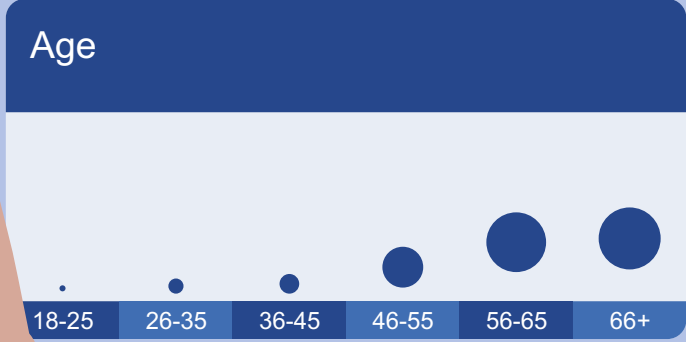
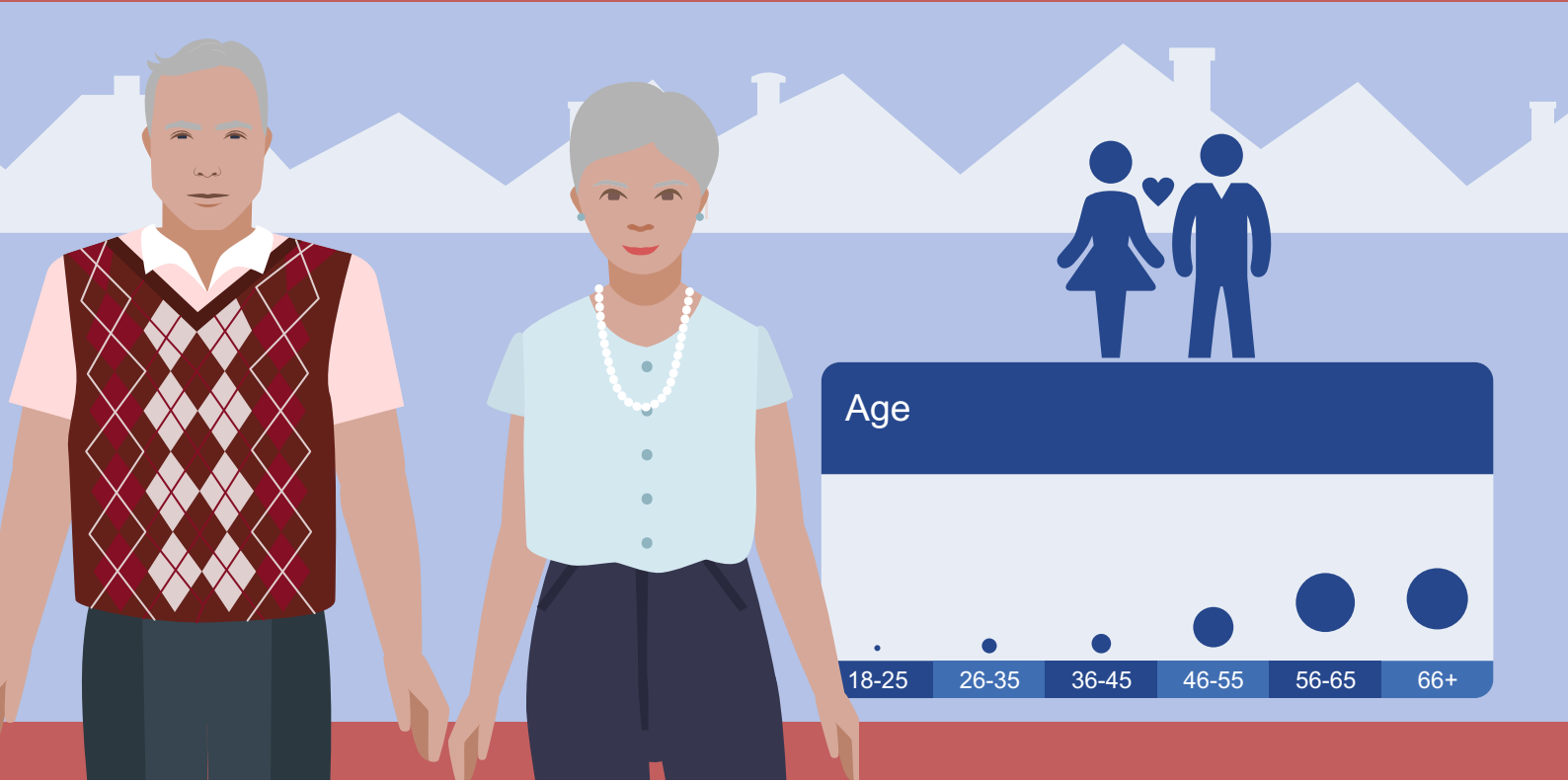


# Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



### Property

- Home owner
- Terrace
- 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

- DIY
- Gardening
- TV

### Holidays

- Coach tour
- Beach
- 3-4 holidays

### Shopping & Charity

- Supermarkets (MORRISONS, ASDA, ALDI)
- Low online
- Medium donations

### Transport

- People carrier
- Saloon
- Walking