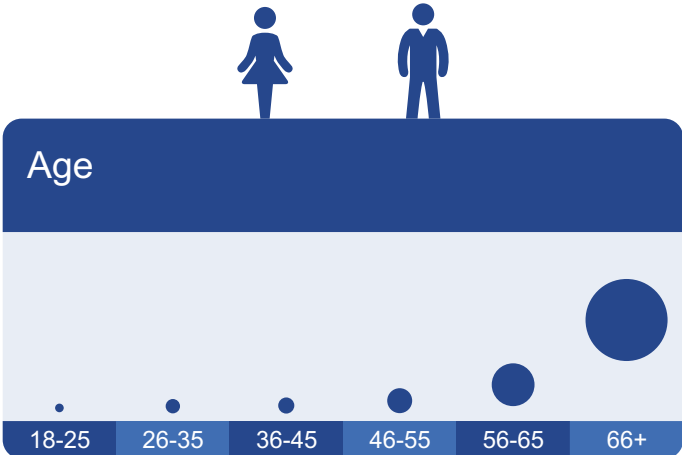


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Elderly Essentials

Pensioners with low retirement incomes living in modest-sized homes



Property



Council / HA renter



Purpose-built flat



1 bedroom

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



Online banking



Weather apps



Coach tours

Leisure Activities



Enjoy reading



Enjoy puzzles and crosswords



Enjoy knitting and sewing

Sustainability and Energy Spend



Change energy supplier



Likely to fit solar panels



Low energy spend

Shopping and Lifestyle Behaviour



Top 3 supermarkets



Low personal care spend



Agree/have a healthy diet

Transport and Automotive



Travelled by bus in last year



Main car bought secondhand



Bought car from used car dealer