Budget Generations
Families supporting both adult and younger children where expenditure can often exceed income

Who We Are

<table>
<thead>
<tr>
<th>Age</th>
<th>Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>46-50</td>
<td>£30k-£39k</td>
</tr>
<tr>
<td>18.3%</td>
<td>26.3%</td>
</tr>
<tr>
<td>197</td>
<td>166</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household composition</th>
<th>Number of children</th>
<th>Tenure</th>
<th>Property type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family + other adults</td>
<td>2 children</td>
<td>Council / HA</td>
<td>Terraced</td>
</tr>
<tr>
<td>95.0%</td>
<td>22.4%</td>
<td>34.3%</td>
<td>49.1%</td>
</tr>
<tr>
<td>480</td>
<td>244</td>
<td>186</td>
<td>181</td>
</tr>
</tbody>
</table>

Key Features
- Extended families
- Supporting adult & younger children
- Ex-council owners and social renters
- Bills can be a struggle
- Price is important
- Likely to have a games console

Channel Preference

<table>
<thead>
<tr>
<th>Contact Channel</th>
<th>M53</th>
<th>M54</th>
<th>M55</th>
<th>M56</th>
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<td>78</td>
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<td>Email</td>
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<tr>
<td>Mail</td>
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<td></td>
<td>117</td>
<td></td>
</tr>
</tbody>
</table>

Technology Adoption

Early Adopters
### Household Composition

- **Families**: 566 (35.85%)
- **Extended family**: 501 (50.62%)
- **Extended household**: 566 (35.85%)
- **Pseudo family**: 244 (30.81%)
- **Single male**: 370 (5.26%)
- **Single female**: 266 (3.82%)
- **Male homesharers**: 244 (3.82%)
- **Female homesharers**: 266 (3.82%)
- **Mixed homesharers**: 2.45%
- **Abbr male families**: 338 (6.96%)
- **Abbr female families**: 253 (28.12%)

### Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>253</td>
<td>28.12%</td>
</tr>
<tr>
<td>26-35</td>
<td></td>
<td>13.02%</td>
</tr>
<tr>
<td>36-45</td>
<td></td>
<td>20.93%</td>
</tr>
<tr>
<td>46-55</td>
<td></td>
<td>30.81%</td>
</tr>
<tr>
<td>56-65</td>
<td></td>
<td>5.26%</td>
</tr>
<tr>
<td>66+</td>
<td></td>
<td>1.87%</td>
</tr>
<tr>
<td>Adult mean age</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>H of HH mean age</td>
<td>45.41</td>
<td></td>
</tr>
</tbody>
</table>

### Children

- **No children**: 432 (22.45%)
- **1 child**: 266 (33.18%)
- **2 children**: 370 (5.26%)
- **3 children**: 2.72%
- **4+ children**: 34.25%
- **Age <5**: 244 (22.45%)
- **Age 5-11**: 266 (33.18%)
- **Age 12-17**: 34.25%
- **Age >18**: 20.93%

### Household Income

- **<£15k**: 20.93%
- **£15k-£19k**: 33.18%
- **£20k-£29k**: 22.45%
- **£30k-£39k**: 5.26%
- **£40k-£49k**: 34.25%
- **£50k-£59k**: 3.82%
- **£60k-£69k**: 1.87%
- **£70k-£99k**: 0.02%
- **£100k-£149k**: 0.24%
- **£150k+**: 0.01%

### Property Type

- **Detached**: 2.04%
- **Semi-detached**: 39.75%
- **Bungalow**: 4.80%
- **Terraced**: 49.15%
- **Purpose built flats**: 3.82%
- **Converted flats**: 0.44%
- **Farm**: 0.02%
- **Named building**: 0.24%

### Home Ownership

- **Owned**: 53.79%
- **Rented**: 11.96%
- **Council / HA**: 34.25%

### Online Access

- **Every day**: 76.74%
- **Most days**: 15.12%
- **Weekly**: 4.26%
- **Monthly**: 1.16%
- **Not at all**: 2.71%