**Village Retirement**
Retirees enjoying pleasant village locations with amenities to service their social and practical needs

**Who We Are**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 66-70</td>
<td>348</td>
</tr>
<tr>
<td>Household Income £20k-£29k</td>
<td>130</td>
</tr>
<tr>
<td>Households composition</td>
<td>161</td>
</tr>
<tr>
<td>No children</td>
<td>137</td>
</tr>
<tr>
<td>Tenure Owned</td>
<td>149</td>
</tr>
<tr>
<td>Property type Named building</td>
<td>668</td>
</tr>
</tbody>
</table>

**Channel Preference**

- Phone: 76
- Email: 89
- SMS: 103

**Number of Children**

- 130
- 112
- 60

**Technology Adoption**

- Late Majority

**Key Features**

- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

**Babergh**

1.82% 1.62%
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**Household Composition**
- Families: 40.03%
- Extended family: 7.64%
- Extended household: 3.26%
- Single male: 13.73%
- Single female: 26.84%
- Male homesharers: 0.53%
- Female homesharers: 1.29%
- Mixed homesharers: 0.67%
- Abbreviated male families: 1.09%
- Abbreviated female families: 2.17%

**Children**
- No children: 98.87%
- 1 child: 0.63%
- 2 children: 0.39%
- 3 children: 0.10%
- 4+ children: 0.02%
- Age <5: 1.46%
- Age 5-11: 1.09%
- Age 12-17: 4.74%
- Age >18: 15.33%

**Household Income**
- <£15k: 23.44%
- £15k-£19k: 11.35%
- £20k-£29k: 26.74%
- £30k-£39k: 13.52%
- £40k-£49k: 10.19%
- £50k-£59k: 6.59%
- £60k-£69k: 3.67%
- £70k-£99k: 3.43%
- £100k-£149k: 0.90%
- £150k+: 0.19%

**Property Type**
- Detached: 52.95%
- Semi-detached: 13.23%
- Bungalow: 27.25%
- Terraced: 5.03%
- Purpose built flats: 1.10%
- Converted flats: 0.44%
- Farm: 0.61%
- Named building: 25.95%

**Home Ownership**
- Owned: 95.72%
- Rented: 2.50%
- Council / HA: 1.78%

**Online Access**
- Every day: 59.47%
- Most days: 26.84%
- Weekly: 7.37%
- Monthly: 2.63%
- Not at all: 3.68%