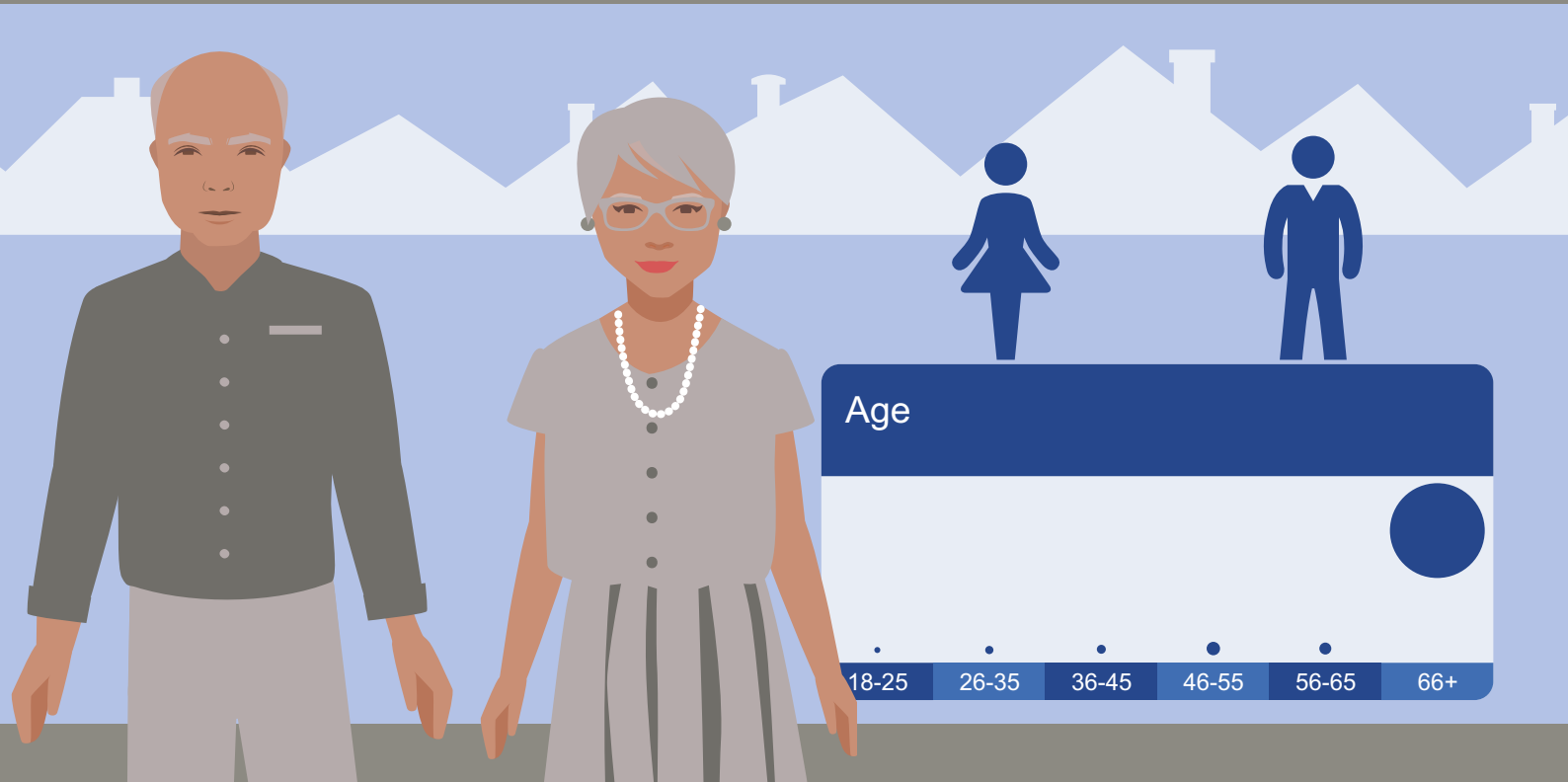


Solo Retirees

Senior singles owning affordable but pleasant homes, whose reduced incomes are satisfactory



Property

- Home owner
- Semi-detached
- Bedrooms

Highest Education, Work & Finances

- Few qualifications
- Retired
- Low incomes

Technology & Channel Preferences

- Technology
- Telephone
- Email

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Gardening
- RSPB
- Photography

Holidays

- Coach tour
- Cruise
- 3-4 holidays

Shopping & Charity

- Supermarkets
- Low online
- High donations

Transport

- Saloon
- Hatchback
- Bought new