

Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



Property

- FOR RENT
- Council / HA
- Terrace
- 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
- Cruise
- 1-2 holidays

Shopping & Charity

- ICELAND CO-OP MORRISONS
- Supermarkets
- Low online
- DONATE
- Low donations

Transport

- Bus
- Saloon
- NEW
- Bought new