

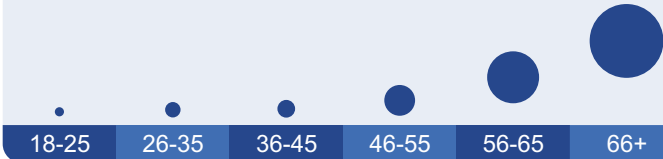
B

Pension Prosperity

Financially-set older homeowners in desirable suburbs and villages, who now have space and resources



Age



Property



Home owner



Detached



FOUR

4 bedrooms

Highest Education, Work and Finances



University degree or higher



Retired



Average household incomes

Technology and Channel Preferences



Only replace when broken



Direct Mail



Newspaper insert

Internet, Mobile, and Recent Holiday



News/sports websites



Weather apps



Cruises

Leisure Activities



Enjoy reading



Enjoy gardening

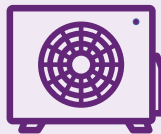


Enjoy puzzles and crosswords

Sustainability and Energy Spend



Likely to fit solar panels



Likely to change to heat pump



Average energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low personal care spend



Agree/have a healthy diet

Transport and Automotive



Travelled by car in last year



Current car medium/saloon/estate/MPV



Car financed using cash