**Bus-Route Renters**
Singles renting affordable private flats away from central amenities and often on main roads

**Key Features**
- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Sourced mobile on Internet

**Who We Are**

<table>
<thead>
<tr>
<th>Age</th>
<th>Household Income</th>
<th>Household composition</th>
<th>Number of children</th>
<th>Tenure</th>
<th>Property type</th>
</tr>
</thead>
<tbody>
<tr>
<td>31-35</td>
<td>£20k-£29k</td>
<td>Single</td>
<td>No children</td>
<td>Rented</td>
<td>Flat</td>
</tr>
<tr>
<td>16.6%</td>
<td>41.8%</td>
<td>66.6%</td>
<td>93.4%</td>
<td>59.7%</td>
<td>91.8%</td>
</tr>
<tr>
<td></td>
<td>185</td>
<td>176</td>
<td>130</td>
<td>346</td>
<td>492</td>
</tr>
</tbody>
</table>

**Channel Preference**

- Phone: 90
- Email: 112
- Mobile: 111

- Mail: 84

**Technology Adoption**

- Early Majority: J45

**Southend-on-Sea**

- 1.81% | 1.35%
### J45

**Bus-Route Renters**

Singles renting affordable private flats away from central amenities and often on main roads

#### Age

- 18-25: 6.18%
- 26-35: 33.98%
- 36-45: 27.43%
- 46-55: 21.43%
- 56-65: 9.12%
- 66+: 1.85%

**Adult mean age:** 40

**H of HH mean age:** 41.73

#### Children

- No children: 93.38%
- 1 child: 3.99%
- 2 children: 1.85%
- 3 children: 0.56%
- 4+ children: 0.22%

**Age**

- Age <5: 6.22%
- Age 5-11: 6.22%
- Age 12-17: 5.95%
- Age >18: 8.11%

#### Household Composition

- Families: 6.30%
- Extended family: 0.95%
- Extended household: 2.50%
- Pseudo family: 11.57%
- Single male: 38.60%
- Single female: 27.99%
- Male homesharers: 3.13%
- Female homesharers: 2.45%
- Mixed homesharers: 4.28%
- Abbr male families: 0.98%
- Abbr female families: 1.02%

#### Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;£15k</td>
<td>11.81%</td>
</tr>
<tr>
<td>£15k-£19k</td>
<td>5.75%</td>
</tr>
<tr>
<td>£20k-£29k</td>
<td>41.83%</td>
</tr>
<tr>
<td>£30k-£39k</td>
<td>19.11%</td>
</tr>
<tr>
<td>£40k-£49k</td>
<td>11.25%</td>
</tr>
<tr>
<td>£50k-£59k</td>
<td>6.31%</td>
</tr>
<tr>
<td>£60k-£69k</td>
<td>2.37%</td>
</tr>
<tr>
<td>£70k-£99k</td>
<td>1.44%</td>
</tr>
<tr>
<td>£100k-£149k</td>
<td>0.12%</td>
</tr>
<tr>
<td>£150k+</td>
<td>0.02%</td>
</tr>
</tbody>
</table>

#### Property Type

- Detached: 0.57%
- Semi-detached: 2.26%
- Bungalow: 0.23%
- Terraced: 5.11%
- Purpose built flats: 486 (75.39%)
- Converted flats: 524 (16.43%)
- Farm: 0.01%
- Named building: 0.29%

#### Home Ownership

- Owned: 31.24%
- Rented: 346 (59.68%)
- Council / HA: 9.07%

#### Online Access

- Every day: 72.89%
- Most days: 18.22%
- Weekly: 4.89%
- Monthly: 0.00%
- Not at all: 4.00%