### Affordable Fringe
Settled families with children owning modest, 3-bed semis in areas of more affordable housing

#### Key Features
- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

<table>
<thead>
<tr>
<th>Who We Are</th>
<th>Channel Preference</th>
<th>Technology Adoption</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td><strong>Household Income</strong></td>
<td><strong>Early Majority</strong></td>
</tr>
<tr>
<td>41-45</td>
<td>£40k-£49k</td>
<td>[DISTRIBUTION GRAPH]</td>
</tr>
<tr>
<td>25.7%</td>
<td>35.1%</td>
<td>[DISTRIBUTION GRAPH]</td>
</tr>
<tr>
<td><strong>Family</strong></td>
<td><strong>Number of children</strong></td>
<td></td>
</tr>
<tr>
<td>3 children</td>
<td>22.2%</td>
<td></td>
</tr>
<tr>
<td>73.0%</td>
<td>519</td>
<td></td>
</tr>
<tr>
<td><strong>Tenure</strong></td>
<td><strong>Property type</strong></td>
<td></td>
</tr>
<tr>
<td>Owned</td>
<td>Semi-detached</td>
<td></td>
</tr>
<tr>
<td>93.8%</td>
<td>59.5%</td>
<td></td>
</tr>
<tr>
<td>146</td>
<td>224</td>
<td></td>
</tr>
<tr>
<td><strong>Household composition</strong></td>
<td><strong>Number of children</strong></td>
<td><strong>Channel Preference</strong></td>
</tr>
<tr>
<td>Family</td>
<td>3 children</td>
<td>93</td>
</tr>
<tr>
<td>272</td>
<td>282</td>
<td>109</td>
</tr>
</tbody>
</table>

#### Erewash
2.16% 2.20%

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- **Household Income**: £40k-£49k
- **Number of children**: 3 children
- **Tenure**: Owned
- **Property type**: Semi-detached
- **Age**: 41-45
- **Family**: 73.0%
- **Channel Preference**: Telephone: 93, Email: 109, Mobile: 117
- **Technology Adoption**: Early Majority
### Affordable Fringe

Settled families with children owning modest, 3-bed semis in areas of more affordable housing

<table>
<thead>
<tr>
<th>Age</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>4.88%</td>
</tr>
<tr>
<td>26-35</td>
<td>21.65%</td>
</tr>
<tr>
<td>36-45</td>
<td>49.51%</td>
</tr>
<tr>
<td>46-55</td>
<td>22.58%</td>
</tr>
<tr>
<td>56-65</td>
<td>1.17%</td>
</tr>
<tr>
<td>66+</td>
<td>0.21%</td>
</tr>
<tr>
<td>Adult mean age</td>
<td>40</td>
</tr>
<tr>
<td>H of HH mean age</td>
<td>40.57</td>
</tr>
</tbody>
</table>

### Household Composition

- Families: 294 (72.97%)
- Extended family: 2.33%
- Extended household: 2.03%
- Pseudo family: 11.92%
- Single male: 0.85%
- Single female: 6.85%
- Male homesharers: 0.19%
- Female homesharers: 0.78%
- Mixed homesharers: 1.67%
- Abbr male families: 0.10%
- Abbr female families: 0.31%

### Children

- No children: 1.14%
- 1 child: 262 (32.46%)
- 2 children: 408 (37.57%)
- 3 children: 519 (22.19%)
- 4+ children: 306 (6.65%)
- Age <5: 319 (34.63%)
- Age 5-11: 259 (32.36%)
- Age 12-17: 9.93%
- Age >18: 4.16%

### Household Income

- <£15k: 4.50%
- £15k-£19k: 1.68%
- £20k-£29k: 7.71%
- £30k-£39k: 28.02%
- £40k-£49k: 35.08%
- £50k-£59k: 13.41%
- £60k-£69k: 5.32%
- £70k-£99k: 3.68%
- £100k-£149k: 0.51%
- £150k+: 0.01%

### Property Type

- Detached: 6.62%
- Semi-detached: 59.53%
- Bungalow: 6.54%
- Terraced: 25.83%
- Purpose built flats: 1.30%
- Converted flats: 0.19%
- Farm: 0.01%
- Named building: 0.45%

### Home Ownership

- Owned: 93.84%
- Rented: 2.76%
- Council / HA: 3.40%

### Online Access

- Every day: 66.28%
- Most days: 25.00%
- Weekly: 5.23%
- Monthly: 0.29%
- Not at all: 3.20%