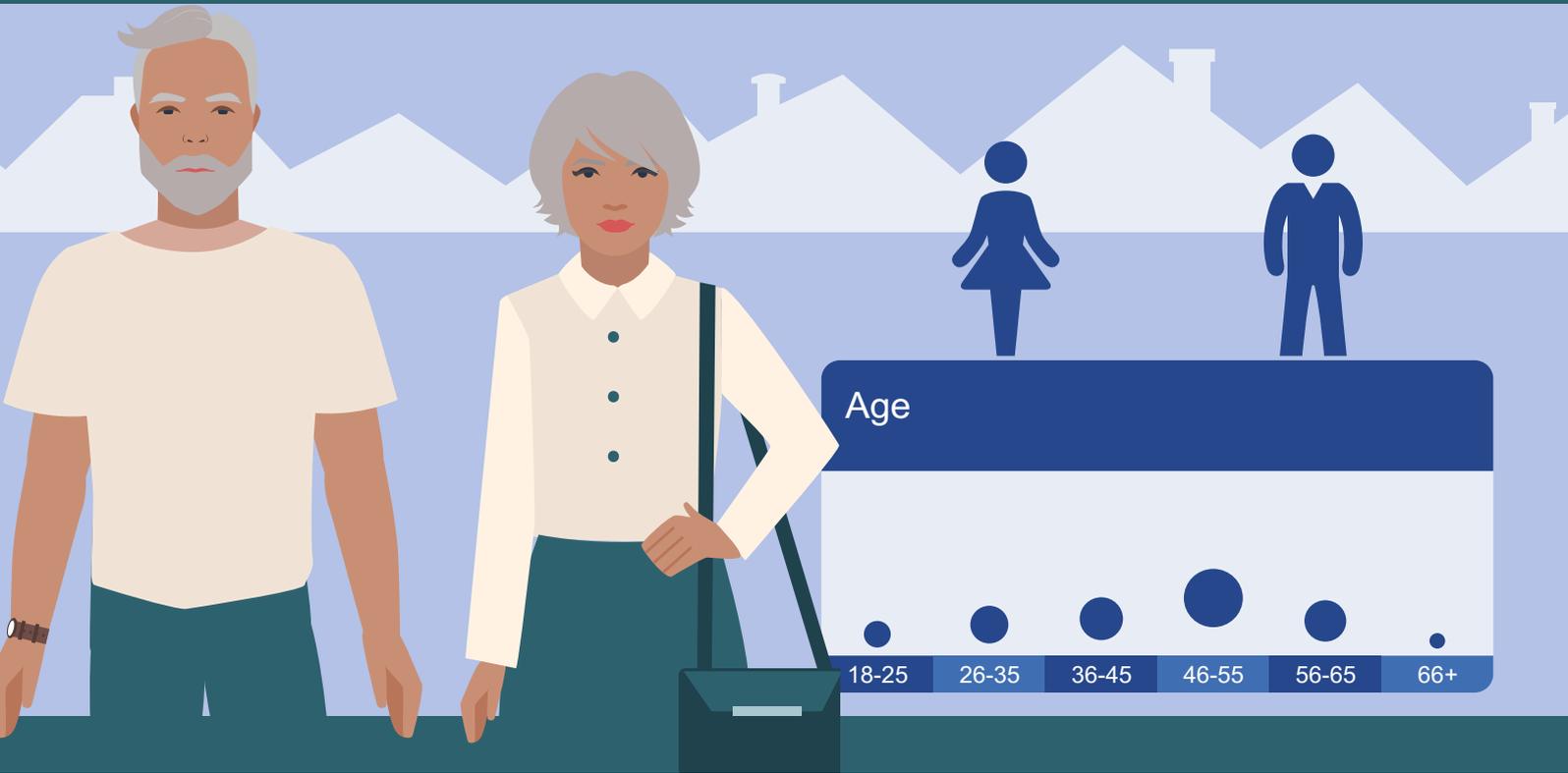


Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



Property

- Home owner
- Mortgaged semi
- Bedrooms: FOUR

Highest Education, Work & Finances

- Vocational qualifications
- Full & part-time
- High incomes

Technology & Channel Preferences

- Technology
- In-store
- Internet

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- DIY
- Gardening
- Cycling

Holidays

- Spa
- City breaks
- 1-2 holidays

Shopping & Charity

- Supermarkets: OCADO, WAITROSE, SAINSBURY'S
- High online
- High donations: DONATE

Transport

- Train
- People carrier
- Convertible