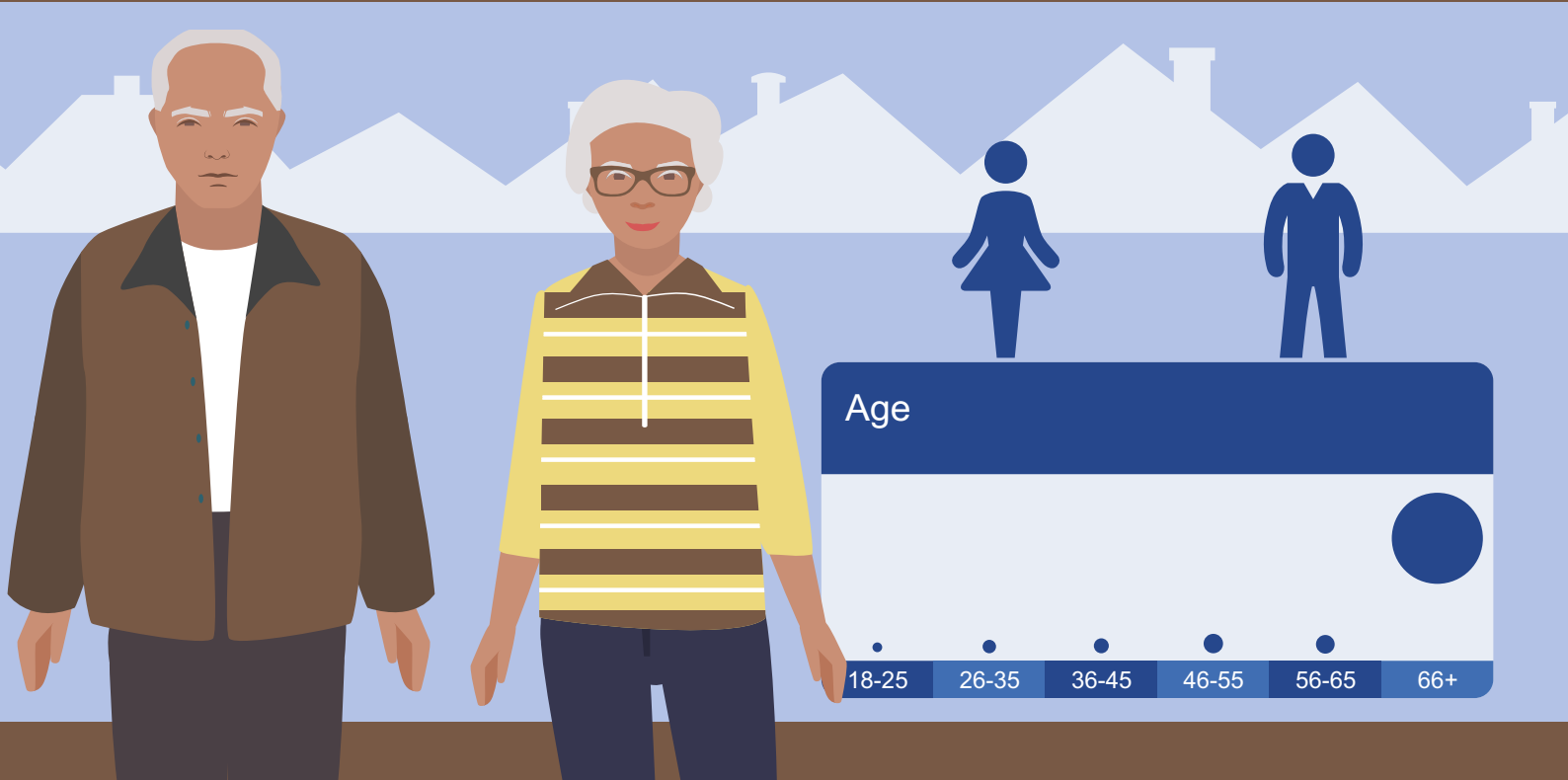


Seasoned Survivors

Single elderly who are long-term owners of their low value properties which provide some financial security



Property

- Home owner
- Terrace
- Bedrooms: THREE

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

- Radio
- Gardening
- TV

Holidays

- Coach tour
- Cruise
- 1-2 holidays

Shopping & Charity

- Supermarkets: MORRISONS M&S CO-OP
- Low online
- Medium donations: DONATE

Transport

- Bus
- Bicycle
- Saloon