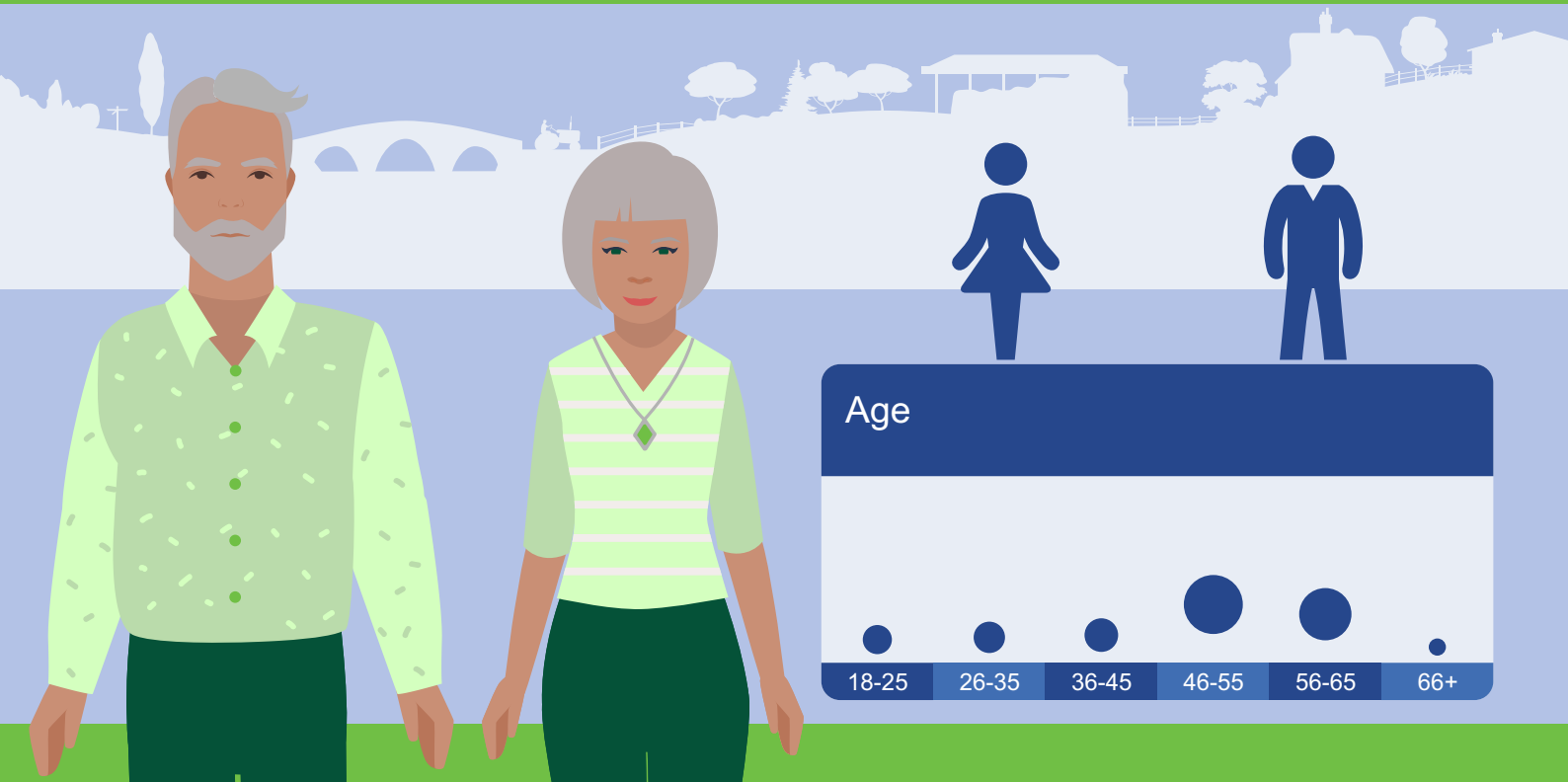


# Satellite Settlers

Mature households living in developments around larger villages with good transport links



### Property

- Home owner
- Mortgaged detached
- Bedrooms: FOUR

### Highest Education, Work & Finances

- Vocational qualifications
- Full & part-time
- Medium incomes

### Technology & Channel Preferences

- Technology
- Post
- Internet

### Online Activity

- Broadband speed
- Time online
- Social media

### Lifestyle

- RSPB
- Cycling
- Horse or pony

### Holidays

- Escorted tour
- Lakes & mountains
- 5+ holidays

### Shopping & Charity

- Supermarkets: ALDI, MORRISONS, WAITROSE
- High online
- High donations: DONATE

### Transport

- Off roader/SUV
- People carrier
- Diesel