Rural Vogue
Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work

Key Features
- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

Who We Are

<table>
<thead>
<tr>
<th>Age</th>
<th>Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>41-45</td>
<td>£70k-£99k</td>
</tr>
<tr>
<td>19.7%</td>
<td>17.6%</td>
</tr>
<tr>
<td>208</td>
<td>272</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household composition</th>
<th>Number of children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>1 child</td>
</tr>
<tr>
<td>37.2%</td>
<td>31.4%</td>
</tr>
<tr>
<td>150</td>
<td>254</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tenure</th>
<th>Property type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned</td>
<td>Named building</td>
</tr>
<tr>
<td>81.9%</td>
<td>36.3%</td>
</tr>
<tr>
<td>127</td>
<td>934</td>
</tr>
</tbody>
</table>

Channel Preference

<table>
<thead>
<tr>
<th>Phone</th>
<th>Email</th>
<th>SMS</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>93</td>
<td>96</td>
<td>119</td>
<td>105</td>
</tr>
</tbody>
</table>

Technology Adoption

Early Majority

Eden
1.49% 1.76%
### Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work

#### Household Composition

- **Families**: 37.16%
- **Extended family**: 16.56%
- **Extended household**: 11.59%
- **Pseudo family**: 10.58%
- **Single male**: 6.84%
- **Single female**: 10.28%
- **Male homesharers**: 0.79%
- **Female homesharers**: 1.28%
- **Mixed homesharers**: 2.65%
- **Abbr male families**: 0.80%
- **Abbr female families**: 1.39%

#### Home Ownership

- **Owned**: 81.93%
- **Rented**: 15.44%
- **Council / HA**: 2.63%

#### Online Access

- **Every day**: 64.81%
- **Most days**: 23.46%
- **Weekly**: 7.41%
- **Monthly**: 1.23%
- **Not at all**: 3.09%

#### Household Income

- **<£15k**: 4.78%
- **£15k-£19k**: 2.57%
- **£20k-£29k**: 8.42%
- **£30k-£39k**: 14.17%
- **£40k-£49k**: 16.31%
- **£50k-£59k**: 15.05%
- **£60k-£69k**: 12.05%
- **£70k-£79k**: 17.61%
- **£100k-£149k**: 7.78%
- **£150k+**: 1.27%

#### Children

- **No children**: 26.92%
- **1 child**: 31.44%
- **2 children**: 24.61%
- **3 children**: 11.58%
- **4+ children**: 5.44%
- **Age <5**: 25.41%
- **Age 5-11**: 25.08%
- **Age 12-17**: 18.24%
- **Age >18**: 9.45%

#### Property Type

- **Detached**: 59.26%
- **Semi-detached**: 18.68%
- **Bungalow**: 15.01%
- **Terraced**: 6.11%
- **Purpose built flats**: 0.56%
- **Converted flats**: 0.38%
- **Farm**: 5.17%
- **Named building**: 36.28%