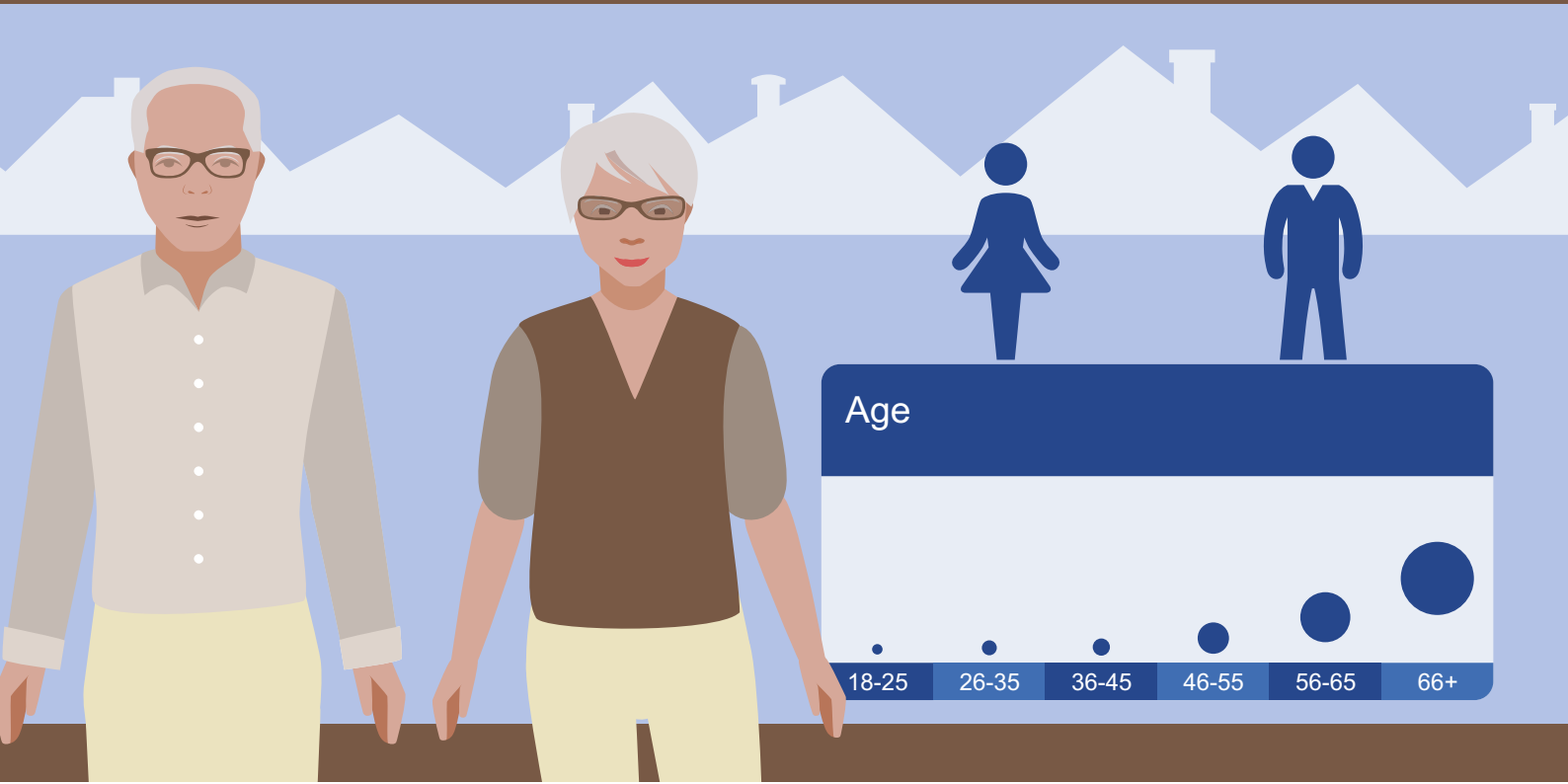


# Flatlet Seniors

Ageing singles with basic income renting small flats in centrally located developments



### Property

- Council / HA
- Flat
- ONE Bedrooms

### Highest Education, Work & Finances

- Few qualifications
- Retired
- Low incomes

### Technology & Channel Preferences

- Technology
- In-store
- Post

### Online Activity

- Broadband speed
- Time online
- Social media

### Lifestyle

- Photography
- TV
- Gardening

### Holidays

- Coach tour
- Beach
- 1-2 holidays

### Shopping & Charity

- Supermarkets
- Low online
- Medium donations

### Transport

- Bus
- Hatchback
- Bicycle