Outlying Seniors
Pensioners living in inexpensive housing in out of the way locations

Key Features
- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

Who We Are
- Age: 66-70 (21.1%, 319)
- Household Income: <£15k (34.8%, 170)
- Household composition: Single (46.3%, 122)
- Number of children: No children (98.3%, 137)
- Tenure: Owned (70.5%, 110)
- Property type: Bungalow (27.7%, 280)

Channel Preference
- Telephone: 100
- Email: 82
- Mobile: 88

Technology Adoption
- Laggards
## G27 Outlying Seniors
Pensioners living in inexpensive housing in out of the way locations

### Age

<table>
<thead>
<tr>
<th>Age</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>2%</td>
</tr>
<tr>
<td>26-35</td>
<td>3.24%</td>
</tr>
<tr>
<td>36-45</td>
<td>3.4%</td>
</tr>
<tr>
<td>46-55</td>
<td>6.57%</td>
</tr>
<tr>
<td>56-65</td>
<td>27.11%</td>
</tr>
<tr>
<td>66+</td>
<td>273 57.69%</td>
</tr>
</tbody>
</table>

Adult mean age 66
H of HH mean age 69.42

### Household Composition

- **Families**: 29.15%
- **Extended family**: 8.84%
- **Extended household**: 3.47%
- **Pseudo family**: 3.87%
- **Single male**: 17.40%
- **Single female**: 28.88%
- **Male homesharers**: 0.76%
- **Female homesharers**: 1.87%
- **Mixed homesharers**: 1.06%
- **Abbr male families**: 1.71%
- **Abbr female families**: 2.96%

### Children

- **No children**: 98.30%
- **1 child**: 0.97%
- **2 children**: 0.57%
- **3 children**: 0.13%
- **4+ children**: 0.04%
- **Age <5**: 1.03%
- **Age 5-11**: 2.75%
- **Age 12-17**: 4.47%
- **Age >18**: 13.75%

### Household Income

- **<£15k**: 34.76%
- **£15k-£19k**: 15.06%
- **£20k-£29k**: 29.22%
- **£30k-£39k**: 12.89%
- **£40k-£49k**: 4.69%
- **£50k-£59k**: 1.77%
- **£60k-£69k**: 0.73%
- **£70k-£99k**: 0.67%
- **£100k-£149k**: 0.17%
- **£150k+**: 0.06%

### Property Type

- **Detached**: 8.04%
- **Semi-detached**: 32.78%
- **Bungalow**: 280 27.72%
- **Terraced**: 26.22%
- **Purpose built flats**: 4.36%
- **Converted flats**: 0.87%
- **Farm**: 0.11%
- **Named building**: 4.69%

### Home Ownership

- **Owned**: 70.53%
- **Rented**: 6.49%
- **Council / HA**: 22.98%

### Online Access

- **Every day**: 58.56%
- **Most days**: 25.97%
- **Weekly**: 8.84%
- **Monthly**: 1.66%
- **Not at all**: 4.97%