

Key Features

- Retirees living alone
- Small houses
- Low property values
- Poor health
- Short commutes on foot
- Television lovers



Practical Pensioners are older people living in homes that are inexpensive and often small. With limited budgets, they plan their spending carefully.

Many in this group are aged over sixty-five. Some are in pre-retirement years. A high number live alone, with a smaller number enjoying long-established marriages.

They live in housing that is very economical. Many homes are older terraces, some of which are extremely compact. Tenures are split between ownership and local authority renting. These properties are located in urban streets, either close to small town centres or in city locations.

Many members of this group are now retired. Those who are still finishing working life are mostly employed in manual jobs. Education levels are low across the group, with many people having left school in an era when the expectation was to go out and earn money at a young age.

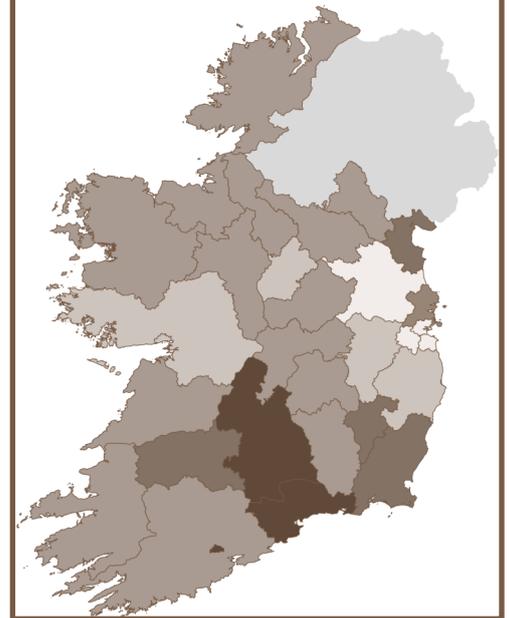
With many households living off a single pension, disposable incomes are very low. Those in good health can walk to the local shops on a regular – perhaps daily – basis. They don't have expensive tastes, spending little on going out or new clothes. The few who take a holiday will find economical options. Though they appreciate routine, they like to try out new products for variety.

Some households own one car; others own none.

Their finances are mostly simple. Many have a savings account that they have held for a long time. Some prefer managing their money face-to-face at a bank branch.

Computers and the internet are less used in this group, with people often preferring to do things in an old-fashioned but familiar way.

Some read newspapers and magazines. Television is popular with many, and they watch a good number of hours for information and entertainment.



Mosaic Types:

L33 Economical Elders

L34 Pocket-Sized Renting

L35 Small-Town Stalwarts

L36 Hometown Survivors

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