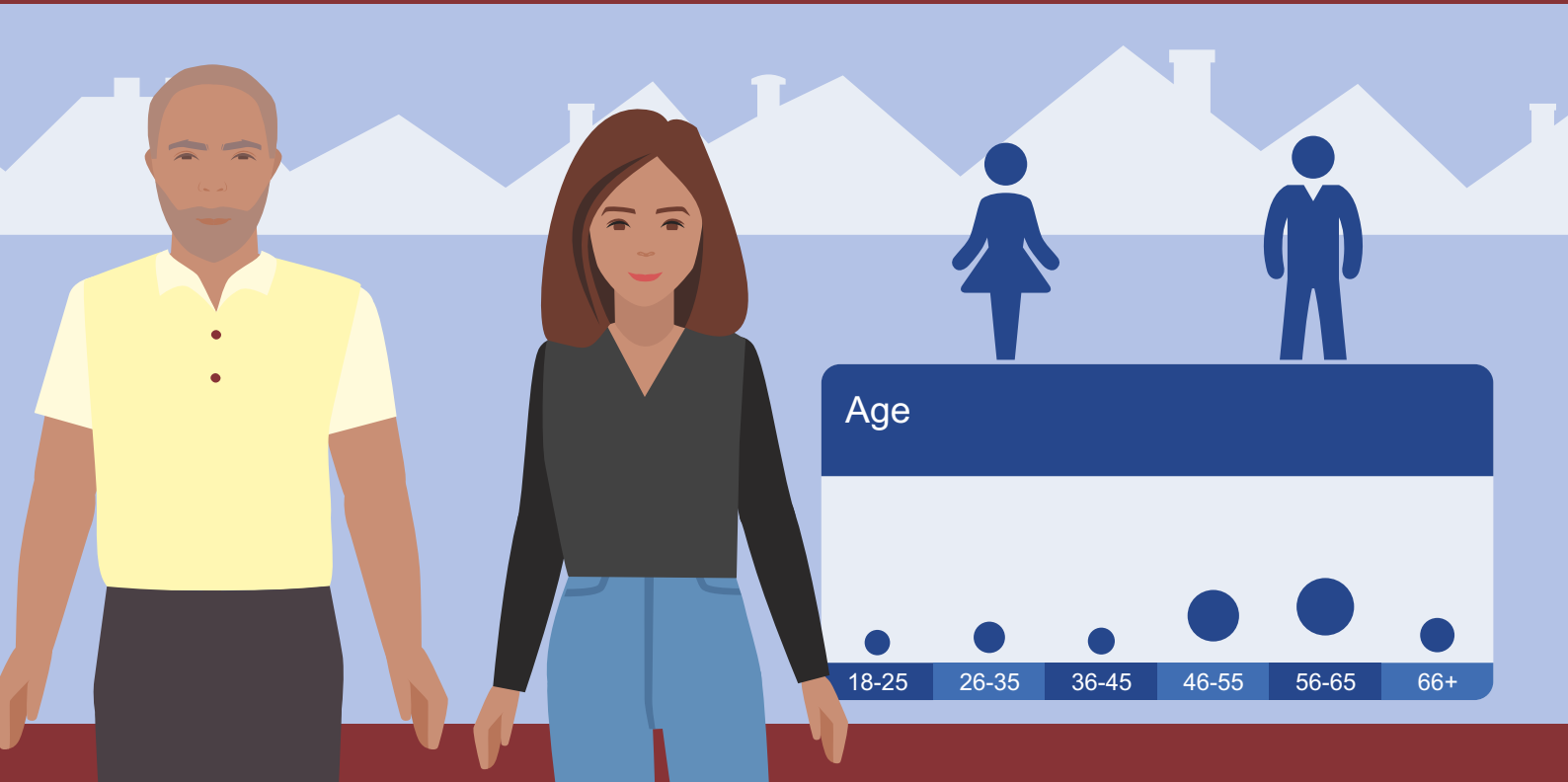


Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



Property

- Council / HA
- Terrace
- TWO Bedrooms

Highest Education, Work & Finances

- Few qualifications
- Full-time & unemployed
- Low incomes

Technology & Channel Preferences

- Technology
- Telephone
- Post

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- Pet dog
- TV
- Video games

Holidays

- Coach tour
- Beach
- 1-2 holidays

Shopping & Charity

- ICELAND ASDA MORRISONS Supermarkets
- Low online
- DONATE Low donations

Transport

- Bus
- Bicycle
- Saloon