Low Income Workers
Older social renters settled in low value homes in communities where employment is harder to find

Key Features
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

Who We Are
- Age: 56-60 (19.9%)
- Household Income: <£15k (44.5%)
- Household composition: Single (44.2%)
- Number of children: No children (95.4%)
- Tenure: Council / HA (79.7%)
- Property type: Terraced (50.5%)

Channel Preference
- Call: 94
- Email: 98
- Mobile: 90

Technology Adoption
Early Majority

Knowsley
2.20% 2.07%
Low Income Workers
Older social renters settled in low value homes in communities where employment is harder to find

Household Composition
- Families: 16.67%
- Extended family: 8.76%
- Extended household: 5.47%
- Pseudo family: 6.95%
- Single male: 22.07%
- Single female: 22.13%
- Male homesharers: 2.06%
- Female homesharers: 4.63%
- Mixed homesharers: 4.34%
- Abbr male families: 3.04%
- Abbr female families: 3.84%

Children
- No children: 95.43%
- 1 child: 2.30%
- 2 children: 1.54%
- 3 children: 0.50%
- 4+ children: 0.22%
- Age <5: 5.76%
- Age 5-11: 8.76%
- Age 12-17: 17.05%
- Age >18: 20.74%

Household Income
- <£15k: 44.46%
- £15k-£19k: 13.88%
- £20k-£29k: 29.35%
- £30k-£39k: 7.87%
- £40k-£49k: 3.48%
- £50k-£59k: 0.63%
- £60k-£69k: 0.18%
- £70k-£99k: 0.12%
- £100k-£149k: 0.02%
- £150k+: 0.00%

Property Type
- Detached: 1.25%
- Semi-detached: 32.39%
- Bungalow: 6.71%
- Terraced: 50.48%
- Purpose built flats: 8.63%
- Converted flats: 0.54%
- Farm: 0.01%
- Named building: 0.05%

Home Ownership
- Owned: 14.12%
- Rented: 6.21%
- Council / HA: 433 (79.67%)

Online Access
- Every day: 65.61%
- Most days: 23.98%
- Weekly: 4.98%
- Monthly: 1.81%
- Not at all: 3.62%