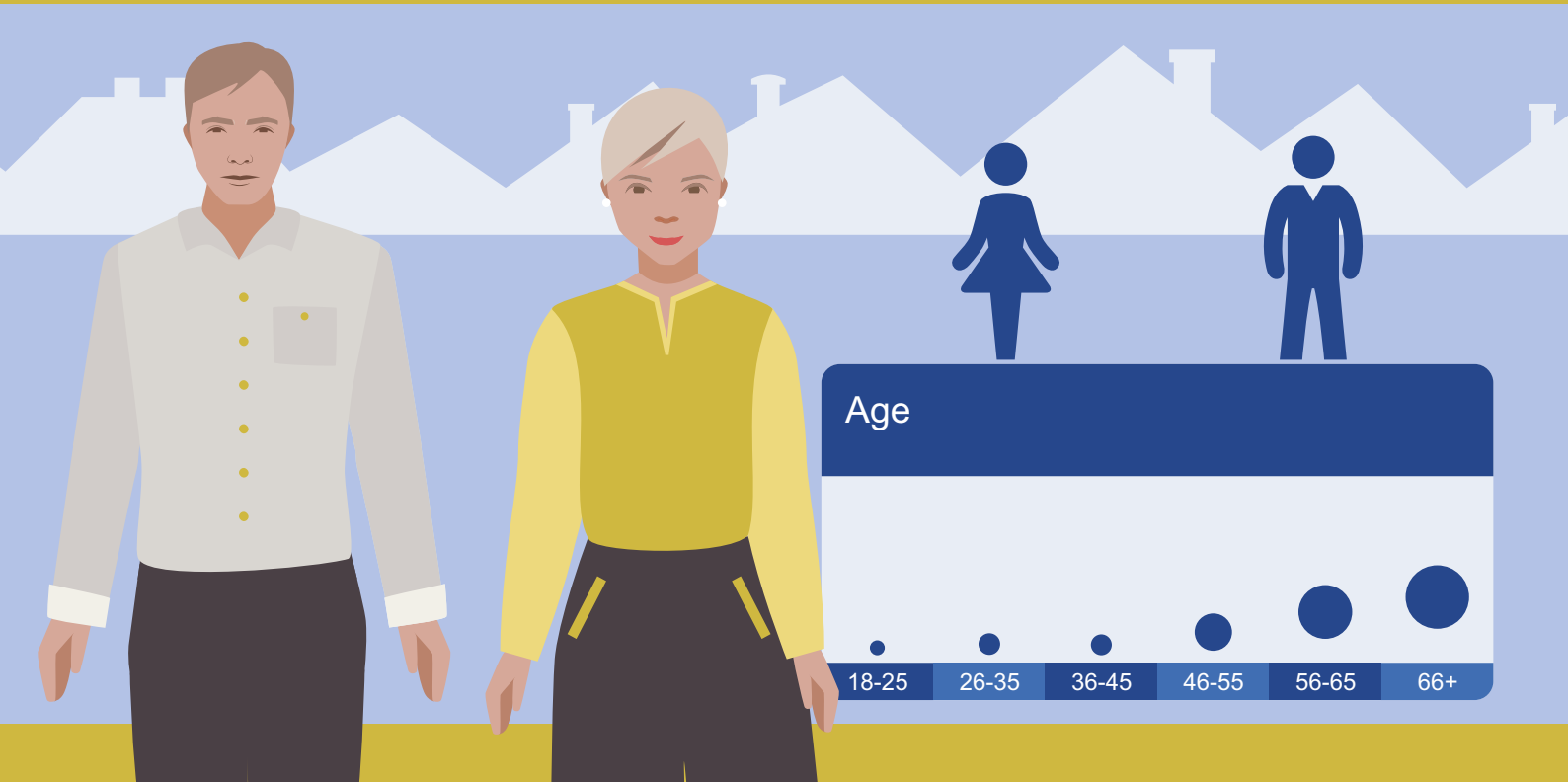


Ageing Access

Older residents owning small inner suburban properties with good access to amenities



Property

- Renting
- Flat
- Bedrooms

Highest Education, Work & Finances

- Degree & higher
- Retired
- Low incomes

Technology & Channel Preferences

- Technology
- Telephone
- Internet

Online Activity

- Broadband speed
- Time online
- Social media

Lifestyle

- DIY
- Cinema
- Radio

Holidays

- City breaks
- Coach tour
- 5+ holidays

Shopping & Charity

- Supermarkets
- Low online
- High donations

Transport

- Bus
- Bicycle
- Hatchback