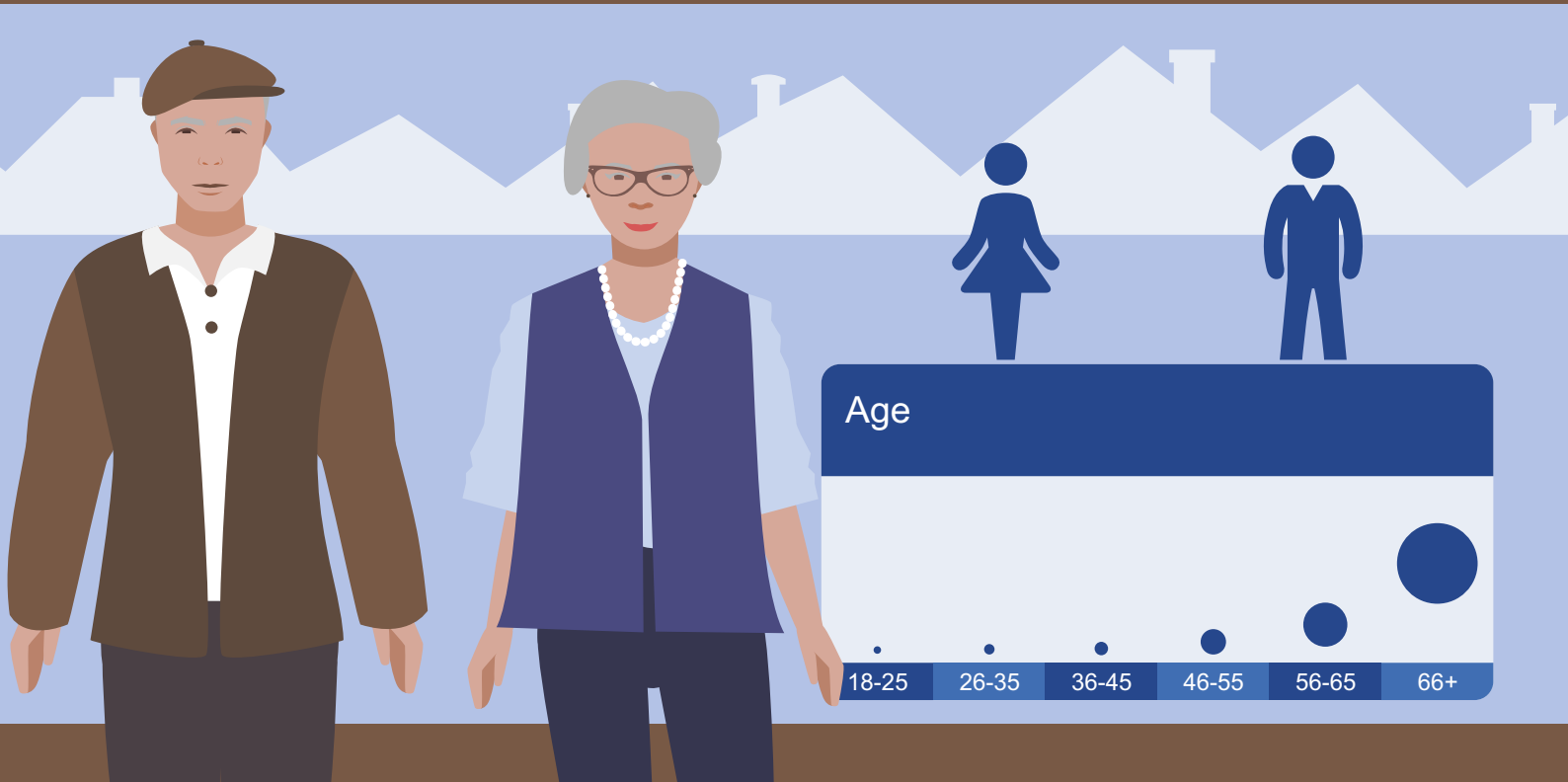


Pocket Pensions

Penny-wise elderly singles renting in developments of compact social homes



Property

- Council / HA
- Bungalow
- ONE Bedrooms

Highest Education, Work & Finances

- Few qualifications
- Retired
- Low incomes

Technology & Channel Preferences

- Technology
- Telephone
- Post

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- DIY
- Gardening
- TV

Holidays

- Coach tour
- Beach
- 1-2 holidays

Shopping & Charity

- CO-OP ICELAND ALDI Supermarkets
- Low online
- Low donations

Transport

- Bus
- Walking
- Micro car