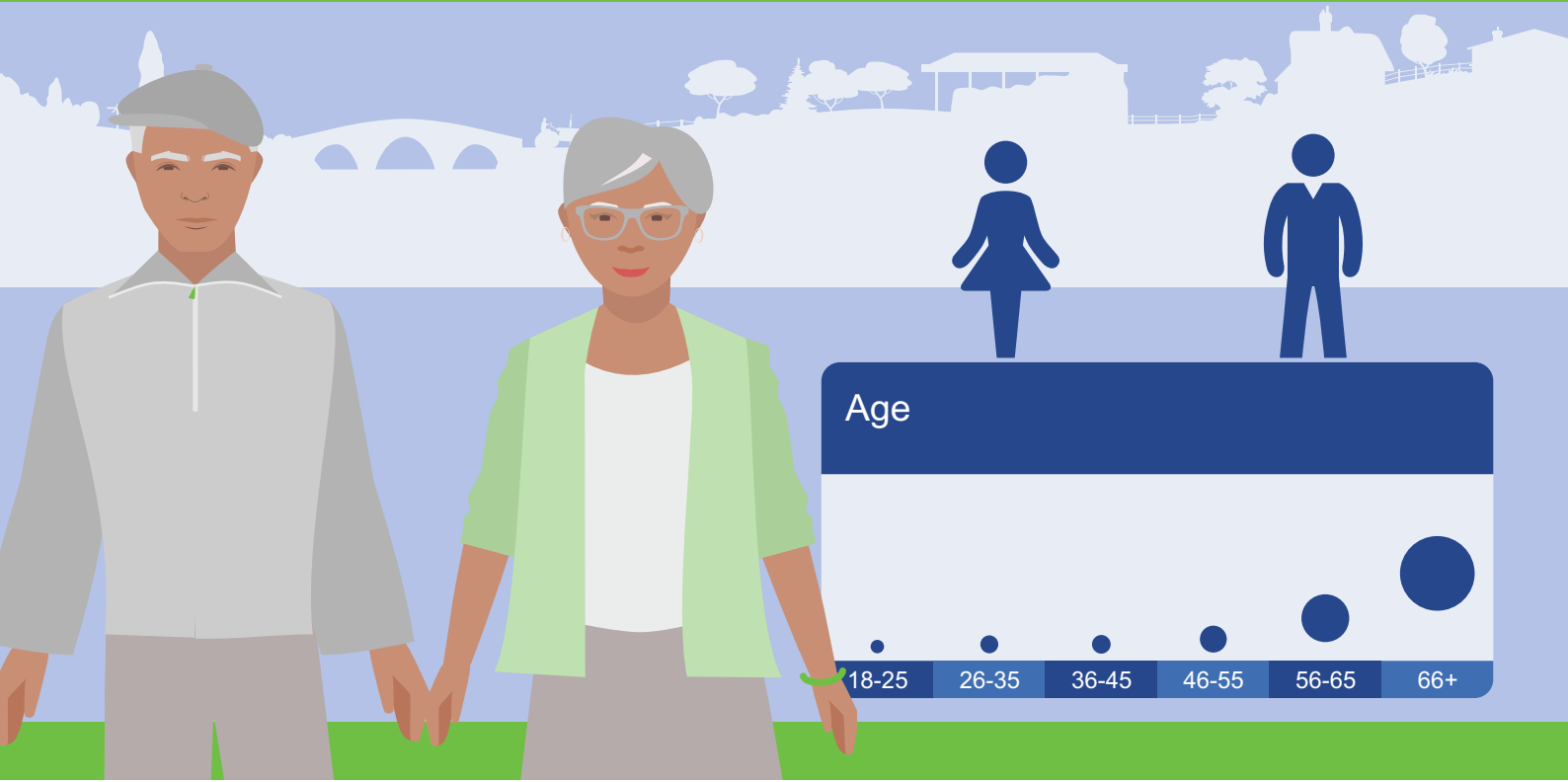


# Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



### Property

- Home owner
- Semi-detached
- Bedrooms: THREE

### Highest Education, Work & Finances

- Few qualifications
- Retired
- Low incomes

### Technology & Channel Preferences

- Technology
- Post
- Internet

### Online Activity

- Broadband speed
- Time online
- Social media

### Lifestyle

- RSPB
- Photography
- Gardening

### Holidays

- Coach tour
- Lakes & mountains
- 3-4 holidays

### Shopping & Charity

- Supermarkets: CO-OP, MORRISONS, LIDL
- Low online
- Medium donations: DONATE

### Transport

- Micro car
- Hatchback
- Diesel