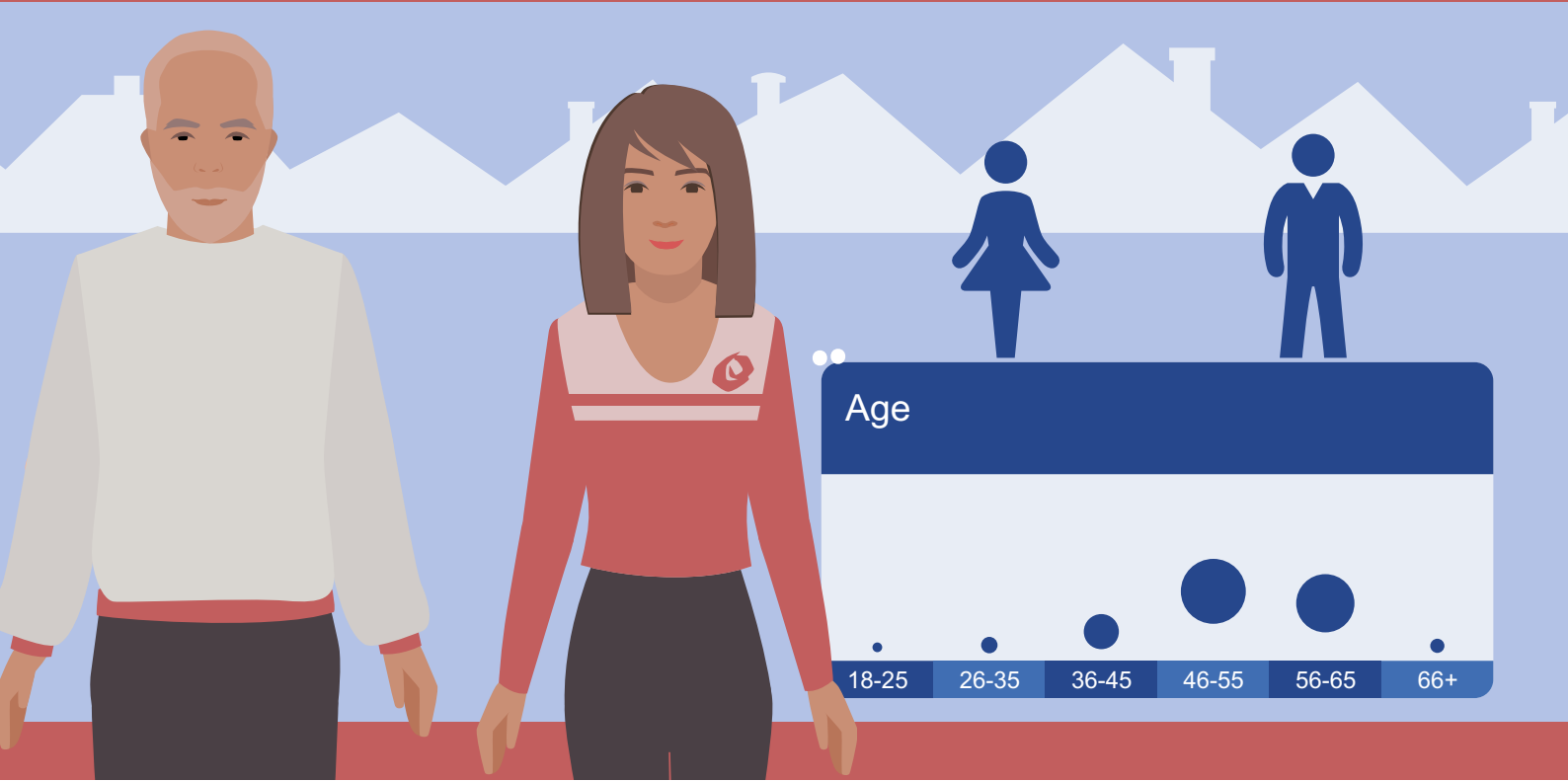


Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



Property

- Home owner
- Mortgaged terrace
- Bedrooms: TWO

Highest Education, Work & Finances

- GCSEs
- Full-time
- Low incomes

Technology & Channel Preferences

- Technology
- In-store
- Email

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- TV
- Music
- RSPB

Holidays

- Coach tour
- Beach
- 3-4 holidays

Shopping & Charity

- Supermarkets: MORRISONS, M&S, TESCO
- Medium online
- Medium donations: DONATE

Transport

- Bus/tram
- Walking
- Saloon