

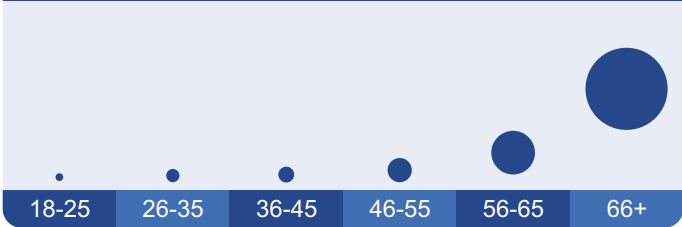
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# Respectable Retirement

Senior outright-owners of mid-range homes, with sufficient pension incomes to provide for their later years



## Age



## Property



Home owner



Bungalow



3 bedrooms

## Highest Education, Work and Finances



Few qualifications



Retired



Low household incomes

## Technology and Channel Preferences



Only replace when broken



Direct Mail



Newspaper insert

## Internet, Mobile, and Recent Holiday



Buying/browsing goods online



Weather apps



Cruises

## Leisure Activities



Enjoy reading



Enjoy puzzles and crosswords



Enjoy gardening

## Sustainability and Energy Spend



Likely to fit solar panels



Change energy supplier



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 small/mini



Car financed using cash