Local Focus
Rural families in affordable village homes who are reliant on the local economy for jobs

Who We Are

- **Age**: 41-45 (17.1%)
- **Household Income**: £20k-£29k (26.5%)
- **Household composition**: Pseudo family (16.5%)
- **Number of children**: 1 child (27.5%)
- **Tenure**: Council / HA (31.2%)
- **Property type**: Semi-detached (40.9%)

Channel Preference

- **Phone**: 108
- **Email**: 109
- **Mobile**: 104
- **Post**: 83
- **Social**: 92
- **Vibes**: 114

Technology Adoption

- **Early Majority**

Key Features

- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

Dungannon

1.83% 1.93%
G28 Local Focus
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<table>
<thead>
<tr>
<th>Age</th>
<th>18-25</th>
<th>26-35</th>
<th>36-45</th>
<th>46-55</th>
<th>56-65</th>
<th>66+</th>
<th>Adult mean age</th>
<th>H of HH mean age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>14.03%</td>
<td>26.71%</td>
<td>32.59%</td>
<td>22.14%</td>
<td>3.96%</td>
<td>0.55%</td>
<td>38</td>
<td>40.22</td>
</tr>
</tbody>
</table>

Household Composition
- Families: 25.58%
- Extended family: 9.47%
- Extended household: 8.41%
- Pseudo family: 16.54%
- Single male: 10.50%
- Single female: 16.88%
- Male homesharers: 1.31%
- Female homesharers: 2.96%
- Mixed homesharers: 5.18%
- Abbr male families: 1.06%
- Abbr female families: 2.08%

Household Income
- <£15k: 15.77%
- £15k-£19k: 6.86%
- £20k-£29k: 26.45%
- £30k-£39k: 19.50%
- £40k-£49k: 14.70%
- £50k-£59k: 8.94%
- £60k-£69k: 3.98%
- £70k-£99k: 3.13%
- £100k-£149k: 0.55%
- £150k+: 0.13%

Children
- No children: 35.67%
- 1 child: 221 (27.46%)
- 2 children: 227 (20.89%)
- 3 children: 228 (9.74%)
- 4+ children: 287 (6.24%)
- Age <5: 209 (22.74%)
- Age 5-11: 23.45%
- Age 12-17: 18.65%
- Age >18: 7.64%

Property Type
- Detached: 7.88%
- Semi-detached: 40.90%
- Bungalow: 10.68%
- Terraced: 34.27%
- Purpose built flats: 5.23%
- Converted flats: 1.04%
- Farm: 0.05%
- Named building: 2.60%

Home Ownership
- Owned: 54.59%
- Rented: 14.19%
- Council / HA: 31.22%

Online Access
- Every day: 67.97%
- Most days: 17.97%
- Weekly: 10.55%
- Monthly: 1.17%
- Not at all: 2.34%

Rural families in affordable village homes who are reliant on the local economy for jobs in Dungannon
- Adult mean age: 1.83%
- H of HH mean age: 1.93%