

CLD CARD DECK PROFILES 2010



Age	45-65	Re-introduced for 2010
Household Income	Minimum £25,000+	
Occupation	Professional Snr Management / Admin or Clerical / Manual worker / Self employed	
Personal Characteristics	Homeowner; Has children & grandchildren; Drives own car; Credit card holder	
Lifestyle Characteristics	Gardening; Foreign Travel; Package Holidays; Motoring; Hiking/Walking; DIY; Current Affairs; Wines; Eating Out; Gourmet Cooking; Stocks/Shares; Unit Trusts/Investments; Charity/Voluntary Work; Theatre/Culture/Arts; Personal Computing	



Age	40+	NEW for 2010
Household Income	Minimum £30,000+	
Occupation	Professional Snr Management / Manager in Business / Self employed / Retired	
Personal Characteristics	Homeowner; Has children; Drives own car; Credit card holder	
Lifestyle Characteristics	Reader of Times or FT; Wines; Current Affairs; Theatre/Culture/Arts; Foreign Travel; Stocks/Shares; National Trust; Gourmet Cooking; Charity/Voluntary Work; Unit Trusts/Investments; Fine Art; Gardening	



Age	45+
Household Income	Not specified
Occupation	Not specified
Personal Characteristics	Homeowner, 60/40 female/male split.
Lifestyle Characteristics	Proven Mail Order buyers and therefore always open their mail, all consumers will have purchased within the last 12 months with 70% buying within the last 6 months. These consumers jump at the opportunity to buy products and services with a perceived value to them or their wellbeing. Credit card holders and keen travellers (cruise and long haul), with interests including DIY and gardening.



Age	45+
Household Income	Minimum £25,000+
Occupation	Not specified
Personal Characteristics	Home owner; Has children; Credit card holder
Lifestyle Characteristics	Typically reflective of the over 50s market - Gardening; Crosswords; Package Holidays; Motoring; 'Doing the Pools'; Collectibles; Coin & Stamp Collecting; Books; DIY; Pets; Charity/Voluntary Work; Unit Trusts/Investments; Wildlife & Environment



Age	60+
Household Income	Minimum £25,000+
Occupation	Retired (80%)
Personal Characteristics	Homeowner; Has children & grandchildren; Drives own car; Credit card holder
Lifestyle Characteristics	Asset Rich; Motoring; Gardening; Crosswords; Charity/Voluntary Work; National Trust; Package/Foreign Holidays; Stocks/Shares; Home Improvements; Health and Well-being; Unit Trusts/Investments; Books