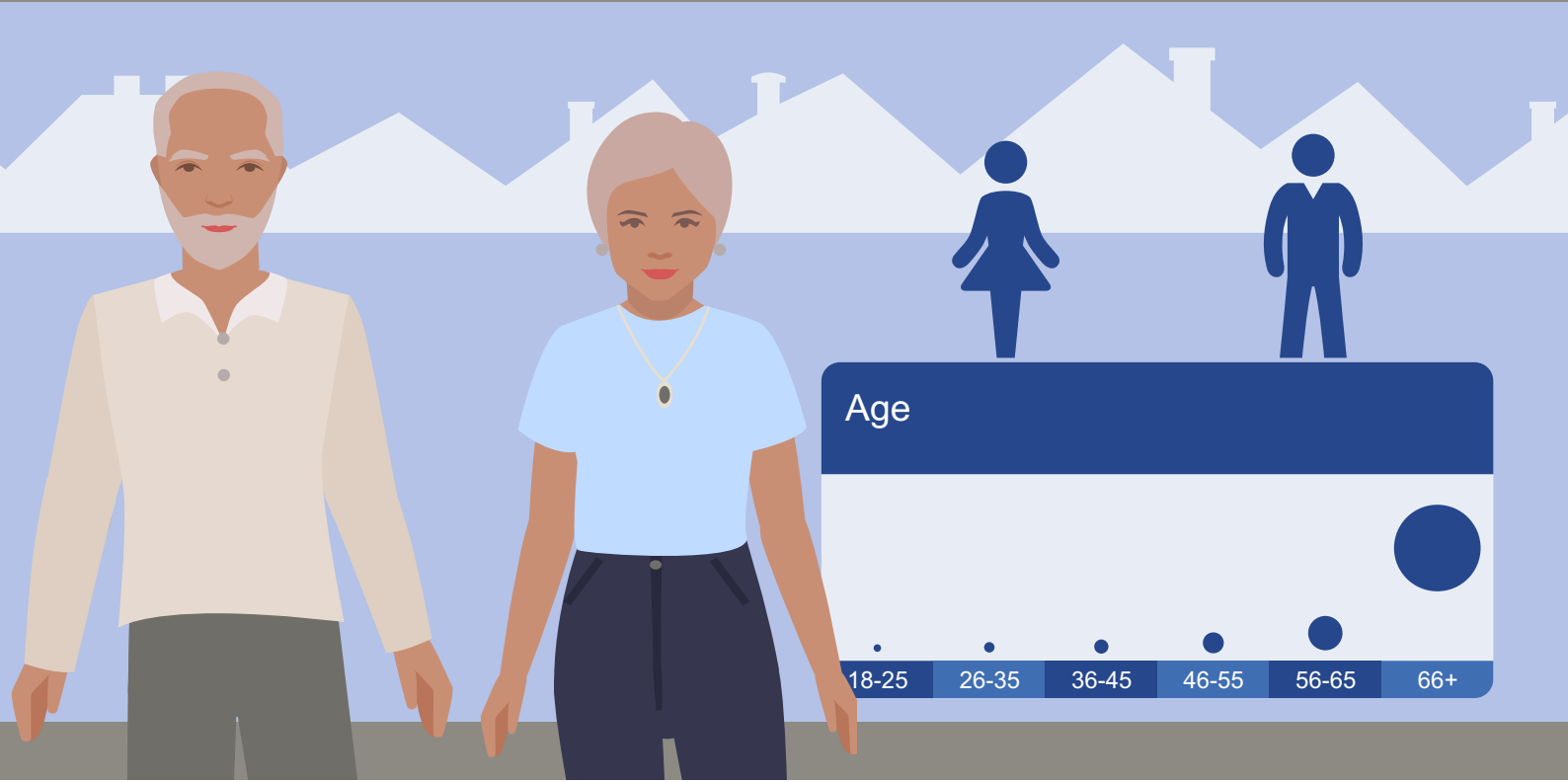


Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



Property

- Home owner
- Bungalow
- TWO Bedrooms

Highest Education, Work & Finances

- Degree & higher
- Retired
- Low incomes

Technology & Channel Preferences

- Technology
- Post
- Internet

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- '5 a day'
- Gardening
- RSPB

Holidays

- Coach tour
- Cruise
- 1-2 holidays

Shopping & Charity

- Supermarkets
- Low online
- High donations

Transport

- Estate
- Hatchback
- Bought new