

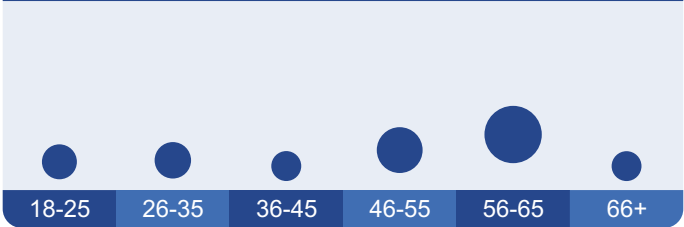
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# Mature Accumulators

Older families who own good quality homes and prioritise pension saving



## Age



## Property



Home owner



Detached



4 bedrooms

## Highest Education, Work and Finances



University degree or higher



Employed full-time



High household incomes

## Technology and Channel Preferences



Only buy when really like



Direct Mail



Social media offer

## Internet, Mobile, and Risk Attitude



News/sports websites



Never use smartphone banking



Don't mind taking risks my money

## Banking



Interest rates / value for money



Bank / building soc. savings account



Have 3 bank accounts

## Credit



Barclays



£500-£999 per month



Likelihood of excellent history

## Budgets and Savings



Don't have a budget at all



Santander



Total savings: £100,000+

## Discretionary Incomes and Pensions



HH discretionary income: Average



Standard personal pension



AVIVA