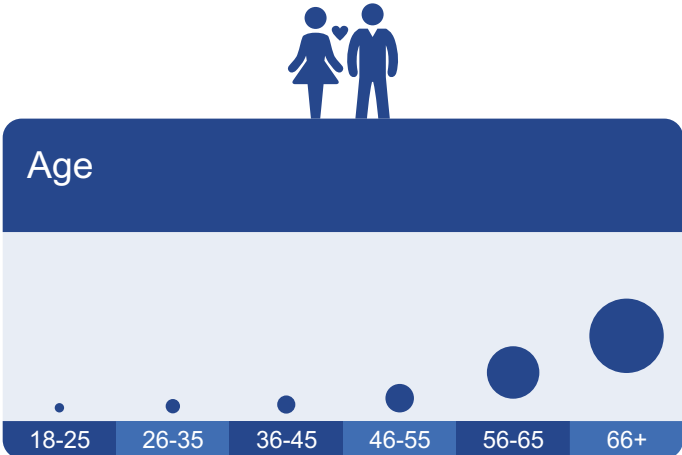


# C08 Rural Landowners

Asset-holding older couples and singles who are stewards of large rural properties including farms



Property

Home owner

Named building

4 bedrooms

Highest Education, Work and Finances

University degree or higher

Retired

High 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 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