

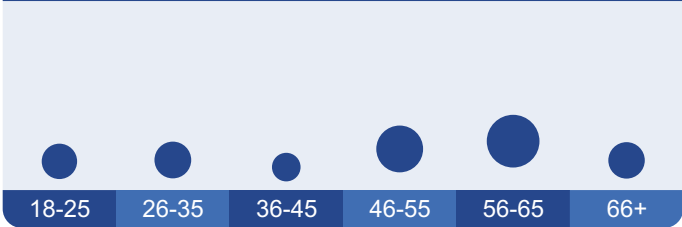
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# Mature Homekeepers

Homeowners in their later working life, who live in conventional family housing on streets offering value for money



## Age



## Property



Home owner



Mortgaged semi-detached



3 bedrooms

## Highest Education, Work and Finances



A levels



Employed full-time



Low household incomes

## Technology and Channel Preferences



Only replace when broken



TV adverts



Direct Mail

## Internet, Mobile, and Recent Holiday



Buying/browsing goods online



Weather apps



Beaches

## Leisure Activities



Enjoy reading



Enjoy gardening

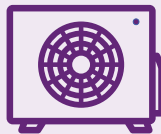


Enjoy puzzles and crosswords

## 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



Main car bought secondhand



Bought car from used car dealer