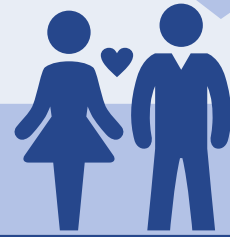


Community Elders

Established older households owning city homes in diverse neighbourhoods



Age

18-25 26-35 36-45 46-55 56-65 66+

Property



Home owner



Terrace



Bedrooms

Highest Education, Work & Finances



Few qualifications



Retired



Medium incomes

Technology & Channel Preferences



Technology



Post



Email

Online Activity



Broadband speed



Time online



Social media

Lifestyle



Cinema



Photography



Exhibitions

Holidays



Beach



Escorted tour



1-2 holidays

Shopping & Charity



Supermarkets



Medium online



High donations

Transport



Train



Walking



Hatchback