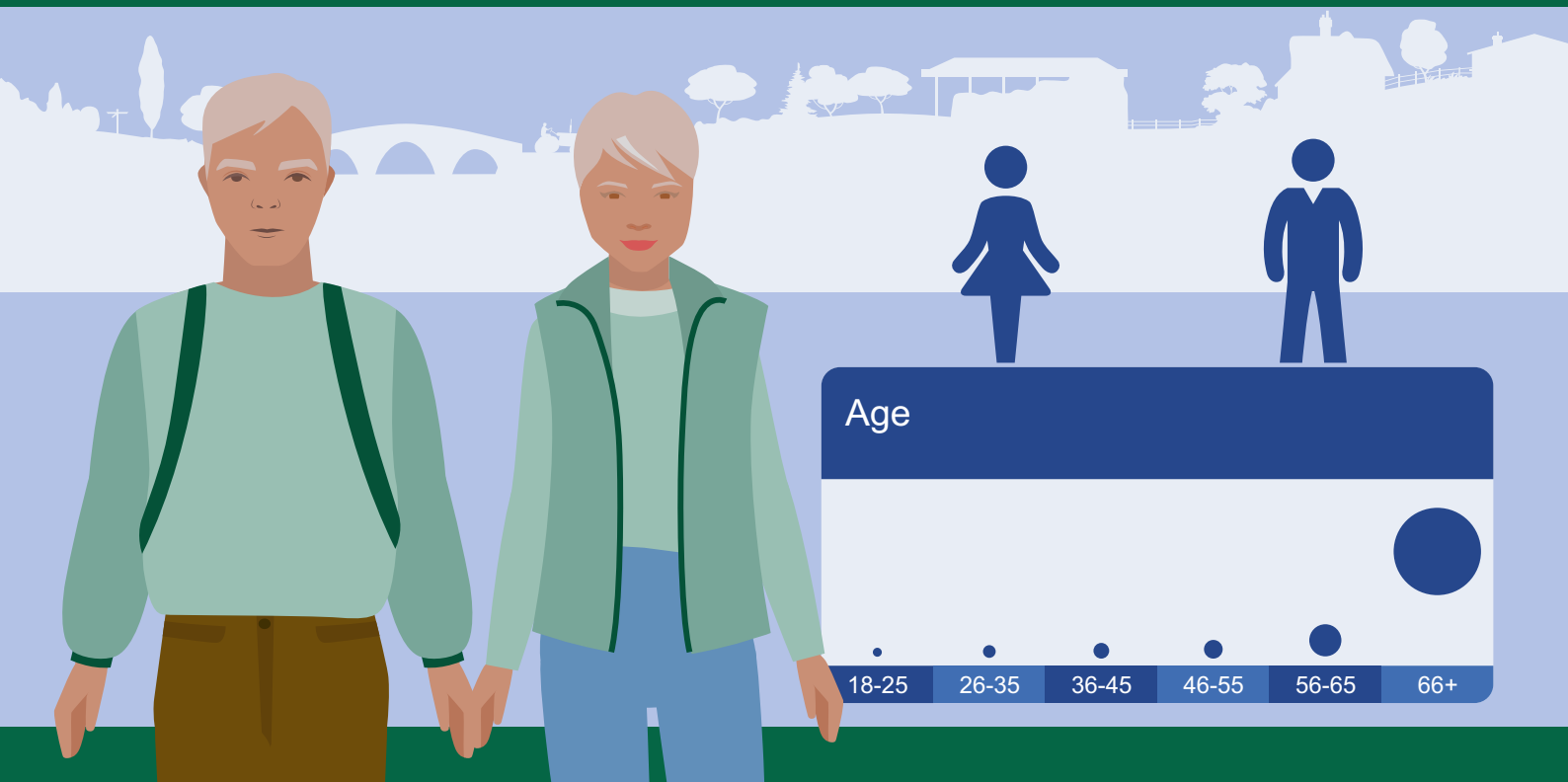


# Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



### Property

- Home owner
- Detached
- Bedrooms: **FOUR**

### Highest Education, Work & Finances

- Vocational qualifications
- Retired
- Medium incomes

### Technology & Channel Preferences

- Technology
- In-store
- Email

### Online Activity

- Broadband speed
- Time online
- Social media

### Lifestyle

- RSPB
- Gardening
- '5 a day'

### Holidays

- Cruise
- Escorted tour
- 3-4 holidays

### Shopping & Charity

- Supermarkets: WAITROSE, M&S, SAINSBURY'S
- Low online
- High donations: **DONATE**

### Transport

- Off roader/SUV
- Diesel
- Bought new: **NEW**