

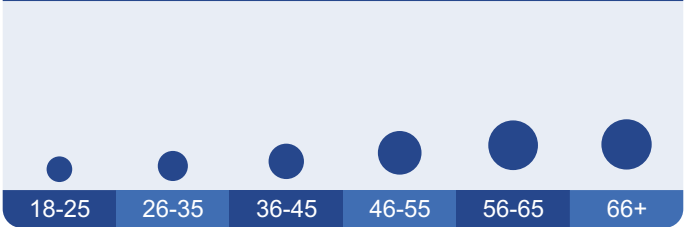
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# Country Heritage

Well-off owners of comfortable properties in rural locations with land or surrounding gardens



## Age



## Property



Home owner



Named building



4 bedrooms

## Highest Education, Work and Finances



University degree or higher



Employed part-time



High household incomes

## Technology and Channel Preferences



Only replace when broken



Direct Mail



Social media offer

## Internet, Mobile, and Recent Holiday



Buying/browsing goods online



Weather apps



Cruises

## Leisure Activities



Enjoy reading



Enjoy gardening



Enjoy cooking

## Sustainability and Energy Spend



Likely to fit solar panels



Change to green energy supply



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



Main car bought secondhand



Car financed using cash