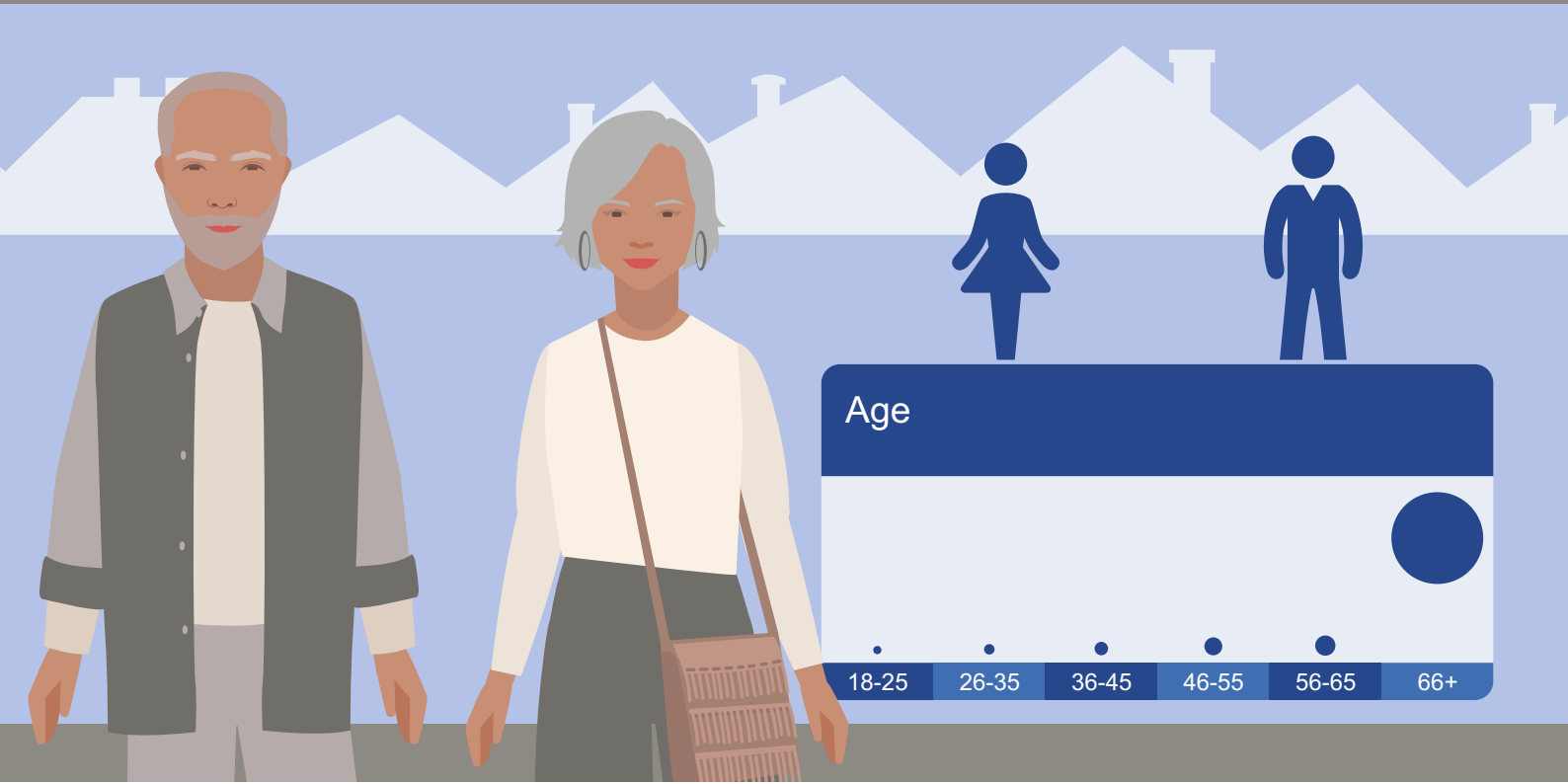


Legacy Elders




Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes






Property

-  Home owner
-  Detached
-  Bedrooms




Highest Education, Work & Finances

-  Degree & higher
-  Retired
-  Medium incomes


Technology & Channel Preferences

-  Technology
-  Post
-  Email

Online Activity

-  Broadband speed
-  Time online
-  Social media

Lifestyle

-  DIY
-  Photography
-  Gardening




Holidays

-  Escorted tour
-  Cruise
-  5+ holidays

Shopping & Charity

-  Supermarkets
-  Low online
-  High donations

Transport

-  Saloon
-  Hatchback
-  Bought new