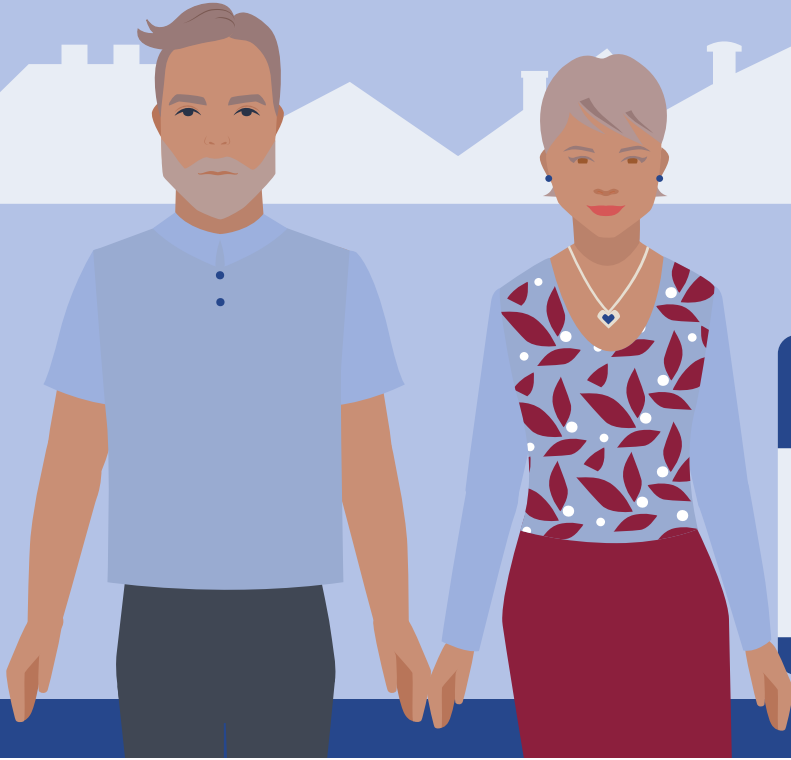


# Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



## Age

18-25 26-35 36-45 46-55 56-65 66+

## Property



Home owner



Mortgaged semi



Bedrooms

## Highest Education, Work & Finances



Vocational qualifications



Full & part-time



Medium incomes

## Technology & Channel Preferences



Technology



In-store



Internet

## Online Activity



Broadband speed



Time online

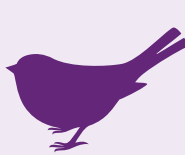


Social media

## Lifestyle



Gardening



RSPB



Cycling

## Holidays



Beach



Lakes & mountains



1-2 holidays

## Shopping & Charity



Supermarkets



Low online



Medium donations

## Transport



Off roader/SUV



Hatchback



Bought new