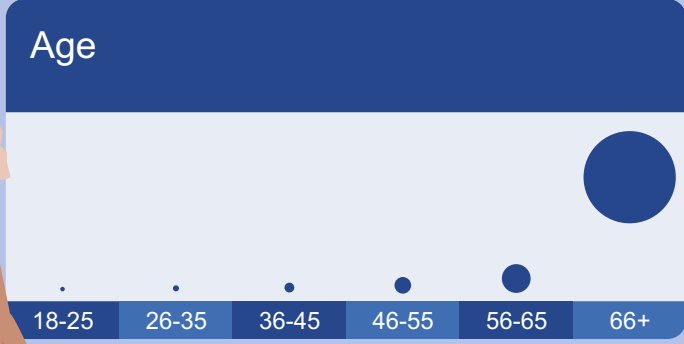
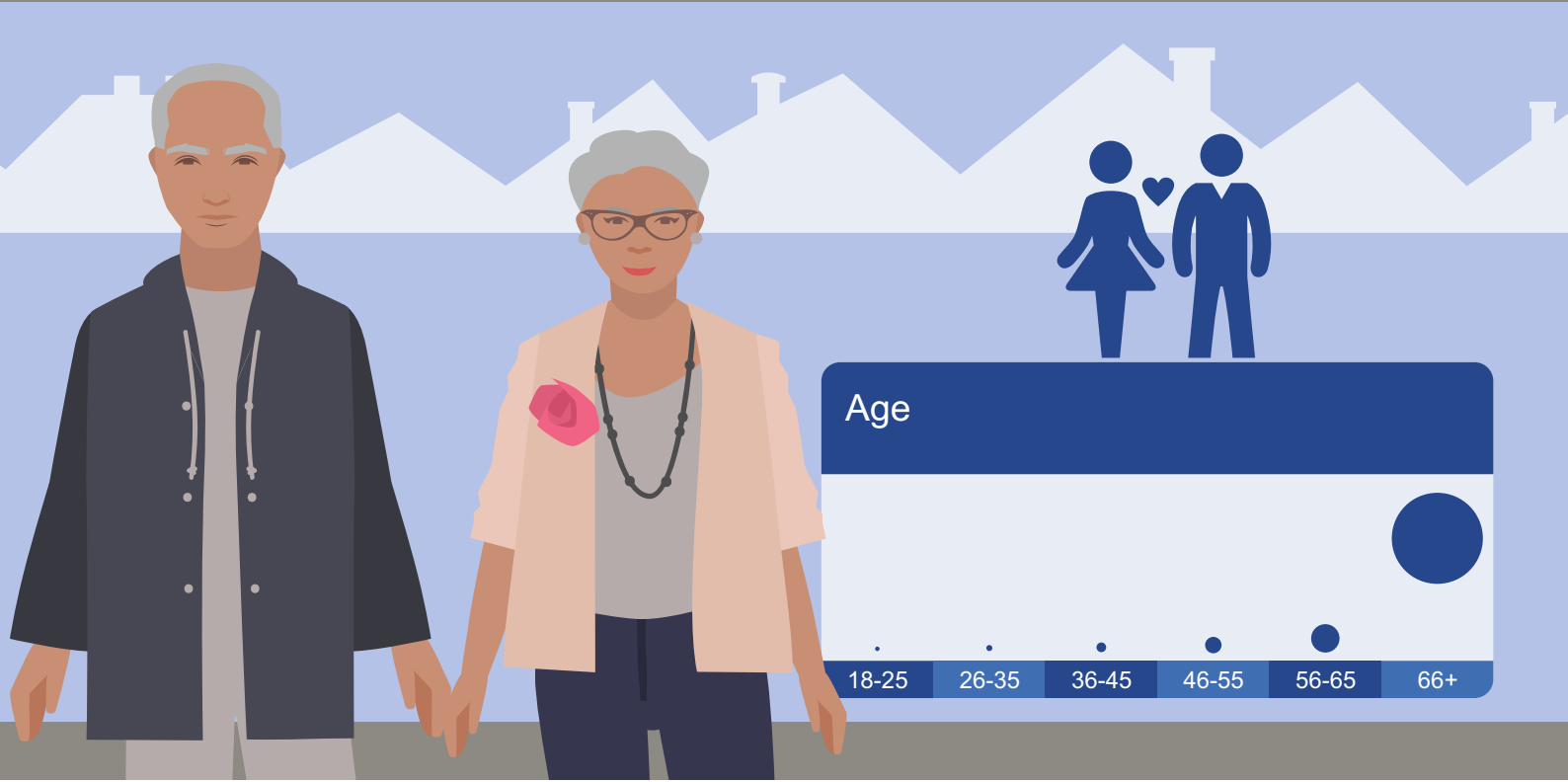


Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



Property

- Home owner
- Semi-detached
- Bedrooms: THREE

Highest Education, Work & Finances

- Few qualifications
- Retired
- Low incomes

Technology & Channel Preferences

- Technology
- Telephone
- Post

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- DIY
- '5 a day'
- Gardening

Holidays

- Coach tour
- Cruise
- 3-4 holidays

Shopping & Charity

- Supermarkets: MORRISONS, M&S, SAINSBURY'S
- Low online
- Medium donations: DONATE

Transport

- Off roader/SUV
- Hatchback
- Bought new