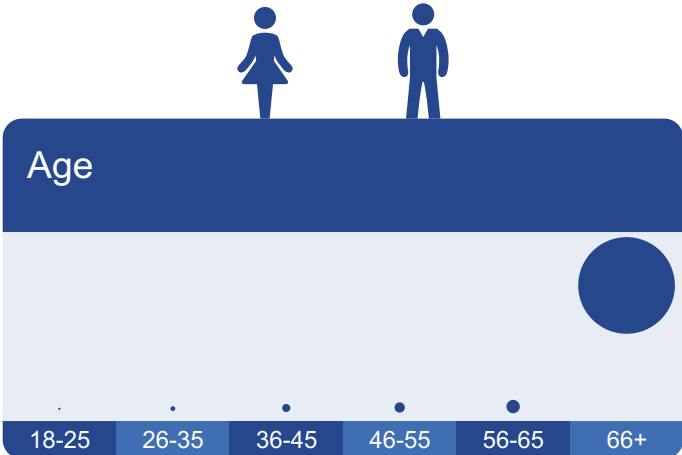



E16

Solo Veterans


Advanced-age solo owners of average suburban semis, now living alone in what was the long-term family home




Property



Home owner



Semi-detached



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



Online banking



Weather apps



Cruises

Leisure Activities



Enjoy reading




Enjoy puzzles and crosswords




Enjoy gardening


Sustainability and Energy Spend



Change energy supplier



Likely to fit solar panels



Average 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



Current car small/mini



Bought car from used car dealer