## Satellite Settlers
Mature households living in expanding developments around larger villages with good transport links

### Who We Are

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>51-55</td>
</tr>
<tr>
<td>Household Income</td>
<td>£30k-£39k</td>
</tr>
<tr>
<td>Household comp.</td>
<td>Single</td>
</tr>
<tr>
<td>Number of children</td>
<td>No children</td>
</tr>
<tr>
<td>Tenure</td>
<td>Owned</td>
</tr>
<tr>
<td>Property type</td>
<td>Detached</td>
</tr>
</tbody>
</table>

### Key Features
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

### Channel Preference

<table>
<thead>
<tr>
<th>Channel</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
<td>98</td>
</tr>
<tr>
<td>Email</td>
<td>86</td>
</tr>
<tr>
<td>Mobile</td>
<td>128</td>
</tr>
</tbody>
</table>

### Technology Adoption

- Early Majority

### Data

<table>
<thead>
<tr>
<th>Trait</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>222</td>
</tr>
<tr>
<td>Income</td>
<td>141</td>
</tr>
<tr>
<td>Household comp.</td>
<td>127</td>
</tr>
<tr>
<td>Number of children</td>
<td>130</td>
</tr>
<tr>
<td>Tenure</td>
<td>125</td>
</tr>
<tr>
<td>Property type</td>
<td>172</td>
</tr>
</tbody>
</table>
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**Age**
- 18-25: 8.2%
- 26-35: 11.52%
- 36-45: 20.2%
- 46-55: 35.37%
- 56-65: 22.89%
- 66+: 1.82%

**Adult mean age**: 46
**H of HH mean age**: 49

**Household Composition**
- Families: 15.03%
- Extended family: 6.47%
- Extended household: 5.03%
- Pseudo family: 12.77%
- Single male: 24.58%
- Single female: 23.66%
- Male homesharers: 1.86%
- Female homesharers: 2.71%
- Mixed homesharers: 4.87%
- Abbr male families: 1.39%
- Abbr female families: 1.59%

**Children**
- No children: 93.84%
- 1 child: 2.48%
- 2 children: 2.01%
- 3 children: 1.06%
- 4+ children: 0.61%
- Age <5: 9.46%
- Age 5-11: 12.43%
- Age 12-17: 12.70%
- Age >17: 15.14%

**Household Income**
- <£15k: 10.58%
- £15k-£19k: 4.99%
- £20k-£29k: 17.45%
- £30k-£39k: 22.36%
- £40k-£49k: 18.06%
- £50k-£59k: 10.11%
- £60k-£69k: 6.48%
- £70k-£99k: 7.67%
- £100k-£149k: 1.96%
- £150k+: 0.34%

**Property Type**
- Detached: 30.63%
- Semi-detached: 26.48%
- Bungalow: 22.51%
- Terraced: 23.66%
- Purpose built flats: 3.09%
- Converted flats: 1.29%
- Farm: 0.28%
- Named building: 11.02%

**Home Ownership**
- Owned: 80.71%
- Rented: 15.10%
- Council / HA: 4.20%

**Online Access**
- Every day: 73.11%
- Most days: 18.49%
- Weekly: 5.46%
- Monthly: 1.26%
- Not at all: 1.68%